

Financial Industry CSR Spotlight

In the financial world, **trust is essential**. Corporate Social Responsibility (CSR) plays a key part in earning that trust, while driving positive change in the communities that healthcare organizations serve.

According to recent studies, companies with strong CSR programs see a **13% increase in employee productivity** and a **50% reduction in turnover**.

YourCause offers a suite of tools that **enable financial institutions to take their CSR efforts to the next level**. These tools include solutions for employee giving, volunteering, tracking community investments, generating impact reports, complying with CRA requirements, and more.

Check out the stats below to learn more about how YourCause tools are powering impact for our financial customers!



Key CSR Benchmarking Data and Trends of Financial Organizations (based on an analysis of 990k+ employees)

GIVING

\$991	average annual employee donation	\$208	median annual employee donation
\$771	average annual company match	\$120	median annual company match
6.4	average donation transactions per employee	1	median donation transactions per employee

VOLUNTEERING

14.9	average hours per volunteer	5	median hours per volunteer
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GRANTMAKING

\$	\$11,684	average grant amount
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ENGAGEMENT RATES

24.6%	combined engagement
13.0%	giving engagement
22.2%	volunteering engagement

TRENDS



Financial companies had the highest volunteer engagement out of all industries at 22.2%, which was a significant **increase of 7.3 percentage points** compared to last year. Median employee volunteer hours also increased by 5.3%. Clearly, financial organizations are prioritizing employee engagement in social impact, perhaps driven by recent developments in the Community Reinvestment Act requirements.

35% of total donations from Financial companies came from company matching. This indicates the increased investment the financial sector is putting into CSR initiatives, and the value of leveraging matching gifts as a way to incentivize employee giving.

