

# Healthcare Industry CSR Spotlight

In the healthcare space, 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 healthcare institutions to take their CSR efforts to the next level. These tools include solutions for employee giving, volunteering, tracking community investments, generating impact reports, and more.

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



## Key CSR Benchmarking Data and Trends for Healthcare Organizations (based on an analysis of 1.1M+ employees)

### GIVING

\$243	average annual employee donation	\$52	median annual employee donation
\$244	average annual company match	\$76	median annual company match
4.9	average donation transactions per employee	4	median donation transactions per employee

### VOLUNTEERING

13.6	average hours per volunteer	4.5	median hours per volunteer
GRANTMAKING			
\$	\$9,181	average grant amount	

### ENGAGEMENT RATES

13.9%	combined engagement
9.2%	giving engagement
4.9%	volunteering engagement

### TRENDS

The **median company match for healthcare organizations increased by 8.6%** compared to the year before. This significant growth indicates the increased investment healthcare sector is putting into CSR initiatives, and the value of leveraging matching gifts as a way to incentivize employee giving.

**41% of total donations from healthcare organizations were from employee payroll giving.** The popularity of this giving method highlights the power of convenience and automation in driving sustained giving behavior for employees.

