



# The State of Corporate Purpose: *Putting Data Into Action*



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Chief Impact Officer  
**Benevity**



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Manager, Client Success  
**Benevity**

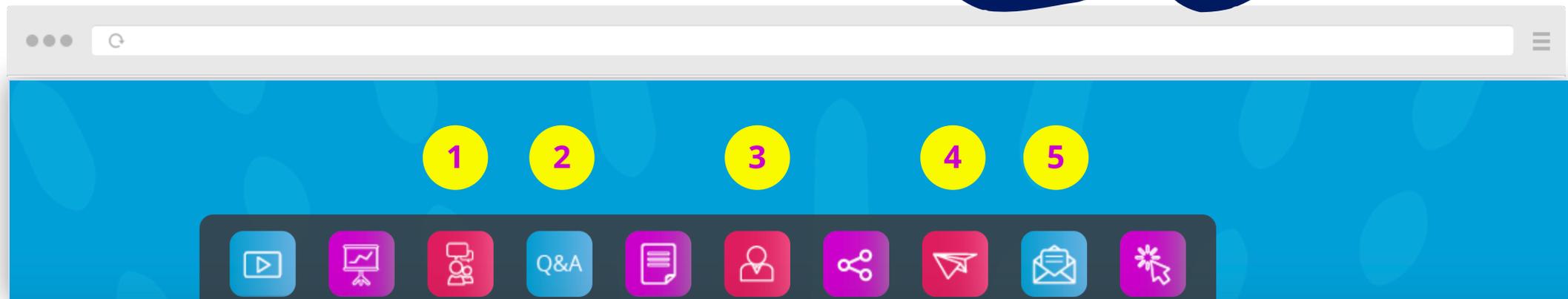
## Our *Panelists*

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# Benevity Impact Labs

An incubator and resource hub bringing new data, research and insights to help companies, nonprofits and individuals maximize their impact and authentically live their purpose.

[Benevity.com/ImpactLabs](https://www.benevity.com/ImpactLabs)



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**Corporate Purpose**  
Not Just Another  
Name for CSR



# Our Impact

**Purpose-driven  
Clients**

**900+**

**Total  
Donations**

**\$10B**

**Volunteer  
Hours**

**46M**

**Positive  
Actions**

**777,000**

**Grants  
Awarded**

**1.2M**  
worth \$12B

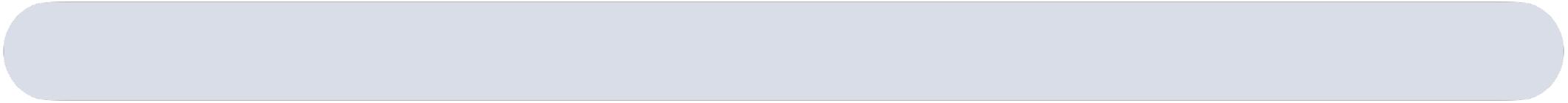
**Nonprofits  
Supported**

**326,000**

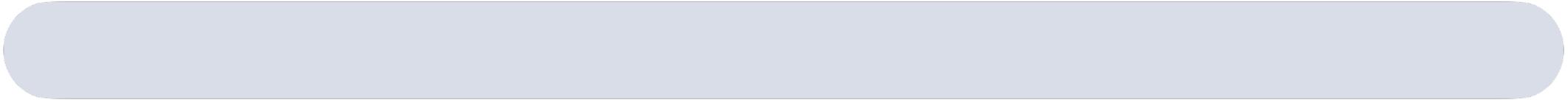


# Average Annual Donation Trends

**Annual Donation Dollars/Donor (Incl. Match)**



**Average Donation Frequency/Donor**



# Average Annual Donation Trends

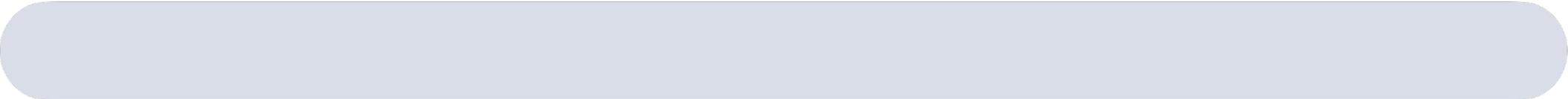
Annual Donation Dollars/Donor (Incl. Match)



**\$1,161**

**2019**

Average Donation Frequency/Donor



# Average Annual Donation Trends

Annual Donation Dollars/Donor (Incl. Match)

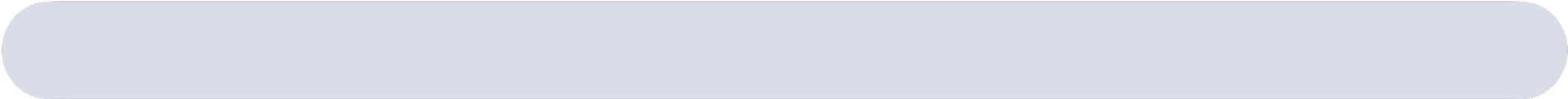
↑ 13%



\$1,313

2019

Average Donation Frequency/Donor



# Average Annual Donation Trends

Annual Donation Dollars/Donor (Incl. Match)

↑ 2%

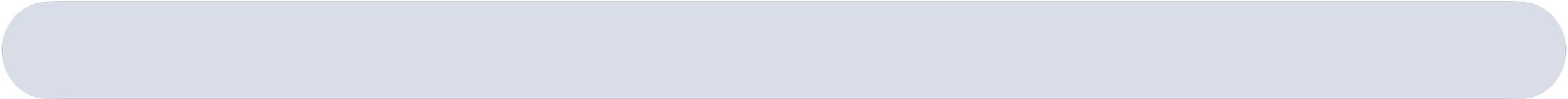


2019

2021

\$1,188

Average Donation Frequency/Donor



# Average Annual Donation Trends

Annual Donation Dollars/Donor (Incl. Match)

↑ 2%



2019

2021

\$1,188

Average Donation Frequency/Donor



2019

13.7



# Average Annual Donation Trends

Annual Donation Dollars/Donor (Incl. Match)

↑ 2%



2019

2021

\$1,188

Average Donation Frequency/Donor

↓ 29%



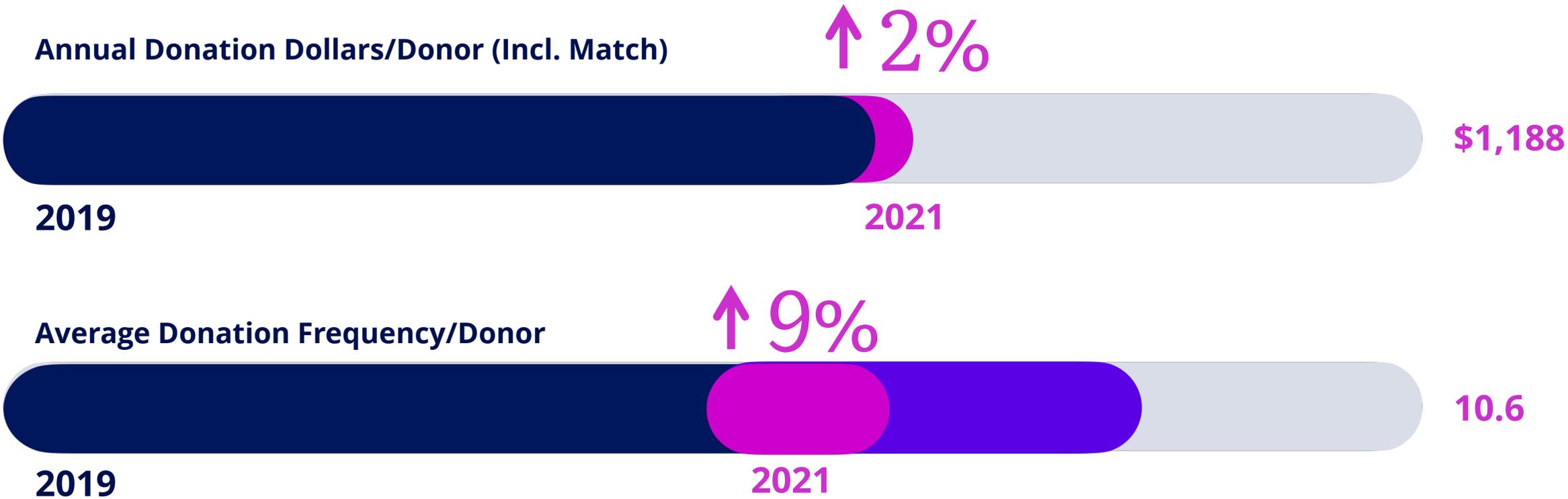
2019

2020

9.7



# Average Annual Donation Trends





# Volunteering Trends

# Volunteering Trends

**Total Volunteer Hours Tracked YoY**



**Total Number of Individual Volunteers YoY**



**Causes With Volunteer Time Tracked**



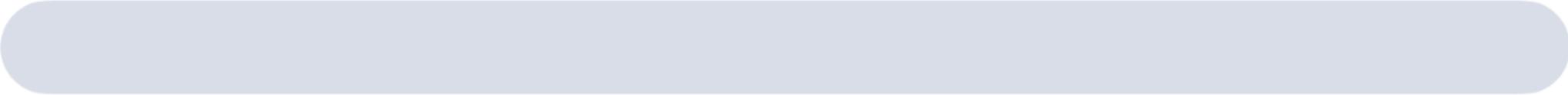
# Volunteering Trends

Total Volunteer Hours Tracked YoY

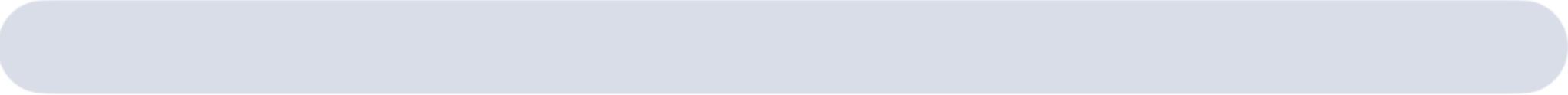
↑ 28%



Total Number of Individual Volunteers YoY



Causes With Volunteer Time Tracked



# Volunteering Trends

Total Volunteer Hours Tracked YoY



Total Number of Individual Volunteers YoY



Causes With Volunteer Time Tracked



# Volunteering Trends

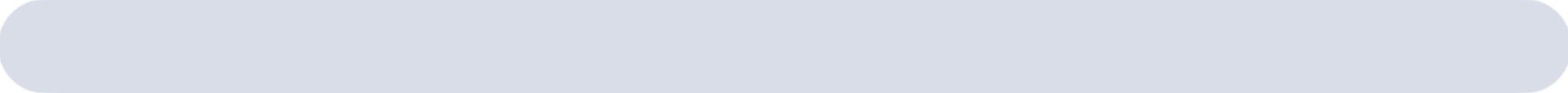
Total Volunteer Hours Tracked YoY



Total Number of Individual Volunteers YoY



Causes With Volunteer Time Tracked



# Volunteering Trends

## Total Volunteer Hours Tracked YoY



## Total Number of Individual Volunteers YoY



## Causes With Volunteer Time Tracked



# Volunteering Trends

Total Volunteer Hours Tracked YoY



Total Number of Individual Volunteers YoY



Causes With Volunteer Time Tracked



# Volunteering Trends

## Total Volunteer Hours Tracked YoY



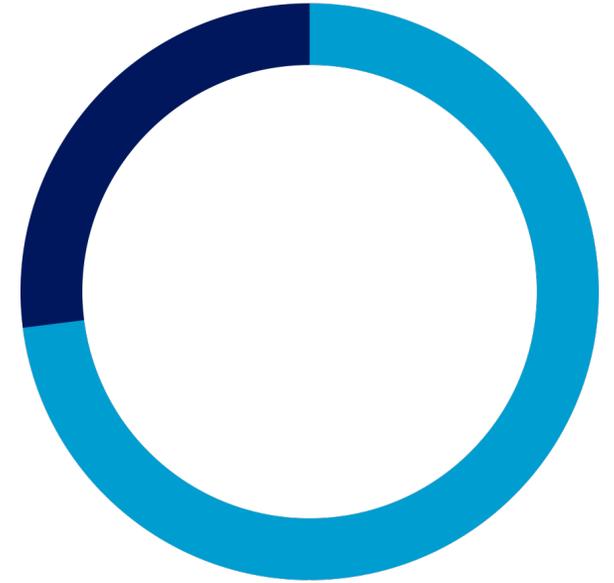
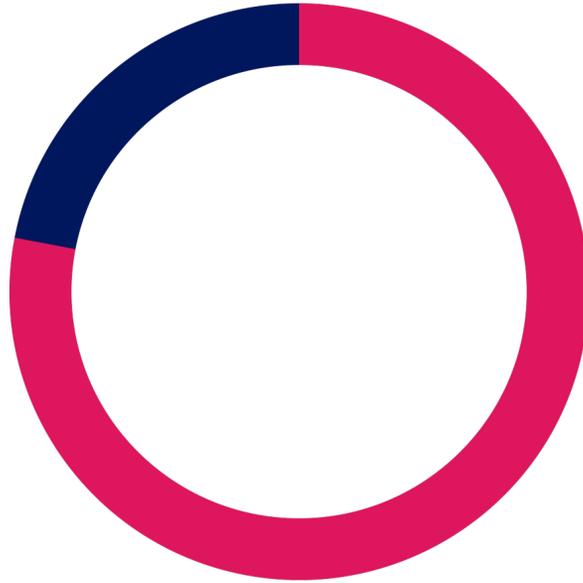
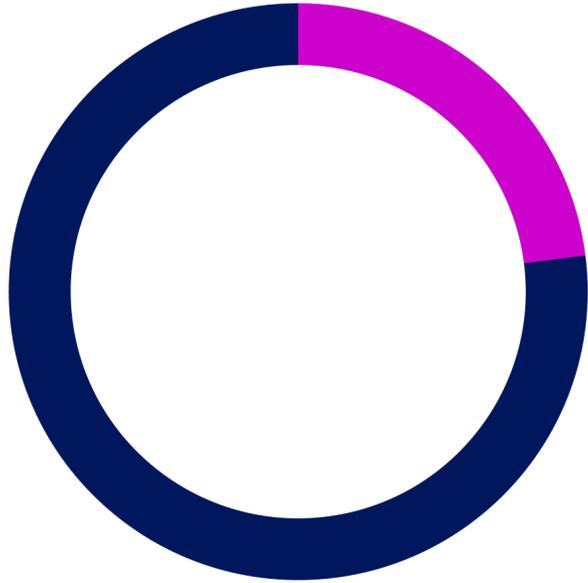
## Total Number of Individual Volunteers YoY



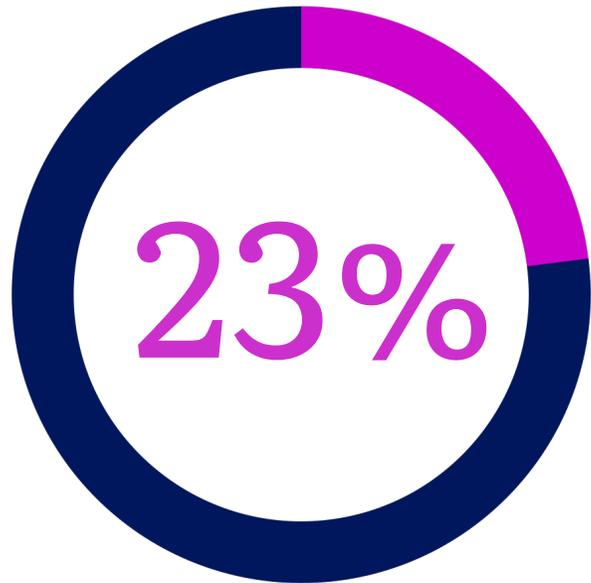
## Causes With Volunteer Time Tracked



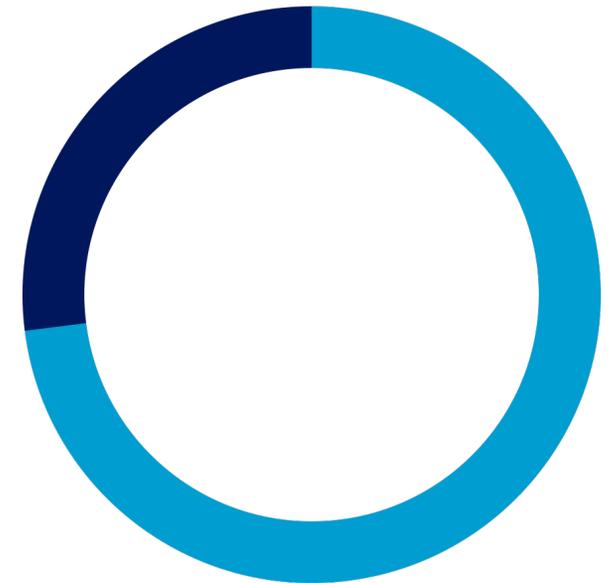
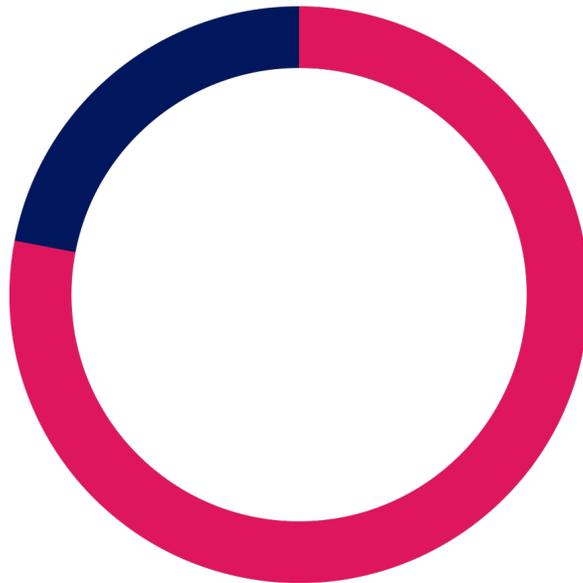
# Virtual Share of Volunteer Hours\*



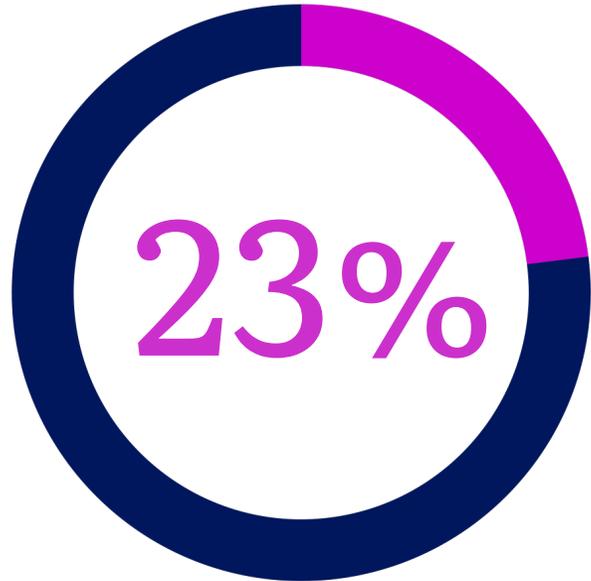
# Virtual Share of Volunteer Hours\*



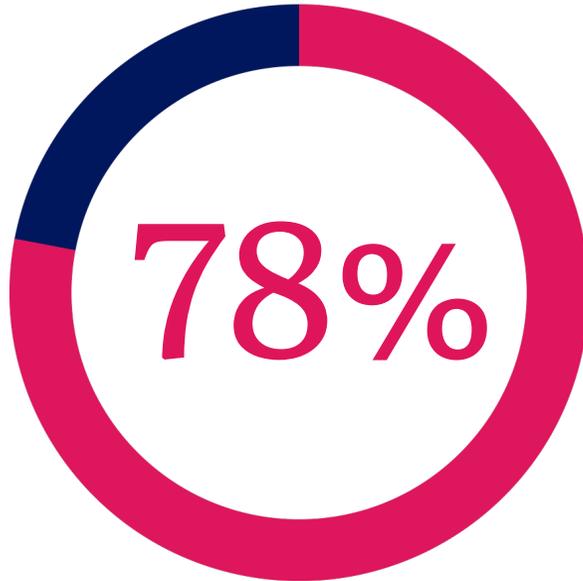
in 2019



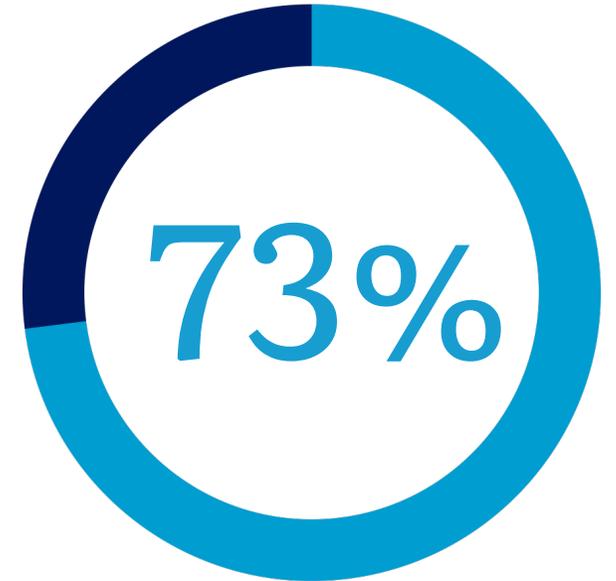
# Virtual Share of Volunteer Hours\*



in 2019



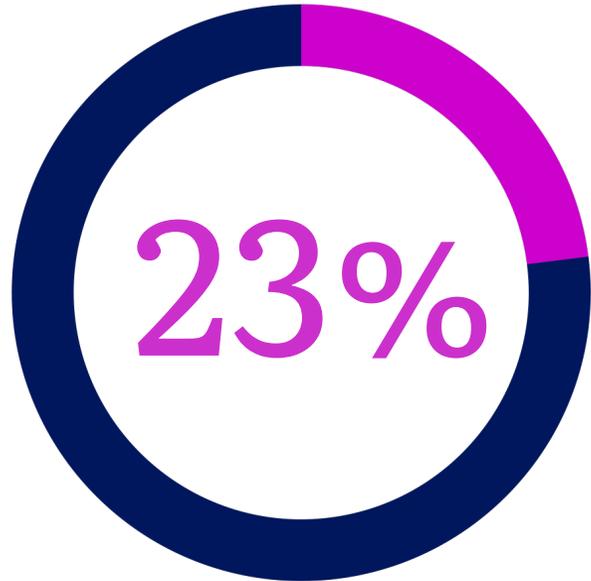
in 2020  
(Lockdowns)



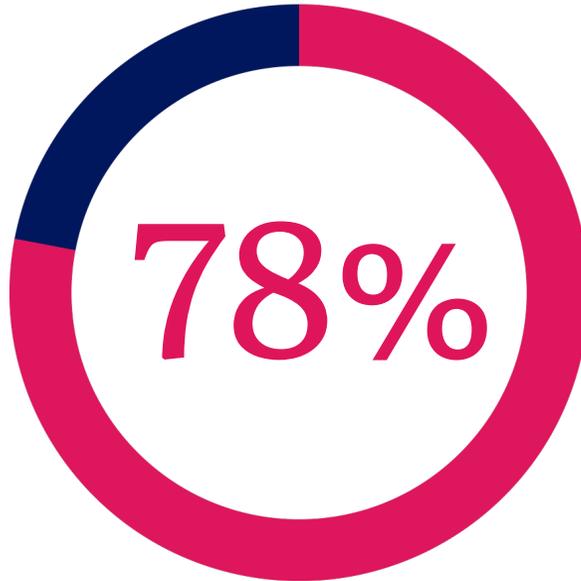
in 2021  
(Hybrid)



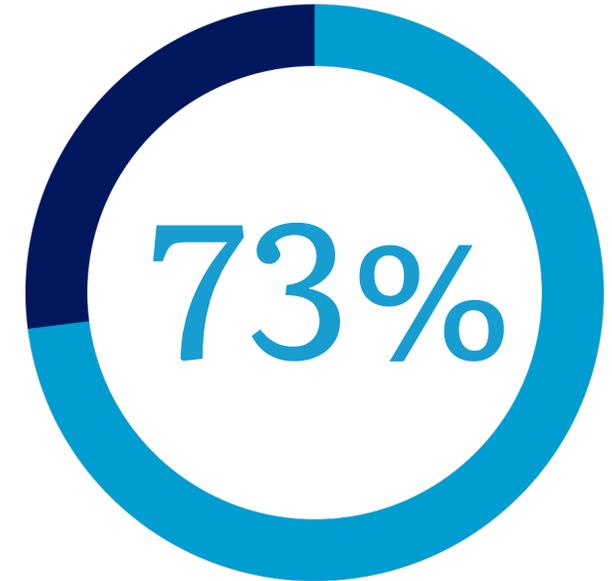
## Virtual Share of Volunteer Hours\*



in 2019



in 2020  
(Lockdowns)



in 2021  
(Hybrid)

**40%**

of all volunteer hours tracked were  
**volunteer acts of kindness** in 2021

\*Includes hours tracked as part of Volunteer Opportunities only.

# Top Five Trends in Corporate Purpose

[benevity.com/state-of-corporate-purpose-2022](https://benevity.com/state-of-corporate-purpose-2022)

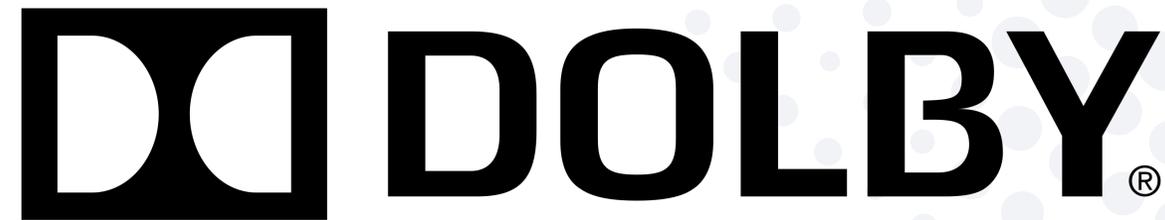
- 1 In Times of Need, Businesses Are Stepping Up
- 2 At the Root of the Great Resignation is the Great Search for Purpose
- 3 Employee-Led Action on Diversity, Inclusion and Belonging is Changing Culture from the bottom up and the inside out
- 4 The Future of Corporate Philanthropy is Stakeholder Philanthropy
- 5 ESG is How Shareholders Understand Purpose

1

In Times of Need,  
Businesses Are Stepping Up



Client Story:



Supports Those Closest to the Ukraine Crisis

2

At the Root of the  
Great Resignation Is the  
Great Search for Purpose

# Volunteer Acts of Kindness



## Volunteer Acts of Kindness



## Positive Actions & Learning Opportunities





Client Story:

**STARBUCKS**

Empowers Positive Actions

# 52%

Of early tenure employees – those who have been with a company 2.5 years or less – are 52% less likely to leave a company if they have participated in their company's purpose program

3

Employee-Led Action on Diversity,  
Inclusion and Belonging (DEI&B)  
is Changing Culture



## Affinity Groups (13)

Filter by: All Groups ▾

Sort by: Group name (A-Z) ▾



### Black Employee Network

Chapter: Company-wide



### ERG Leaders Hub

Chapter: Company-wide



### Hispanic/Latinx (HOLA)

Chapter: Los Angeles, CA



### Veterans Network

Chapter: Company-wide



### PossAbilities

Chapter: Company-wide



### Pride Network

Chapter: Calgary, AB



# Cultures that have *high belonging* see...

**50%** reduction in turnover risk

**56%** increase in job performance

**75%** decrease in employee sick days

**50%** would stay at a company because it offered ERGs

Sources: BetterUp: The Value of Belonging, , Software Advice US Study on ERGs



# 51%

of employees left their jobs  
because they didn't feel a  
sense of belonging

4

The Future of  
Corporate Philanthropy Is  
Stakeholder Philanthropy



Client Story:



Unrestricted Grants

# Survey Says...



believe that stakeholders **should have a say** in how a business allocates its charitable funds



**would provide input** into allocation of charitable funds if given the opportunity



say the **more a business engages its consumers in charitable giving decisions**, the more trust they have in that business

# Companies That Engage Stakeholders Are Preferred by Consumers & Employees



73%

of consumers are **likely to shop at or support** an organization that seeks their input into where the organization gives



78%

of employees are **likely to work for an organization** that provides transparency into how they allocate their charitable donations

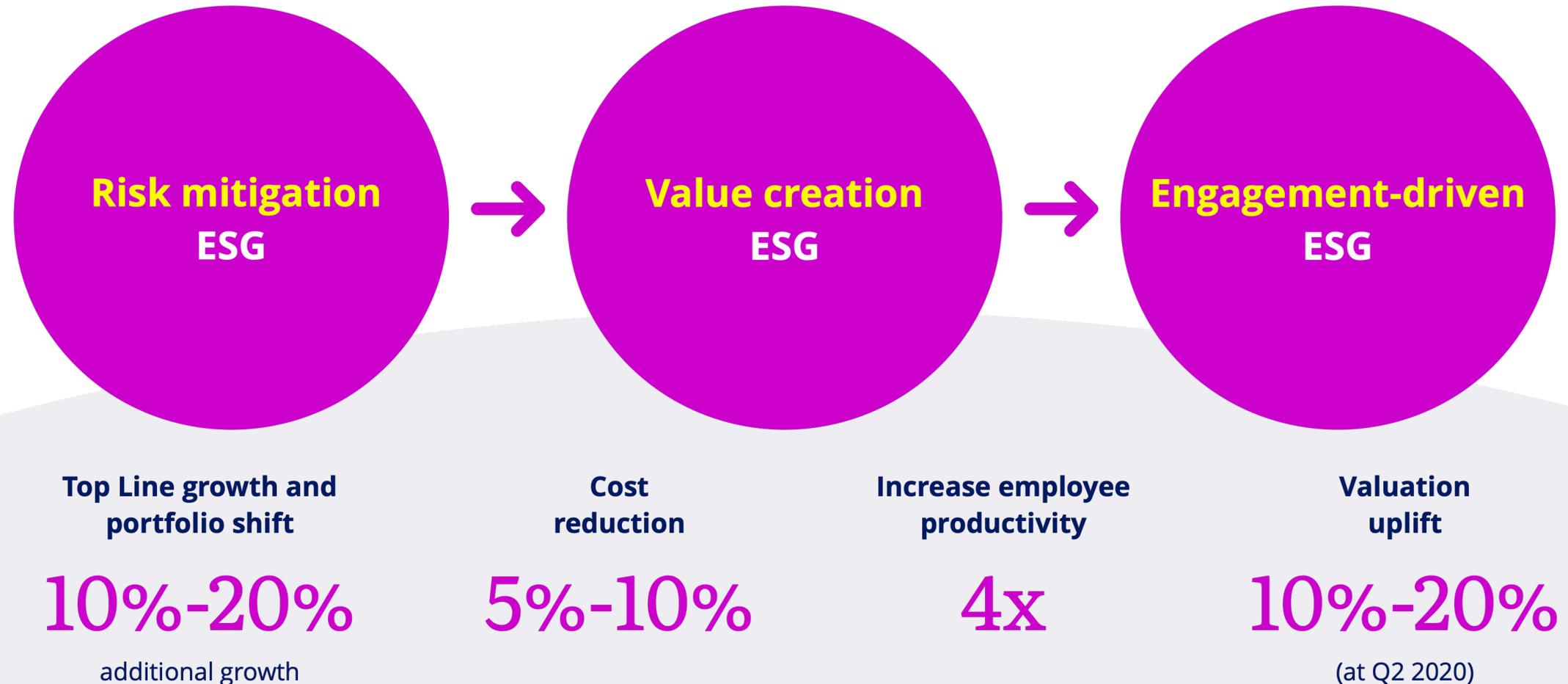
5

ESG is How Shareholders  
Understand Purpose



# An Evolving “Why” for ESG

Business benefits for ESG leaders vs. ESG laggards



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# Questions





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Thank you!