The State of Corporate Purpose:
Putting Data Into Action
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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
The State of Corporate Purpose 2022

Purpose is Changing the Way We Do Business

A Benevity Impact Labs Report
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)
2019: $1,161

Average Donation Frequency/Donor
Average Annual Donation Trends

Annual Donation Dollars/Donor (Incl. Match)  

2019  
$1,313  
↑ 13%

Average Donation Frequency/Donor
Average Annual Donation Trends

Annual Donation Dollars/Donor (Incl. Match)

2019: $1,188
2021: $1,188

Average Donation Frequency/Donor

↑ 2%
Average Annual Donation Trends

Annual Donation Dollars/Donor (Incl. Match)
- 2019: $1,188
- 2021: $1,188
- Increase: 2%

Average Donation Frequency/Donor
- 2019: 13.7
Average Annual Donation Trends

Annual Donation Dollars/Donor (Incl. Match)

- **2019**: $1,188
- **2021**: $1,188

- **Change**: +2%

Average Donation Frequency/Donor

- **2019**: 29
- **2020**: 9.7

- **Change**: -29%
Average Annual Donation Trends

Annual Donation Dollars/Donor (Incl. Match)
- 2019: $1,188
- 2021: $1,188

Average Donation Frequency/Donor
- 2019: 10.6
- 2021: 10.6

Increase:
- Annual Donation Dollars/Donor: 2%
- Average Donation Frequency/Donor: 9%
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

2020: [8.9m] 
2021: [8.9m] 

↑ 28%

Total Number of Individual Volunteers YoY

Causes With Volunteer Time Tracked
Volunteering Trends

Total Volunteer Hours Tracked YoY

2019: 8.8m
2021: 8.9m

Total Number of Individual Volunteers YoY

Causes With Volunteer Time Tracked
Volunteering Trends

Total Volunteer Hours Tracked YoY

- 2019: 8.8m
- 2021: 8.9m

Total Number of Individual Volunteers YoY

- 2020: 470,000
- 2021: (470,000 increased by 28%)

Causes With Volunteer Time Tracked
Volunteering Trends

Total Volunteer Hours Tracked YoY

2019: 8.8m vs. 8.9m

Total Number of Individual Volunteers YoY

2019: 528,000 vs. 470,000

Causes With Volunteer Time Tracked
Volunteering Trends

Total Volunteer Hours Tracked YoY

- 2019: 8.8m
- 2020: 8.9m

Total Number of Individual Volunteers YoY

- 2019: 528,000
- 2020: 470,000

Causes With Volunteer Time Tracked

- 2020: 60,000
- 2021: 60,000

↑24%
Volunteering Trends

Total Volunteer Hours Tracked YoY

<table>
<thead>
<tr>
<th>Year</th>
<th>2019 Hours</th>
<th>2021 Hours</th>
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<tbody>
<tr>
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<td>8.8m</td>
<td>8.9m</td>
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Total Number of Individual Volunteers YoY

<table>
<thead>
<tr>
<th>Year</th>
<th>2019 Number</th>
<th>2021 Number</th>
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<tbody>
<tr>
<td></td>
<td>528,000</td>
<td>470,000</td>
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Causes With Volunteer Time Tracked

<table>
<thead>
<tr>
<th>Year</th>
<th>2019 Number</th>
<th>2021 Number</th>
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<tbody>
<tr>
<td></td>
<td>58,000</td>
<td>60,000</td>
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Virtual Share of Volunteer Hours*

*Includes hours tracked as part of Volunteer Opportunities only.
Virtual Share of Volunteer Hours*

23% in 2019

*Includes hours tracked as part of Volunteer Opportunities only.
Virtual Share of Volunteer Hours*

- 23% in 2019
- 78% in 2020 (Lockdowns)
- 73% in 2021 (Hybrid)

*Includes hours tracked as part of Volunteer Opportunities only.
Virtual Share of Volunteer Hours*

- 23% in 2019
- 78% in 2020 (Lockdowns)
- 73% 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

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
In Times of Need, Businesses Are Stepping Up
Client Story:

Supports Those Closest to the Ukraine Crisis
At the Root of the Great Resignation Is the Great Search for Purpose
Volunteer
Acts of Kindness

40%
Acts of Kindness

81%
Traditional Volunteering

▲ 78%
from 2020

of Volunteering-enabled companies allowed acts of kindness
Volunteer Acts of Kindness

- 40% Acts of Kindness
- 81% of Volunteering-enabled companies allowed acts of kindness

Positive Actions & Learning Opportunities

- 66% growth in companies promoting learning and positive action
- 98% growth in the number of opportunities for positive action in 2021
Client Story:

STARBUCKS

Empowers Positive Actions
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.
Employee-Led Action on Diversity, Inclusion and Belonging (DEI&B) is Changing Culture
Affinity Groups (13)

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.

The Future of Corporate Philanthropy Is Stakeholder Philanthropy
Survey Says...

84% of consumers believe that stakeholders should have a say in how a business allocates its charitable funds.

86% of employees would provide input into allocation of charitable funds if given the opportunity.

84% of consumers 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.
ESG is How Shareholders Understand Purpose
An Evolving “Why” for ESG

Business benefits for ESG leaders vs. ESG laggards

- **Risk mitigation**
  - ESG
  - Top Line growth and portfolio shift: 10%-20% additional growth

- **Value creation**
  - ESG
  - Cost reduction: 5%-10%
  - Increase employee productivity: 4x

- **Engagement-driven**
  - ESG
  - Valuation uplift: 10%-20%
  - (at Q2 2020)

Data provided by McKinsey. “Typical ranges based on assessments of ESG and financial performance and expert interviews. Estimates may vary based on company and sector.”
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benevity.com/state-of-corporate-purpose-2022
Questions
In 2022, corporate purpose is no longer a nice to have—it’s business critical.

Benevity data and insights from our community of more than 20,000 corporate donors with 25 million engagements and $70 million in donations for the year show the impact of corporate purpose in 2022.

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Thank you!