



Leading with *Purpose* in Extraordinary Times

How companies are activating their people and communities during a global crisis



 benevity

Benevity Labs Special Report: **COVID-19 Relief**

Leading with **Purpose** in Extraordinary Times

How companies are activating their people and communities during a global crisis

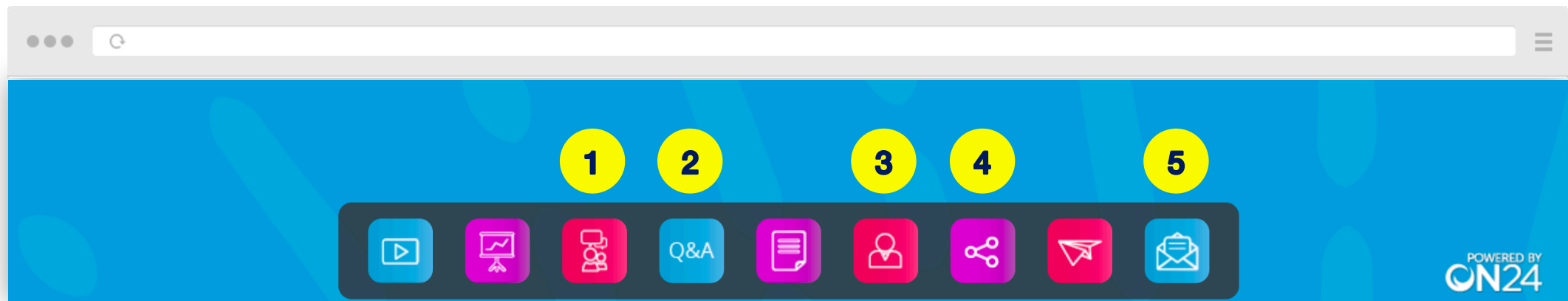


Menu Dock

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- 2** Ask our team and speakers questions
- 3** Find out who's speaking
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And more!





Bryan de Lottinville
Founder and Chairman, **Benevity**



Sona Khosla
VP Marketing, **Benevity**

Our Panelists



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Our Panelists

Business Challenges Posed by COVID-19



*Global
Crisis*



*New
Remote
Reality*



*Brand
Reputation*

Businesses have been quick to respond

Data from March 1 – April 30





Top 10 Causes Supported in 2019

| | 2018 RANK | 2019 TRENDING | YOY RANK SHIFT |
|--|-----------|---------------|----------------|
| St. Jude Children's Research Hospital | 5 | 1 | ↑ 4 |
| Planned Parenthood Federation of America | 3 | 2 | ↑ 1 |
| National/State Cancer Societies | 6 | 3 | ↑ 3 |
| International Federation of Red Cross | 1 | 4 | ↓ 3 |
| Leukemia & Lymphoma Society | 8 | 5 | ↑ 3 |
| Doctors Without Borders Umbrella | 2 | 6 | ↓ 4 |
| American Civil Liberties Union | 4 | 7 | ↓ 3 |
| National/State Heart and Stroke Foundations | 10 | 8 | ↑ 2 |
| PTA California Congress of Parents Teachers & Students | 7 | 9 | ↓ 2 |
| Boys & Girls Club Umbrella | 11 | 10 | ↑ 1 |

All local chapters of national organizations (e.g. Red Cross, Planned Parenthood Federation of America, etc.) have been consolidated for ranking purposes. Charity aggregators that distribute funds to multiple organizations, as well as private foundations for specific companies, have been excluded. The 2019 trending rank includes donations made from Jan. 1 to Sept. 15, 2019. The final 2019 rank may differ once additional donations made from Sept. 15 to Dec. 31, 2019 are included.

The types of causes being supported has shifted



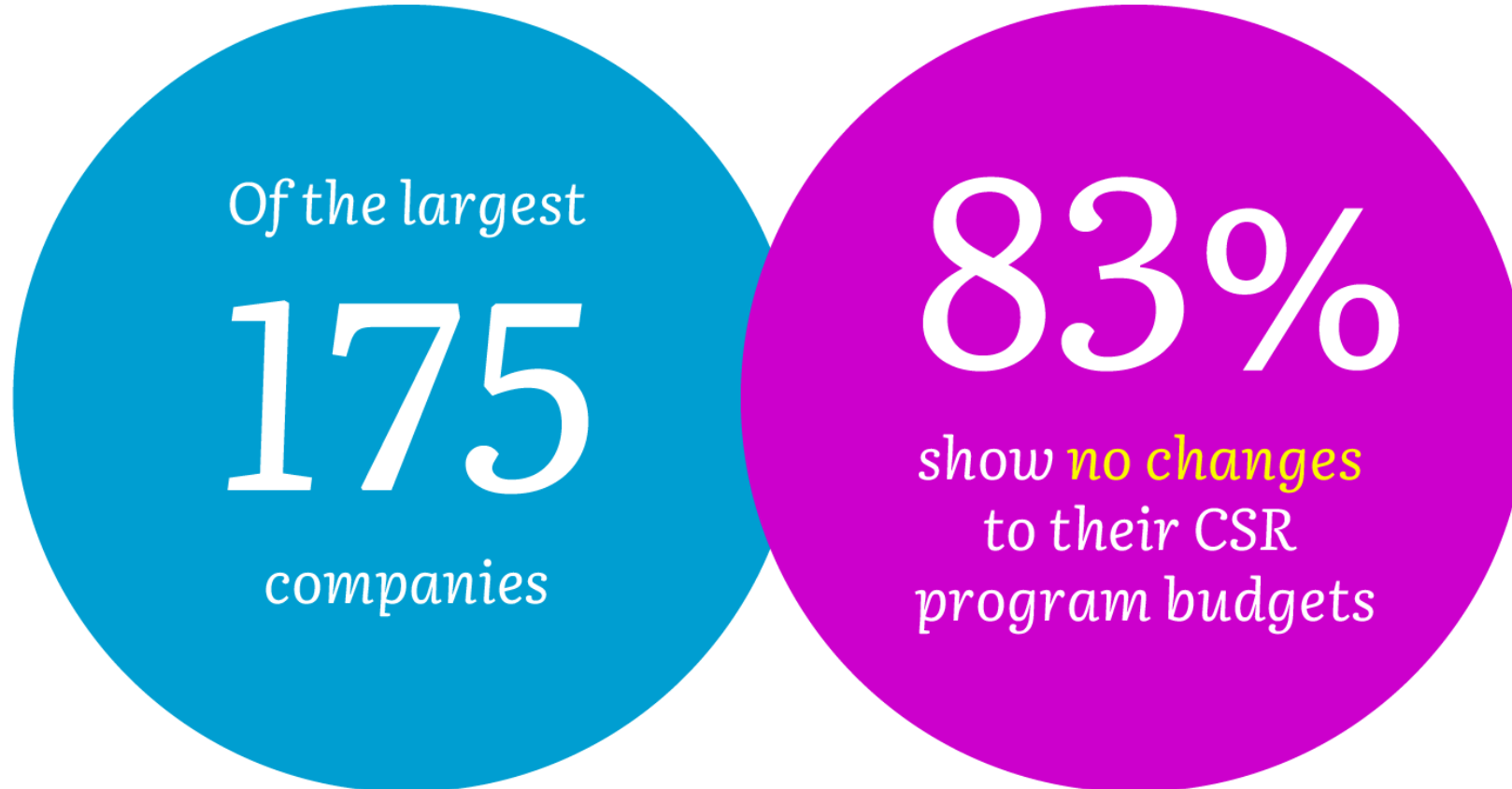
Top Categories
Supported since
COVID-19

| CAUSE CATEGORY | RANK PRE-COVID* | RANK POST COVID** | RANK SHIFT | |
|--|-----------------|-------------------|------------|---|
| Human Services | 2 | 1 | 1 | ↑ |
| Education | 1 | 2 | 1 | ↓ |
| Food Security | 10 | 3 | 7 | ↑ |
| Foundations | 3 | 4 | 1 | ↓ |
| International, Foreign Affairs & National Security | 4 | 5 | 1 | ↓ |
| Religious | 5 | 6 | 1 | ↓ |
| Health | 6 | 7 | 1 | ↓ |
| Arts, Culture & Humanities | 7 | 8 | 1 | ↓ |
| Public Safety, Disaster Preparedness and Relief | 13 | 9 | 4 | ↑ |
| Youth Development | 12 | 10 | 2 | ↑ |
| Animal | 8 | 11 | 3 | ↓ |
| Voluntary Health & Medical Disciplines | 9 | 12 | 3 | ↓ |
| Community Improvement | 17 | 13 | 4 | ↑ |
| Recreation & Sports | 14 | 14 | - | |
| Environment | 11 | 15 | 4 | ↓ |
| Housing & Shelter | 16 | 16 | - | |
| Civil Rights, Social Action & Advocacy | 15 | 17 | 2 | ↓ |
| Mental Health & Crisis Intervention | 20 | 18 | 2 | ↑ |
| Employment | 23 | 19 | 4 | ↑ |
| Crime & Legal | 22 | 20 | 2 | ↑ |

Disaster Seasonality Around the World

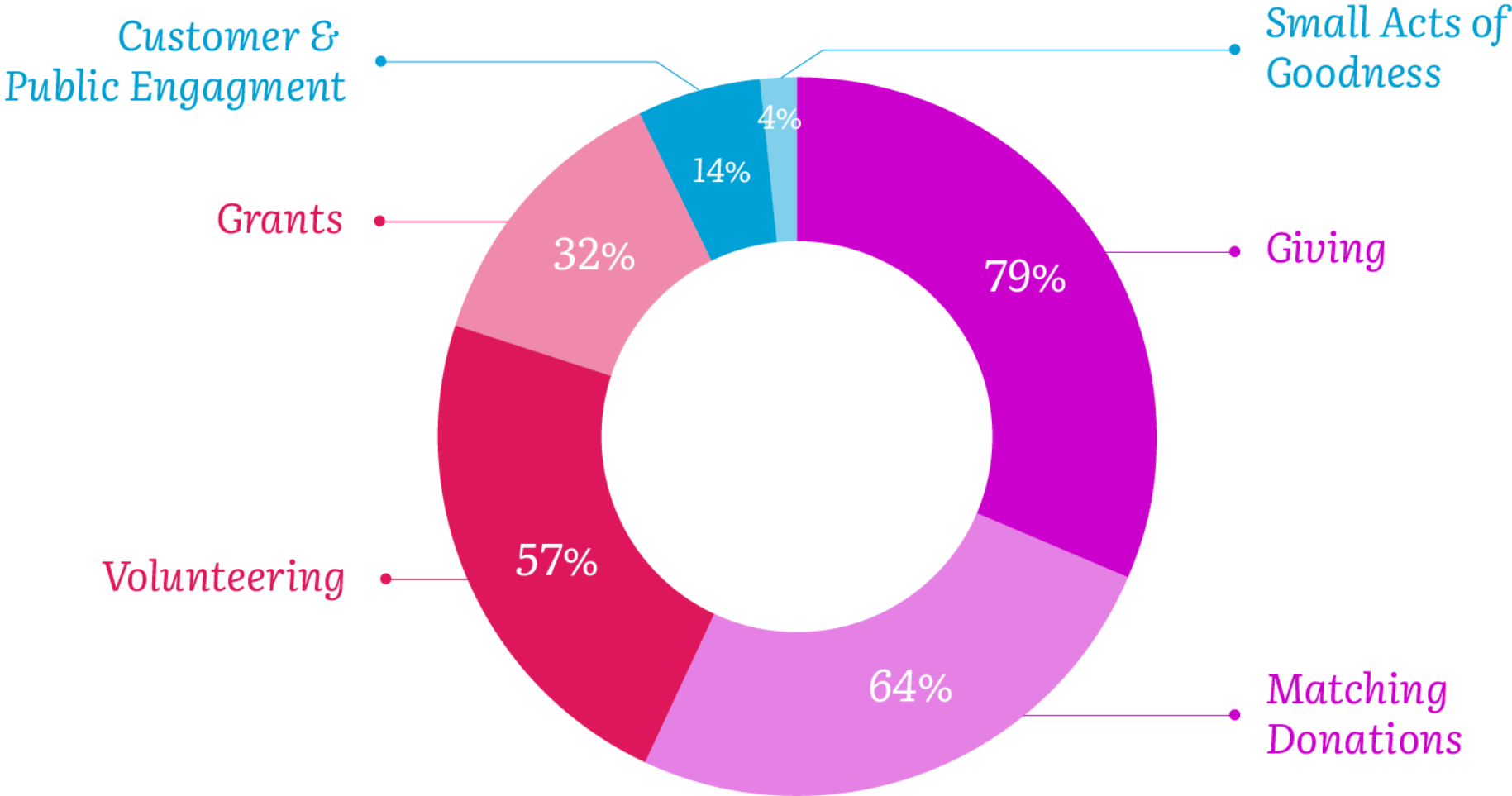


Budgets are being sustained or boosted





Matching donations is the most common response



Using budgets to catalyze action





Support for Justice & Equality

+9,755%

\$15m

donated to the
top 10 racial justice
& equity causes

+1,336%

Up to
8,324

people/day donating
to civil rights,
social action and
advocacy causes

+260%

Up to
208

companies/day driving
donations to civil rights,
social action and
advocacy cause



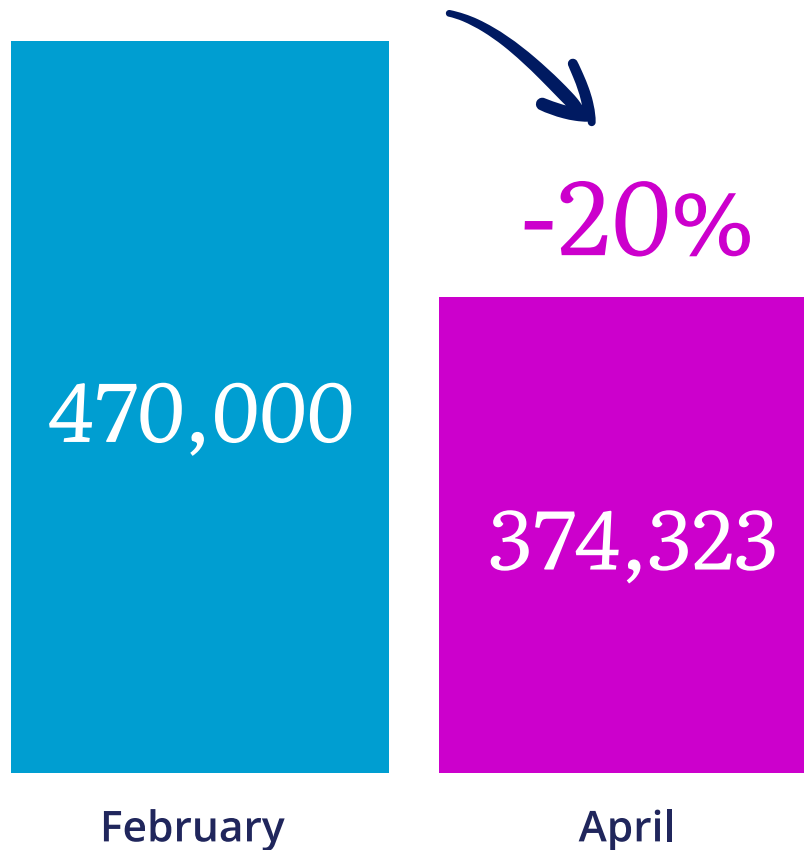


Top 10 Justice & Equality Causes Supported

| | RANK BEFORE MAY 25 | RANK AFTER MAY 25 | SHIFT |
|--|--------------------------|-------------------------|-------|
| NAACP Legal Defense and Educational Fund | 529 | 1 | ↑ 528 |
| Black Lives Matter Foundation | 683 | 2 | ↑ 681 |
| Minnesota Freedom Fund | 730 | 3 | ↑ 727 |
| Equal Justice Initiative | 399 | 4 | ↑ 395 |
| American Civil Liberties Union | 71 | 5 | ↑ 66 |
| Policing Equity | 866 | 6 | ↑ 860 |
| Bail Project | 509 | 11 | ↑ 498 |
| Faith in Action Network | 900 | 14 | ↑ 886 |
| Race Forward | 577 | 15 | ↑ 562 |
| NAACP Empowerment Programs | 937 | 16 | ↑ 921 |

Note: Ranks are based on the average daily donation dollars from May 1 - May 24 versus May 25 - June 2.

Volunteering has declined, but virtual volunteering is on the rise





[My Dashboard](#)

[Make a Donation](#)

[Volunteer](#)

[Take Action](#)

[Community](#)

[Quick Links](#)

[Search](#)

Hi **Stephanie**



[Browse Volunteer Opportunities](#)

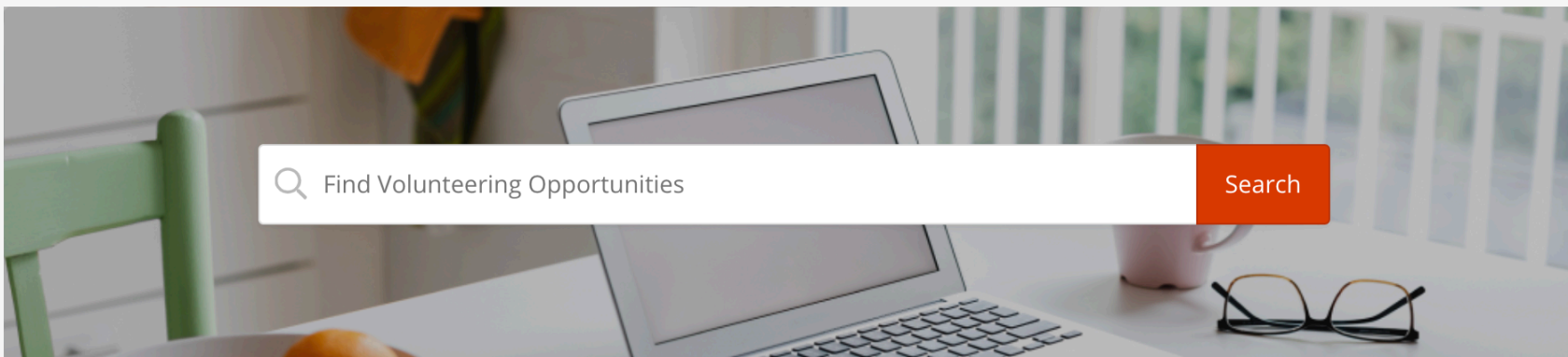
[Explore VolunteerMatch](#)

[Create a Volunteer Opportunity](#)

[Track Volunteer Time](#)

Find Volunteer Opportunities from VolunteerMatch

You can now access an additional 4.5 million volunteer opportunities, available through the VolunteerMatch Open Network



[All Opportunities](#) [COVID-19 Response](#)

Virtual Near Calgary, AB, Canada

[Edit search location](#)



TelePals.....Seniors supporting seniors by phone.

Timing is flexible

This is a Virtual Opportunity, with no fixed address.

Seniors in Service of Tampa Bay, Inc.

Check out our website www.TelepalNow.org. Sign up and make A friendly call in the morning to your TelePal it can make their day. Phone calls to

“It is our hope that by expanding our definition of volunteerism during these challenging times, our employees will feel supported and empowered to take action through everyday acts of goodness.”



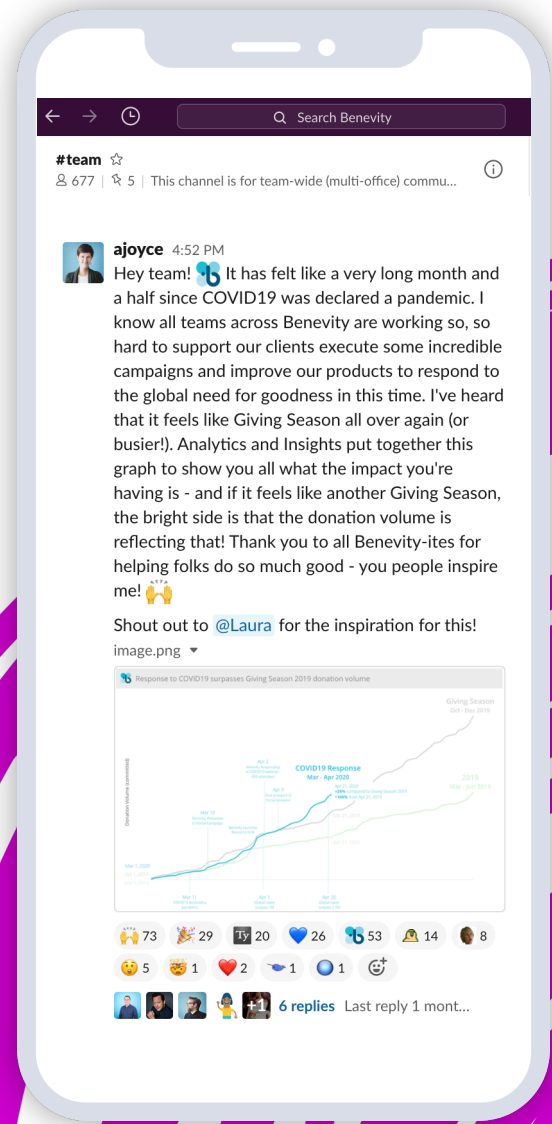
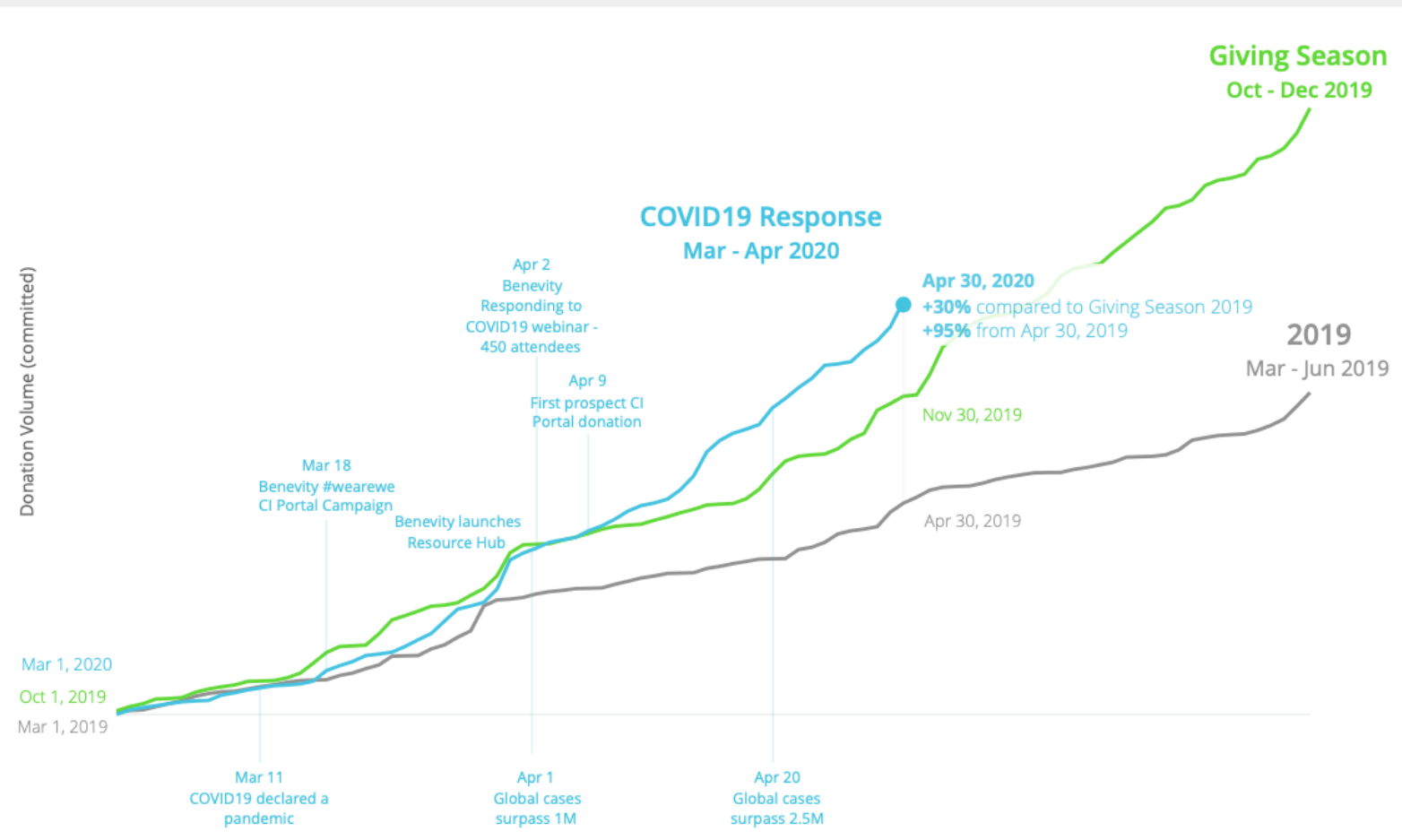
Margaret McEldowney,

Community Engagement Specialist at Warner Bros. Entertainment

The screenshot shows a web browser displaying the Impact volunteer portal. The top navigation bar includes links for 'My Dashboard', 'Make a Donation', 'Volunteer', 'What's New', 'Quick Links', and 'Search'. The user is logged in as 'Hi Chelsea'. The main content area features a banner for the 'Cleanliness Campaign' with the text 'JOIN THE CLEANLINESS CAMPAIGN UNLEASH YOUR INNER SUPERHERO THIS APRIL!'. Below the banner are buttons for 'SIGN-UP NOW' and 'TRACK TIME'. The page is categorized as a 'VOLUNTEER OPPORTUNITY' created by Margaret McEldowney. The 'About This Volunteer Opportunity' section explains the need for cleanliness during the COVID-19 pandemic and provides a list of guidelines. A 'When' section specifies the campaign dates from April 1 to April 30, 2020. A 'Rewards' section states that employees can earn up to \$10.00 in donation currency for each hour volunteered. A 'Contact' section provides the email 'Impact@warnerbros.com' and the phone number '818-636-8519'.



Response to COVID19 surpasses Giving Season 2019 donation volume

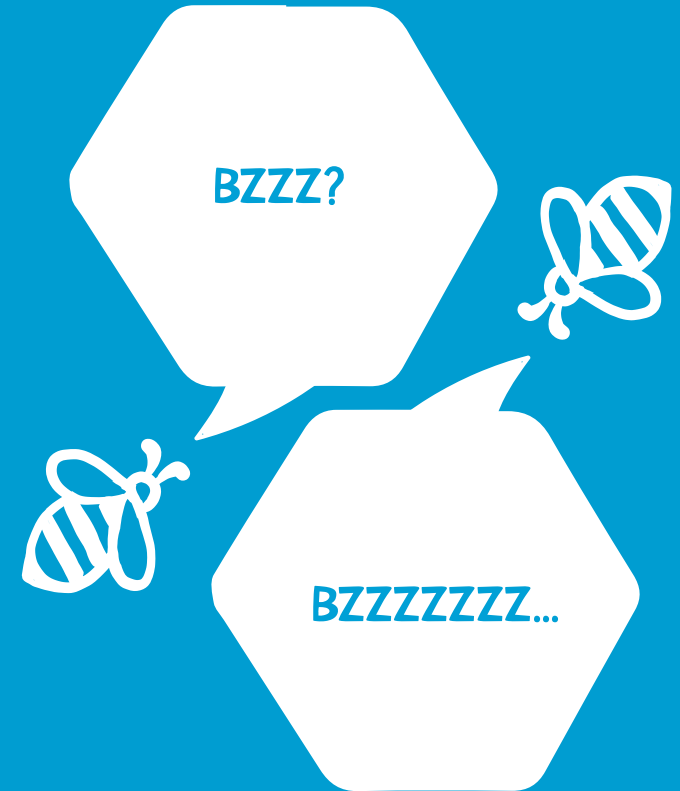


Questions?



Keep the Conversation going on the *B-Hive*!

1. Visit <https://www.benevity.com/join-the-b-hive-community>
2. Request credentials
3. Ask your questions!



#forgoodnessake



Thank *you!*