The Power of Purpose
That’s right, companies just like yours. And they’re getting deeply engaged at the intersection of purpose and social change not just because people expect them to — although that’s important. Or because it leads to better business outcomes — although that’s critical too. It’s also about doing the right thing, and business is the most trusted institution to lead societal change. That earned trust, combined with the expertise, resources and reach companies can bring to big social issues — like racial justice and equity, climate change and gender equality — can be transformative, both for brands and for the world they belong to.

That’s why investing in corporate purpose — in a way that’s impactful and authentic — is no longer a nice-to-have, but a must-have. And the companies who deliver will create a better world and better businesses, outperforming those who don’t invest in purpose on nearly every metric.

Brands are the new social changemakers.

Purpose-driven brands perform better in every way.

Investing in purpose drives gains in all aspects of your business, from corporate reputation to building culture to attracting top talent to building a strong environmental, social and governance (ESG) profile. Employee and consumer loyalty flows from an authentic commitment to making a positive impact on the world.

✔ Higher market value
Companies who invest in social purpose and harness its power see a 6% higher market value and generate 20% more revenue, significantly outperforming companies that don’t.

✔ More resonant employer brand
Employee expectations are changing with 85% of people expecting brands to help solve issues they care about personally and 70% saying they’d want to work for that company.

✔ Increased employee productivity
Millennials (now the largest section of the workforce) who feel their employers make a positive impact on the world are four times more likely to say their teams give extra to get the job done, 11 times more likely to say they plan to stay with their company for the long haul, and 14 times more likely to say they look forward to coming to work.

✔ Positive corporate reputation
Society’s expectations are evolving too, and 80% of people expect brands to solve society’s problems with brands perceived to have high social impact realizing a 175% increase in brand value over 12 years.

✔ Greater brand loyalty
Your customers care about the impact you’re making, and 88% of consumers say they would purchase products or services from a purpose-driven brand.

86% of people say CEOs should speak out on societal challenges.

1 ©2020 Edelman Trust Barometer | 2 ©2021 Edelman Trust Barometer | 3 ©2015, Project ROI | 4 ©2019 Cone/Porter Novelli Purpose Biometrics Study | 5 ©2020 Kantar Purpose Report | 6 ©2018 Cone/Porter Novelli Purpose Study
Thriving in the For-Purpose Economy

Recent global events have thrown an even bigger light on the important role business has to play in addressing broad societal issues. We’re seeing companies live up to their promise like never before — and in so doing they can find new ways to build connection and purpose, while telling compelling ESG stories that enhance brand value. In fact, 68% of the book value of S&P 500 companies is now represented by intangible assets, up from 35% 20 years ago. 

51% more people donated through corporate purpose programs in 2020 than in the previous year — and 41% more dollars were donated by individuals.
Key trends that are driving the for-purpose economy include:

✔ **Rise of the power of the individual**
Individually, actions can add up to enormous impact, especially when they’re matched by those of companies — igniting and amplifying those individual actions to their full glory. The result is an unprecedented amount of support directed to the nonprofits on the front lines of major causes.

✔ **Expanded definition of impact**
Companies are breaking barriers on a limited definition of impact, engaging and leading others in creative ways to catalyze social change. Whether mobilizing employee resource groups to drive grassroots momentum, supporting a broader notion of volunteering to include small acts of kindness with no nonprofit attached, or streamlining grant applications and reporting requirements so funds can flow faster to nonprofits during a crisis, the most progressive, purpose-driven companies embrace new ways of doing good.

✔ **Purpose paves the way to profits**
Building an ethical and giving culture results in people who are more engaged and productive and customers who are more loyal, which ultimately boosts profits. And as companies increasingly look to tell their ESG story, their corporate purpose investments come front and center, demonstrating measurable and meaningful contributions to more than just the bottom line, but to a more equitable and compassionate culture that flows from the inside of the company outward.

✔ **The most admired brands are authentic**
Companies are leading social change from within — with deep investments in their employee programs — but they are also turning their attention to how they can use purpose to drive similarly positive outcomes with customers. A record-breaking number of companies launched public-facing giving sites, using Benevity’s Community Impact Portal, to run public relief appeals in response to crises in 2020, and some of the biggest brands are working to power purpose in their products all year round.

Did You Know?

Even prior to 2020, BofA Merrill Lynch Global Research released data proving that companies with low ESG scores tended to be more volatile, had lower earnings per share, were more likely to go bankrupt, had higher borrowing costs leading to lower profitability, and struggled to create a compelling culture to attract and retain talent.⁹
Activating Purpose

Purpose-driven companies bake meaning into their DNA, leveraging and building on their traditional corporate social responsibility (CSR) programs to create tangible employee and customer experiences that empower people to take action and drive change, all while giving their brands a competitive edge. Movements like Black Lives Matter show people want to take immediate and sustained action, more than ever before, on issues that matter to them.

There are many ways to activate purpose. The most progressive and innovative purpose-driven companies:

✔ Expand definitions of volunteering
They're shifting toward virtual and skills-based volunteering, and empowering and motivating employees to engage in issues that matter to them and their employer — this can include supporting acts of kindness as small as buying groceries for a neighbor.

✔ Offer flexible rewards for volunteer time
They're giving paid time off for volunteering or offering dollars-for-doers, incentivizing people with funds they can then donate to a nonprofit of their choice.

✔ Broaden workplace giving experiences
They're offering open-choice programs where employees can support company causes AND those that matter to them personally.

✔ Offer corporate matching
Their matching incentivizes participation as people's individual actions are amplified. Companies that offer matching see an increase of 80% in donor participation compared to those that don't.

✔ Integrate with payroll and human resources software
Many companies realize payroll is by far the easiest way to give, and the more barriers you remove, the more participation goes up. Benevity clients who offer payroll giving see an average 53% higher participation in their employee giving programs.

✔ Integrate granting programs with employee and customer engagement
Companies are offering a holistic corporate purpose program that brings granting, employee and customer engagement together to tell a stronger community impact story.

✔ Use employee passions to guide corporate granting
Many companies look at the top causes their employees support and then strategically grant to those causes.

✔ Leverage community granting budgets for employee matching
More companies are using some of their granting budgets to fund employee matching campaigns so they can get double the leverage on the budget, drive more social impact and engage employees as ambassadors for the brand in the global community.

And in response to disasters or crises, companies often increase their match offering to 2:1 and as high as 5:1.

90% of Benevity’s clients have matching programs!
✔ Go global
They’re uniting all people in a purpose-driven culture while making positive impacts in every community they do business in across the globe.

✔ Power movements
They’re reacting quickly and thoughtfully to global events and supporting people’s desire to make a difference when and where it’s needed most.

✔ Embed purpose-driven incentives into customer experiences
They’re promoting loyalty redemption, in-app giving, donation gift cards, round-up e-commerce and donations at point-of-sale to encourage anyone who engages with the brand to do good.

✔ Combine employee and customer campaigns
They’re rallying around a corporate cause, like health care or climate action, and creating initiatives that engage both internal and external stakeholders for maximum engagement and impact.

✔ Make strategic investments in diversity, equity and inclusion
They’re building a culture of belonging within and beyond company walls through a shared value of doing good and a personalized experience that empowers people to support the causes they care about most.

✔ Use powerful metrics to build ESG profiles and support corporate scorecards
They’re telling more compelling stories and increasing brand value by showing tangible progress on environmental, social and governance goals.

We bring our values to life through what we call ‘profits through principles’ approach, and it guides everything from our business decisions to how we show up in the communities where we live and work. … It’s helped us attract and retain global talent and forge reliable manufacturing partnerships across the world. It’s also empowered our very own employees to take courageous positions and push our company to lead on important issues.

— Javier Torres
Social Impact, Levi’s

The Power of Purpose
At Apple, our mission has and always will be to create technology that empowers people to change the world for the better. We’ve always drawn strength from our diversity, welcomed people from every walk of life to our stores around the world, and strived to build an Apple that is inclusive of everyone. But together, we must do more. Today, Apple is making donations to a number of groups committed to challenging racial injustice and we’ll also be matching two-for-one all employee donations via Benevity.

— Tim Cook, Apple CEO, in an email to all staff after the killing of George Floyd
Purpose-driven companies invest in purpose to:

✔ **Unify culture** by intentionally helping people connect more deeply with their community, company and one another.

✔ **Build corporate reputation** inside and out as internal engagement ripples outward to the external brand.

✔ **Develop business resiliency and build their ESG profile** and they use the data collected from these programs to communicate their ESG story.

✔ **Improve brand preference** and perception of their products.

✔ **Authentically engage** and empower all employees for a connected workforce.

✔ **Create deeper connections with people** that give them a sense of purpose and impact, drive higher engagement, support the attraction and recruitment of top talent, and build loyalty and brand reputation.

✔ **Drive more social and community impact** in every location they do business.
Do Everything on Purpose With Benevity’s Corporate Purpose Bundle

Our suite of solutions brings everything together with one technology partner, so you can bring your unique corporate purpose to life with your employees, customers, communities and nonprofit partners — and create the social and business impacts you’re looking for.

Employee Engagement
Activate, reward and amplify the passions of your people and help them gain a sense of personal purpose with Benevity’s employee engagement solution. Purpose leads to a better employee experience, builds culture, supports the attraction and retention of top talent, and can reduce turnover by an average of 57%.10

Community Investment
Make a smarter, stronger community impact — and get all the data you need to tell your story — with Benevity’s community investment solution.

Customer Engagement
Differentiate your brand and products and build deeper connections with your customers through a branded public giving portal or by integrating with our powerful API and giving widgets for a real competitive advantage.

Did You Know?
Benevity is the only software solution that improves the nonprofit sector as well, supporting not just companies but also the nonprofits that are important to their people, customers and communities. A dedicated online portal for nonprofits, along with the most accurate, reliable and secure delivery of funds — 90% of funds sent electronically versus 34% by the next best competitor — they can do even more good, faster.

If we could receive every donation through Benevity’s system we would.

— National Children’s Charity

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The Benevity Advantage

- Years in business: 13
- Global offices: Throughout North America & Europe
- Private: Certified B Corporation
- Benevity Team: 650+ employees
- Client community: 600+
- Client retention rate: 95%+
- Nonprofits in Benevity’s database: 2 million+
- Total funds directly disbursed: $6 billion
- Volunteer hours tracked: 34 million
- Employee users: 18 million
- Grants awarded: 1 million and disbursed across 90 countries
- Disbursement: 90% of donations sent electronically

Benevity powers some of the most purpose-driven brands.

Let’s Partner in Purpose.

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