



The State of Corporate Purpose

A Benevity Impact Labs Report | April 2021

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A Note From Our Chief Impact Officer

For the past five years at Benevity, we've said it was a watershed year for corporate purpose, and every year it's been true.

However, 2020 held a special significance in the journey toward stakeholder capitalism and grassroots-led action. It was the year that cemented the new role of business as a source of trust, hope, connection and empathy. Actions that drive these factors are now a business imperative if we are to advance on critical societal issues while maintaining the relevance of our brands to an increasingly purpose-driven employee and consumer base.

No longer can companies claim leadership when it comes to driving movements — that powerful position is reserved for the people who are sparking movements through their individual passions and purpose, backed by the brands supporting them through empowering platforms that reward positive behavior.

The events of 2020 and the first few months of 2021 have shown us that for corporate purpose to live up to expectations (and its potential), we need a lot to change.

✓ **Companies must be radically inclusive** — This year, we were faced with the starkness of how different our lived experiences are; lest we forget that not everyone has access to better and it is incumbent upon us to ensure that no one is left behind.

✓ **Lip service won't cut it** — For purpose to deliver on its full value, it must be woven into the fabric of a company's DNA and go beyond the pursuit of traditional philanthropic outcomes, business goals and merely good PR. It must enable people to feel engaged, empowered and connected, and it has to deliver on a deep sense of meaning and impact for it to move the needle the way we need it to.

✓ **Embrace, don't resist, the power shift** — Companies will need to be authentically values-driven and accountable through demonstratable action, and flexible enough to respond to and harness groundswells of grassroots action and movements driven by individuals within a corporation's network of employees, customers and communities. No longer do companies direct the social agenda — the people do.

✓ **Stop living in the now** — We have to be ready to respond to crises while also investing in pre-empting the next crises, including existential threats related to climate, health and equity. Otherwise, we will find ourselves in the same situation we found ourselves in during 2020. Having the right mindset, tools, programs and communications in place to activate true social change is just the beginning.

Brands that embody this commitment to a truly cultural approach to purpose, that embrace changing times as the time to change, and that broaden their notions of Goodness to be as inclusive and far-reaching as possible, will sustain themselves through the uncertainty of a post-COVID economy and a divided society. They will reign with unified, empowered and engaged workforces, resilient communities and improved value in the eyes of all in a new era of stakeholder capitalism. They will thrive.

Now is not the time to be fearful or risk-averse. Corporate purpose took flight in 2020 and must remain at the top of the executive agenda if it is to have the impact that we require and people expect of business. With ESG (Environment, Social, Governance) increasingly on the minds of CEOs and top executives — not to mention investors — at companies of all sizes and industries, the moment for change is here.

Today's corporate purpose professionals must be prepared to take control of their destiny, widen their aperture and be willing to get comfortable with being uncomfortable.

Sona Khosla

Chief Impact Officer, Benevity





The 1st Edition of The State of Corporate Purpose Report

Thank you for reading the first ever State of Corporate Purpose report, issued by Benevity Impact Labs! In the wake of the crises of 2020 — and the global awakening to the power of corporate purpose — we felt there was a momentous opportunity to share the insights we have observed and the trends that have emerged in this fast-changing landscape.

At Benevity, we partner with nearly 650 companies to power purpose through technology. We have the privilege of working with many of the world's most iconic and innovative brands by providing the platform that runs their community investment, employee engagement and customer engagement programs. This vantage point offers us a unique perspective and robust data on the trending practices, applications and results of corporate purpose on a global scale.

The data presented here originate from Benevity's master database where the activities of all of our clients, users of the software and the community of causes are recorded. This report is intended to highlight the observations and actionable takeaways that corporate purpose professionals of all levels in all types of organizations can easily evangelize and activate within their own environments. We hope that the report is both inspiring and useful. Most of all, we hope it helps to demonstrate the potential for business, nonprofits and individuals to realize our collective potential.

We welcome your feedback and the opportunity to learn from and with you. Feel free to email impactlabs@benevity.com with your observations, thoughts and input.

A Note on Language: From Corporate Social Responsibility to Corporate Purpose

Corporate social responsibility (CSR) is, of course, not new. It has been around in various forms — corporate responsibility, social impact, cause marketing — for the past seven decades. Early on, it was defined by a commitment from corporations to give back to the communities in which they did business (often in a “license to operate” sort of way), but in the past year we have seen the emergence of a new kind of corporate social responsibility. One that is defined by a focus on purpose versus obligation. One that is less myopic in the outcomes it seeks to

achieve, but acknowledges the breadth of benefits to individuals, nonprofits, businesses and society. One that is driven by an empowered, grassroots approach from all stakeholders versus the traditional top-down model of philanthropy.

Corporate purpose is not used as a synonym for corporate social responsibility in this report. It is intentionally used to describe a different intent, motivation and approach to a practice that is evolving in the era of stakeholder capitalism.



Executive Summary

Crisis, Connection & Culture: The Rise of Corporate Purpose

Even before 2020 became a year to forget, something big was bubbling beneath the surface. Trust in government and media was steadily declining while political and ideological divisiveness was growing. Throw in a global pandemic, followed by the subsequent economic fallout, and racial injustice after injustice. By mid-2020, we could no longer ignore the systemic issues that were bubbling over.

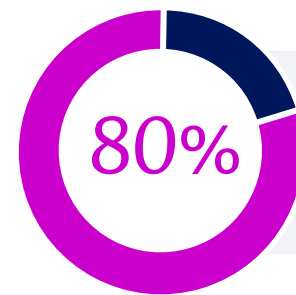
In a time when nothing felt certain, people turned to the brands they work for and buy from as a place of hope. They looked to business to provide them with trusted information, to help them take action and to create real change on a larger scale than ever before. In the face of a global crisis, people wanted to feel like they were making a difference personally and they craved a sense of connection in the midst of isolation, helplessness and loneliness. And business delivered. With purpose.

In the last year, purpose became more than a buzzword. And it was up to business to provide it through authentic, demonstratable action, empowered approaches that gave people the power to get involved in and lead movements, and a willingness to do things differently — more democratically, more creatively and more inclusively — with a focus on culture first, both corporate and societal. All the talk about ESG and purpose

that had been happening in boardrooms for years suddenly turned into a business must-have almost overnight. Thus became the year that corporate purpose rose to new heights.

So, while 2020 is undoubtedly a year to forget, when it comes to purpose it is unequivocally a year to remember. And it came to life through **five key trends that will shape the future of business for years to come:**

1. Corporate purpose shifted from statements to action, with companies listening and acting on the needs of all stakeholders and following up public statements with tangible, authentic, transparent and measurable action on critical issues. It took many forms, from strategic community investments to employee giving, volunteering and learning opportunities, to customer initiatives and more.



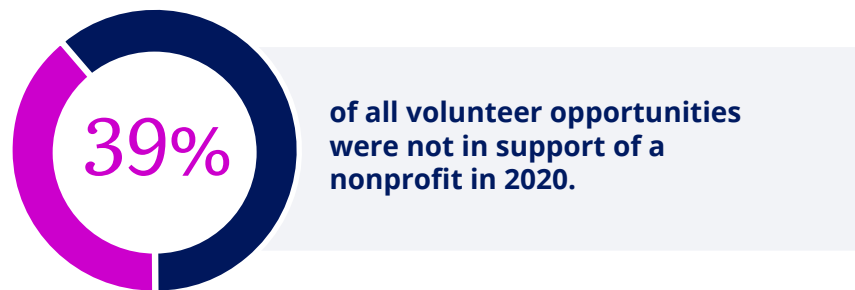
80% of corporate purpose program budgets remained unchanged or increased in 2020.

2. Grassroots passions fueled collective movements when the need to feel a sense of meaning and impact were at an all-time high. People-powered movements are not new, but the crises of 2020 accelerated grassroots action, leading companies to take a supporting role in empowering movements. They did this by running special matching campaigns, enabling Peer Matching and offering broad choice in the nonprofits people could support. Donation volume in June, following the tragic death of George Floyd, skyrocketed 15x and marked the first time we have seen so much support for a single cause area. But sustained action remains a challenge. While the majority of donations in June — 51% — went to social justice causes, by December that number was sadly just 5% — back to where it was prior to the tragic events of May 2020.

Share of donation volume for social and racial justice causes



3. Companies expanded their definition of impact beyond traditional approaches to granting, giving and volunteering to meet people where they were (literally), finally catching up to how individuals have defined “doing good” for years now. Whether it was volunteer acts of kindness that involved helping neighbors, isolated seniors, co-workers and others, or providing access to learning content to promote behavioral change and positive action, this pivot toward a broader definition of impact not only provided people with a sense of connection and efficacy, but brought corporate philanthropy into the modern era.



Companies that expanded their programs to include this type of volunteering saw participation increase

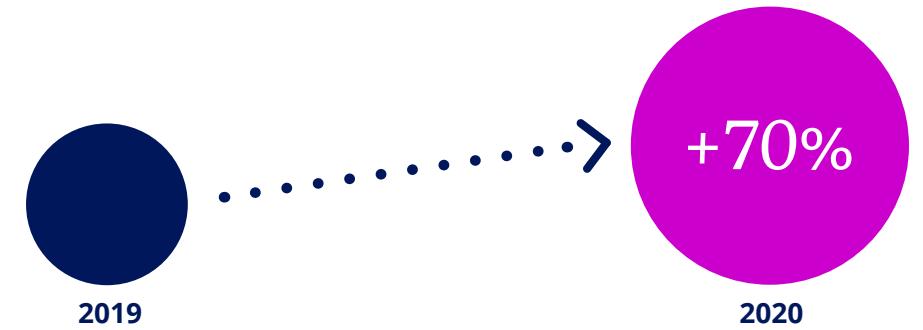


4. Trust-based philanthropy took hold with companies removing reporting requirements and restrictions on funding to provide nonprofits with more autonomy in a challenging year. Equally notable was that more companies engaged their people to help decide where the funds should go. Corporate purpose leaders and diversity, equity, inclusion and belonging professionals leaned heavily on employee resource groups (ERGs) and local employee champions to identify community organizations to support, making social impact and employee engagement more integrated than ever.



5. Purpose-driven customer engagement rose to new heights, with a record number of companies investing in customer-giving initiatives for the first time. As crises grew, so did consumer expectations for companies to take authentic and meaningful action. This took the form of public relief campaigns in response to COVID-19 and racial injustice and led to more companies enhancing their customer experiences to allow people to support causes directly through their products, shopping cart checkouts and loyalty programs.

Companies with customer-giving initiatives



These public campaigns raised



for 4,691 unique nonprofits.

Last year, *how* we do business looked different, from the logistical “hows” of a sudden shift to remote working, to the cultural hows of trying to unify a distributed and diverse population, to the myriad other hows that came with supporting people and communities through challenges that seemed to come at us by the day. Arguably, the biggest shift was in how business responded, acting as a catalyst to empower millions of people around the world to come together (virtually) in a collective movement for good fueled by individual passion and purpose.

A Look Back: The Power Shift of Purpose

Right off the start, 2020 proved it was going to be a year unlike any other. In just the first two months of the new decade, Australia was hit with devastating wildfires; the world watched as Brexit became a reality; Donald Trump faced an impeachment trial; the World Health Organization announced a deadly coronavirus had emerged in Wuhan, China; Harvey Weinstein was convicted in a watershed moment for the #metoo movement; and Ahmaud Arbery — an innocent Black man out for a jog — was murdered.

At the same time, we were coming off the biggest year Benevity and our corporate clients had ever had with record-breaking Goodness. In 2019 alone, corporations, their employees, customers and communities contributed \$1,419,006,823 in donations, 127,047 unique grants were awarded by companies, 8,623,323 hours of volunteering were tracked and 70,919 positive actions were completed in support of 165,423 causes in 111 countries through Benevity's platform. The growth in our collective impact was staggering and we were rolling into 2020 with all the tailwinds of purpose at our backs. Business was named the most trusted institution in Edelman's annual Trust Barometer, ESG was taking center stage and corporations were starting to get real about climate action with Larry Fink declaring "climate risk is investment risk." Stakeholder capitalism was crystallizing as a concept as we marked the

anniversary of the landmark Business Roundtable committing to a broader definition of corporate purpose. Purpose was becoming more than a buzzword.

The timing was just right for corporate purpose professionals from many of the world's most beloved brands to gather at Benevity's annual conference, Goodness Matters. In sunny Palm Springs, we passionately exchanged all of the creative ways we would activate purpose, engage employees and customers in meaningful action, and ensure companies were equipped to be responsive to crisis and proactive about embedding purpose into their core business, recognizing it as the fuel for long-term resiliency and sustainability — for business and communities alike.



Then came March, and the COVID-19 virus had spread across the world, resulting in a global pandemic with mass lockdowns and workforces everywhere — except for essential workers — being mandated to work from home. Ready or not, business had to pivot to a completely new way of working in the face of severe economic uncertainty. And it was only a matter of weeks before the deep ramifications became clear, not only in the logistical “how” of work, but also in mental health and well-being, a sense of connection to one’s workplace and colleagues, and a need and desire for corporations to provide employees and customers with a sense of efficacy and impact during a global crisis — in their professional lives and their personal lives, too. In spite of (and because of) this, within eight weeks of these events we saw more than 500 companies and 450,000 of their people give \$640 million in donations, 786,000 volunteer hours, 53,000 small acts of Goodness and 8,648 corporate grants to support 79,000 global causes.

Corporations quickly mobilized to support a nonprofit sector deeply impacted by the global lockdown and pivoted their programs to a digital-first strategy, unifying and engaging employees through a purpose-driven culture in a new remote reality. They deployed special donation matching campaigns (reaching as high as 5:1!), virtual volunteering and unrestricted grants at record speed. The most purpose-driven companies went further, by expanding their corporate purpose programs to be more global, by including and rewarding volunteer acts of kindness and acts of Goodness that capture a broader range of positive actions and behaviors, and by releasing smaller community grants in addition to large strategic grants. Many companies also launched customer engagement initiatives for the first time to rally the support of their broader networks. By the middle of May, we witnessed significant increases in the share of total donation volume with the most notable changes in the categories of human services (+24%), food security (+268%), public safety and disaster preparedness/relief (+57%), community improvement (+57%) and employment (+141%).

Only a few months later, reactions to the murders of Ahmaud Arbery, Breonna Taylor and George Floyd were building, sparking a groundswell of support for racial equity and justice. As the Black Lives Matter movement swept across the globe, consumers and employees demanded tangible action from the brands they work for and buy from. In June 2020, another record was set with over \$300 million in donations going to 64,000 nonprofits through the Benevity platform in a single month. Donations supporting social justice and racial equity made up 51% of June’s donations with \$166 million contributed versus \$10 million in May. This represents a staggering 15x increase. For the first time in Benevity’s history, nonprofits in these cause categories made up nearly all of the top 10 recipient organizations. Countless more people got involved through their companies’ corporate purpose programs, tracking 434,000 volunteer hours (up 16% from May 2020) and 29,000 positive actions (up 250% from May 2020).

Donations to causes supporting social justice and racial equity in 2020



A staggering
15x
increase in donations

Much like when COVID-19 was declared a pandemic and CEOs advocated for awareness and action, they again lent their voices to advocate for racial equity and justice and helped to drive the surge in support. Apple's Tim Cook, Google's Sundar Pichai and Elastic's Shay Banon publicly announced employee donation matching, bringing tangible action to their statements. Many more companies engaged employees in a variety of ways, such as signing petitions and promoting learning, awareness and behavioral change. They also increased support for Black-founded causes through Benevity's exclusive partnership with Give Bkck. Once again, businesses engaged their customers and communities. Funds donated through their public giving portals to racial and social justice causes increased by over 22x and corporate grants disbursed to those causes went up by a staggering 191x from May to June 2020. Unfortunately, in a trend that we see repeated all too often when a problem is no longer perceived as acute by the news cycle, giving to this cause category plummeted to 5% of donation volume six months later.

As October rolled around and the U.S. election season kicked off, it became clear that misinformation and distrust in government was at an all-time high. And all of this — combined with the ongoing global pandemic — could have very real stakes for the outcome of the November election. Corporations showed support by joining the Time to Vote campaign and continuing to provide opportunities for their people to volunteer in support of the elections. Some employers also took on the mantle of "the most trusted source of information" by providing their people with learning and awareness content through their corporate purpose programs, to help educate them on the elections process, spotting misinformation and understanding COVID-19's impact on the elections. While many corporations have historically remained

politically abstinent, this year saw more companies venturing into the political realm in a non-partisan way. When you consider the toll people were under this year, helping them access trusted information and vetted causes through company resources and programs offered a sense of relief. This progressive investment in access to information isn't surprising given the appetite for employees and consumers to see CEOs and business take more of a stand on societal issues and to empower them to make better values-driven decisions.

As the end of the year came upon us, many of the corporate purpose professionals who we surveyed said they feared the onset of donor fatigue, crisis fatigue and fatigue in general. Typically, most giving happens in the last three months of the year, but the significant spikes in giving in March and April, and again in June, disrupted the normal cycle. However, the momentum never slowed. People continued taking action, not only in response to major events but on a number of other personal issues and causes that required attention in what was a challenging year for nonprofits. And they weren't just giving more often; incentivized by the businesses that were running successful matching campaigns, they were also giving more of their own money. In fact, 51% more people donated through corporate purpose programs and they gave 41% more dollars per donation. Virtual volunteering also started to gain traction during the last few months of the year as more companies and nonprofits found a new digital approach to in-person activities.



These CEOs publicly announced employee donation matching backing up their *statements with action.*



Tim Cook, Apple



Sundar Pichai, Google



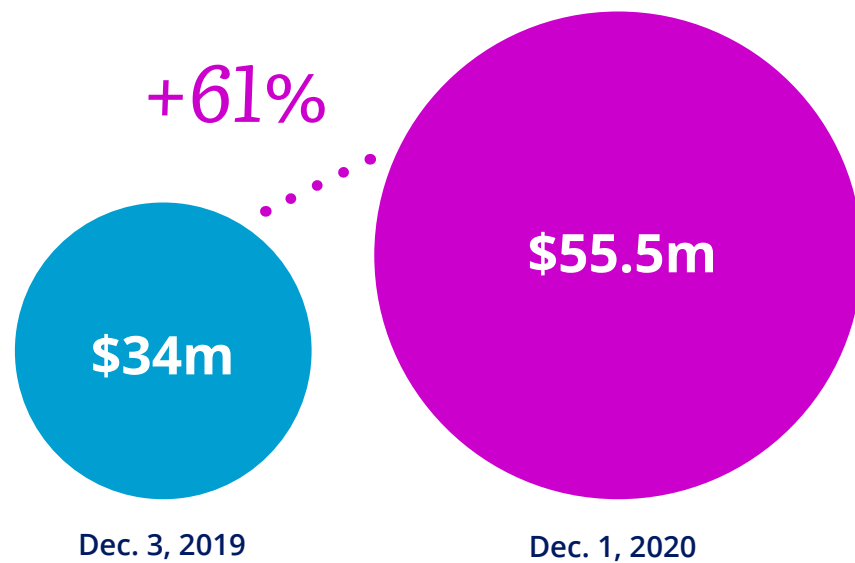
Shay Banon, Elastic

In the final month, as 2020 came to a close, Benevity and its clients achieved yet another record. On GivingTuesday alone, Dec. 1, 2020, \$55.5 million was raised in support of 44,600 nonprofits through the Benevity platform, an increase of 61% over the \$34 million raised in 2019. In addition, more than 100,000 volunteer hours and 1,200 positive actions were logged on that day. Overall, more than 62,000 people from more than 400 companies participated in this global day of giving through the Benevity platform alone. More than 44% of the \$55.5 million was given by individuals, while 56% was matching dollars from companies. Corporate grants made up around 3% of the total.

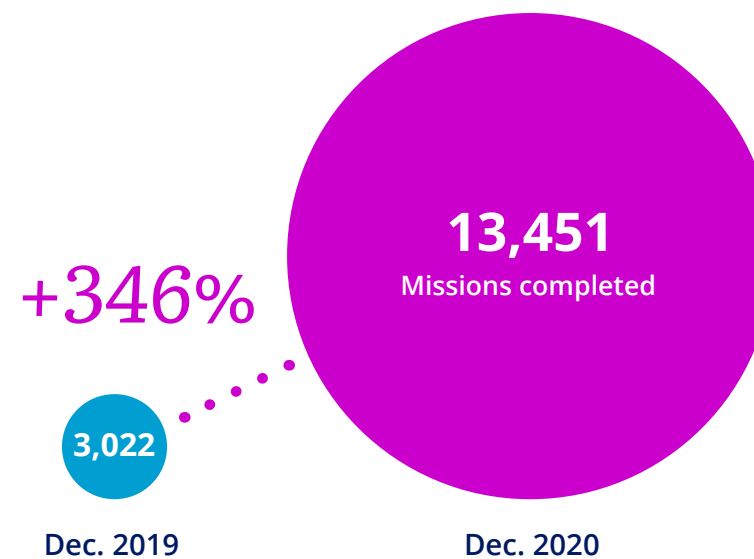
And it didn't stop there. In the final month of a tumultuous year, Benevity and its clients tracked more than 3 million acts of Goodness and processed \$375 million in donations through its platform — 20% more than the previous monthly donation record set in June 2020. In addition, 1.5 million volunteer hours were tracked, even with in-person volunteering restrictions due to the pandemic, and we saw a 346% growth in positive actions completed for the month, compared to December 2019. Interestingly, the companies that took part in Benevity's collective action challenge, "Dear 2020," and who promoted the theme, saw median growth of 30% in engagement with a two-point lift in participation in their programs.



GivingTuesday donations



Positive actions completed



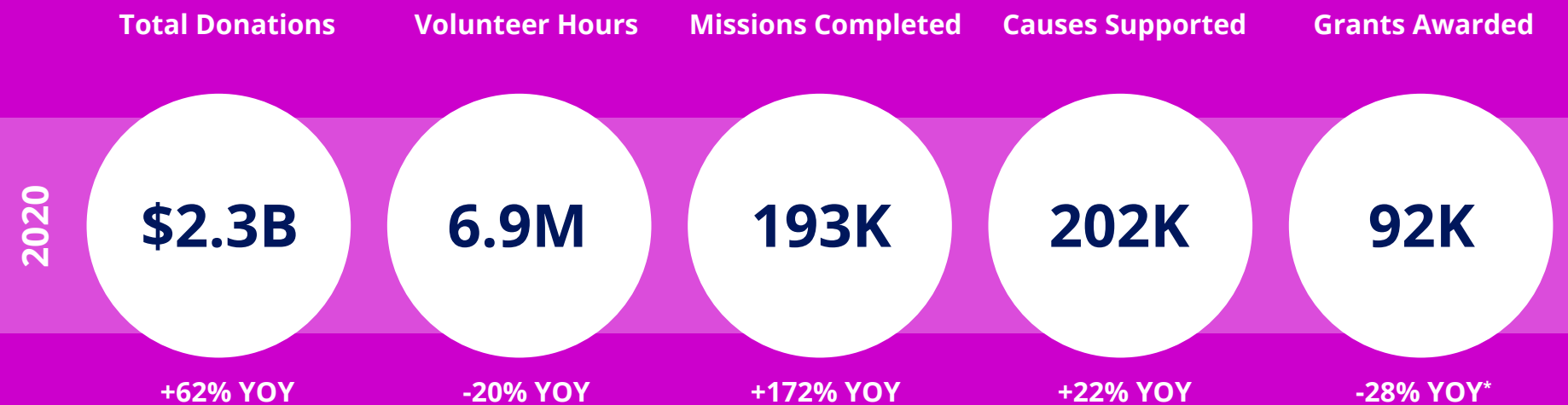
The creativity and innovation we saw from progressive corporate purpose leaders this past year, as we all navigated uncharted waters, is truly inspiring and demonstrative of what is possible when we prize ingenuity and adaptability. And it is very likely that these trailblazers have defined the beginning of a more disruptive approach to corporate social responsibility that will shape corporate purpose in the years to come. If you want to know what **the state of corporate purpose** will look like in a hybrid world, look no further than the trends we discovered in the pages that follow.

2020

Benevity Community Impact Report

The confluence of current market dynamics and unexpected events led to a record-breaking year for corporate purpose, as exemplified by the impact generated by the Benevity client community. With purpose being recognized as a key component of long-term business resilience and sustainability by some of the world's leading investment and asset management firms, impact and budgets in this area were expected to grow organically in 2020. However, that growth was significantly accelerated and amplified by the global pandemic and then the racial equity movement in the first half of 2020. Together, these dynamics and events drove a significant increase in almost all aspects of corporate purpose.

Some of Our *Collective Impact*



Everyone Gave More

In 2020, we saw corporate giving through our platform grow in dollars by 61%, while individual giving grew slightly more — by 67%. In assessing the data, we identified a “match multiplier effect” in which the higher the matching rate, the more dollars an individual gave, proving that **matching incentives don’t just drive greater participation and overall donation volume, they also incentivize individuals to donate more of their own dollars.** Additionally, we saw an exponential rise in the number of companies engaging customers and community members in giving campaigns, with public giving growing by 137% year over year. All of this was underpinned by a 51% year-over-year growth in the number of unique donors.

From a geographical perspective, we saw donations grow in North America by a staggering 64% year over year, compared to a 20% growth rate in the previous two years. Increased giving was not just a North American phenomenon, as we saw giving in the rest of the world grow by 58% year over year.

Corporate Giving

+61%

Individual Giving

+67%

Public Giving

+137%

Number of Unique Donors

+51%

Non-North American Giving

+58%

A New Metric in Corporate Purpose: Acts of Goodness

Last year, Benevity started tracking a new data point called “acts of Goodness.” This new metric is intended to capture a wider breadth of actions in corporate programs, going beyond the typical ways people do good (giving and volunteering) to include those activities that propel more Goodness. For example, publishing and promoting an opportunity to learn about a cause or issue, or to donate or volunteer; publishing an impact story or a news article that encourages people to get involved; creating or supporting a Peer Matching campaign; visiting the program site and browsing the content; and more.

Acts of Goodness comprise actions from the many constituents in the Goodness ecosystem, including nonprofits, corporate program leaders and the individuals who are part of these programs, whether they are employees, members of the public or customers of our clients. The three categories show the shift in the ways companies are activating purpose.

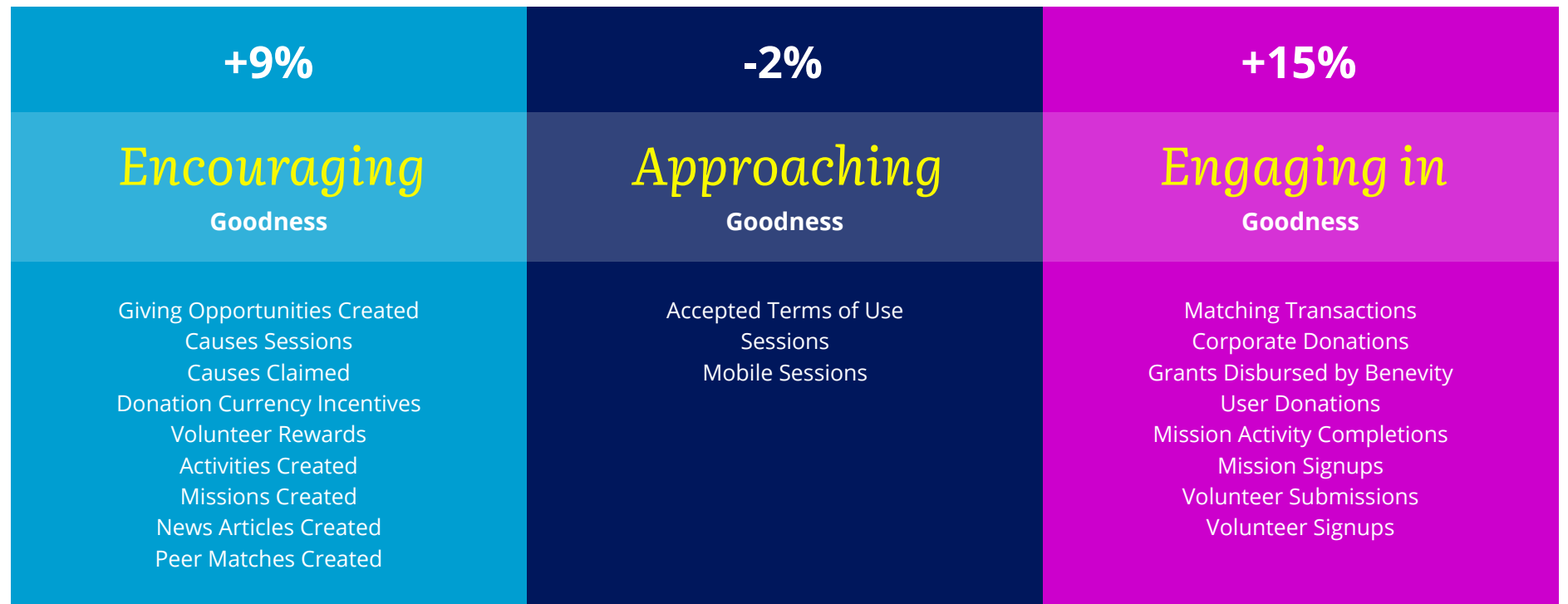
1. Encouraging Goodness: This category captures many of the ways companies, nonprofits and individuals promote Goodness, including creating giving campaigns, volunteering events and opportunities, and new Missions; seeding user Giving Accounts with donation currency; and more.

2. Approaching Goodness: This category includes behaviors that act as leading indicators of engagement, like visiting a company’s program site via a web browser or mobile device.

3. Engaging in Goodness: This category captures and measures program “outputs,” like donating, volunteering, granting, matching and taking action.

Interestingly, we saw an almost 10% increase in the “Encouraging Goodness” category this past year. The growth was primarily driven by an increase in corporate campaigns that provided donation currency to people, enticing them to donate to the nonprofit of their choice. Donation currency incentives are often given as part of new employees’ onboarding at a company, as rewards and recognition for career or project milestones, or as a way of marking special occasions like GivingTuesday. They are also offered within a brand’s products, during online or offline checkout experiences, or as part of loyalty programs. Other drivers of growth in this category stemmed from the uptake in promoting learning and encouraging positive action through Missions, as well as the massive increase in the number of Peer Matching campaigns at the end of 2020.

Growth of Acts of Goodness in 2020

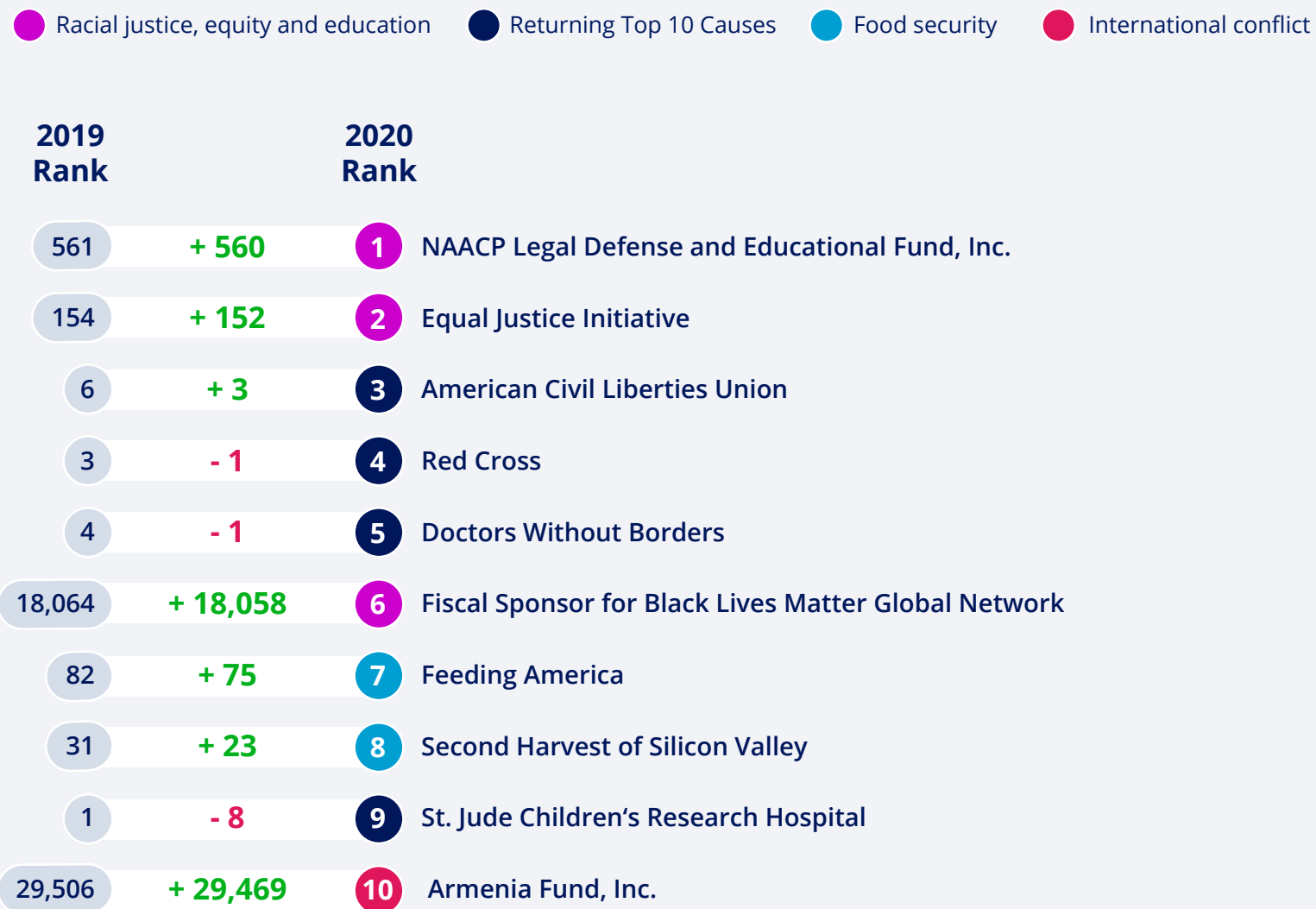


2020 Top 10 Causes Supported by Companies and Their People

As individuals flocked to help nonprofits and people in their communities, and respond in local ways to systemic issues brought to light by COVID-19 and the Black Lives Matter movement, new organizations began to appear in the list of top causes.

From a donation perspective, the Top 10 Causes received \$232 million and were among the 193,370 nonprofit organizations that saw a record-breaking \$2.3 billion donated through the Benevity platform in 2020 — a 63% increase over the previous year.

Over 300,000 organizations across the globe have received funds through the Benevity platform to date.



All local chapters of national organizations (e.g., Red Cross) 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.

Key Findings



Among the Top 10 Causes, the four nonprofits supporting racial justice and equity received more than half of the donations (51%). NAACP, Equal Justice Initiative and ACLU held the top three positions, and in sixth place was Thousand Currents (official fiscal sponsor of the Black Lives Matter Global Network Project from 2016 to mid-2020).



Feeding America and Second Harvest of Silicon Valley saw a dramatic year-over-year increase in donations, 14x and 7.5x respectively, indicating a desire for people to provide food security for those experiencing a loss of income during the COVID-19 pandemic.



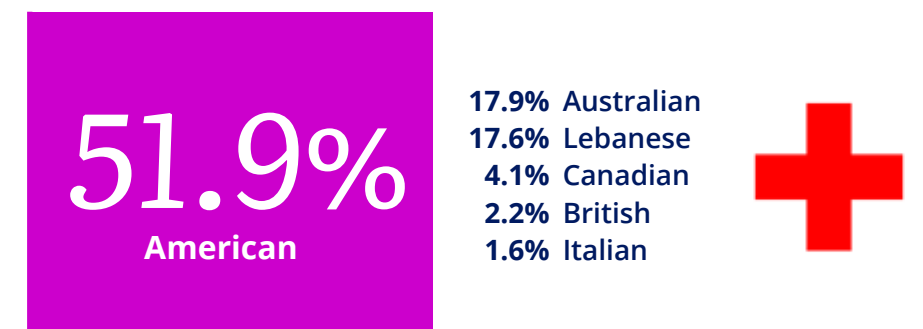
Donations to the Armenia Fund skyrocketed from several thousand dollars annually to millions as the Nagorno-Karabakh war began in late September.



The Top 10 Causes of 2019 collectively received 58% more donations in 2020 and four nonprofits made the list two years in a row: ACLU, Red Cross, Doctors Without Borders and St. Jude Children's Research Hospital.



The Red Cross and Doctors Without Borders both received well over double the amount of donations this year over last, despite each dropping one spot in the Top 10 Causes ranking.



51% of Red Cross donations went to the American Red Cross, followed by the Australian, Lebanese, Canadian, British and Italian societies.

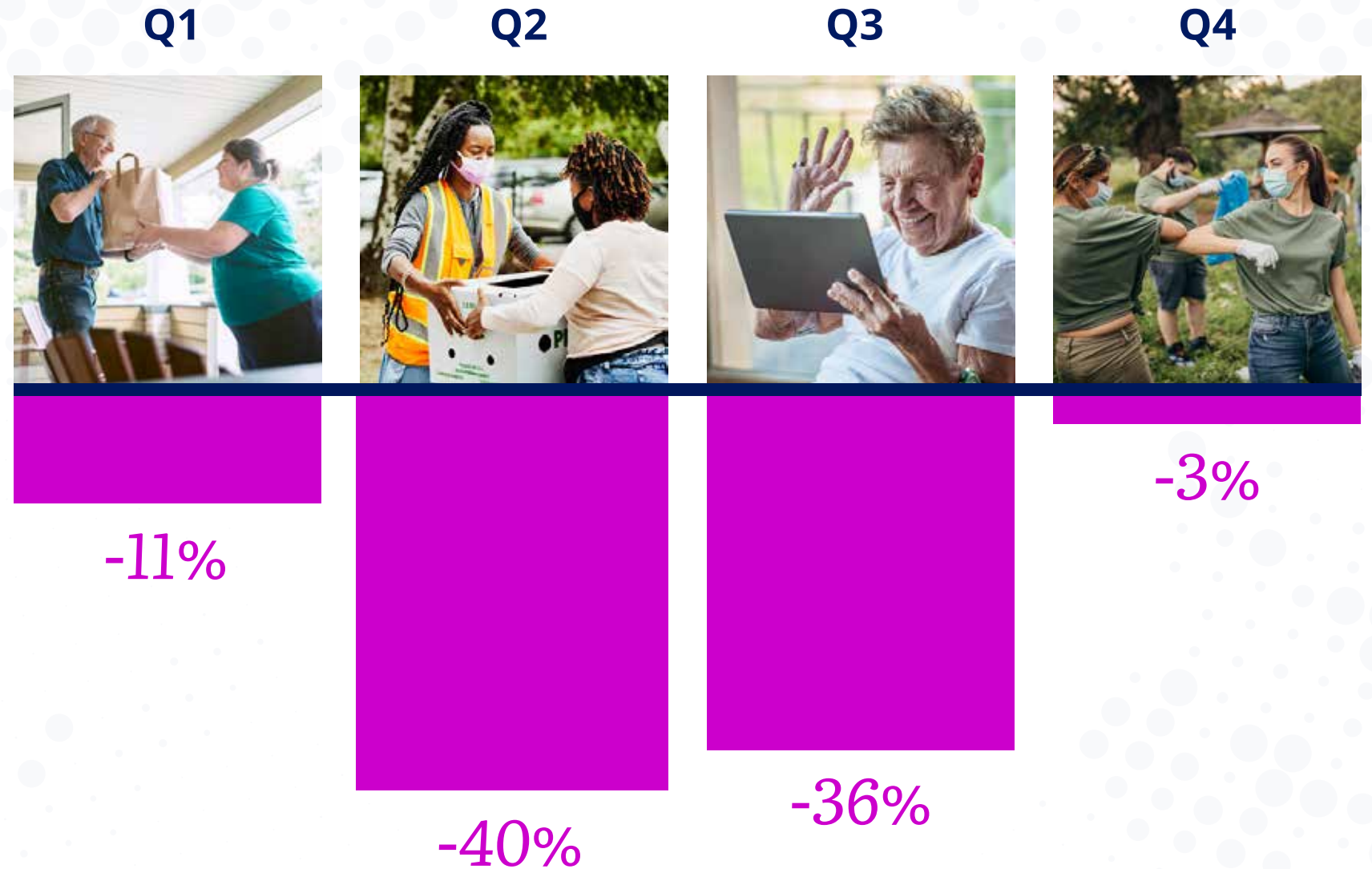
Volunteering: The Notable Exception

Overall, volunteering hours dipped by 20% year over year, or by 1,750,000 hours. This unsurprising decrease is primarily due to the physical nature of volunteering and the popularity of in-real-life volunteer events, days or months of service, and annual companywide events bringing volunteers and the community together. The timing of the global lockdown from March through May had a severe impact, since this is typically the busy season for volunteering.

As with many location-based activities, we saw volunteering shift to a hybrid model with a significant growth in both the proportion and number of hours logged as virtual volunteering versus location-based volunteering. We noted a recovery in the final quarter of the year as companies pivoted their programs to include more virtual volunteering opportunities their people could partake in from the safety of their own homes, and as nonprofits found ways to safely engage volunteers with adherence to local COVID-19 protocols. This change indicates that many corporations and nonprofits successfully pivoted to virtual by the end of the year.

More data and insight on the shift to hybrid and virtual volunteering can be found in the Companies Expand Their Definition of Impact section of the report.

Volunteering declined before rebounding in Q4*



Nonprofit Growth and Efficacy

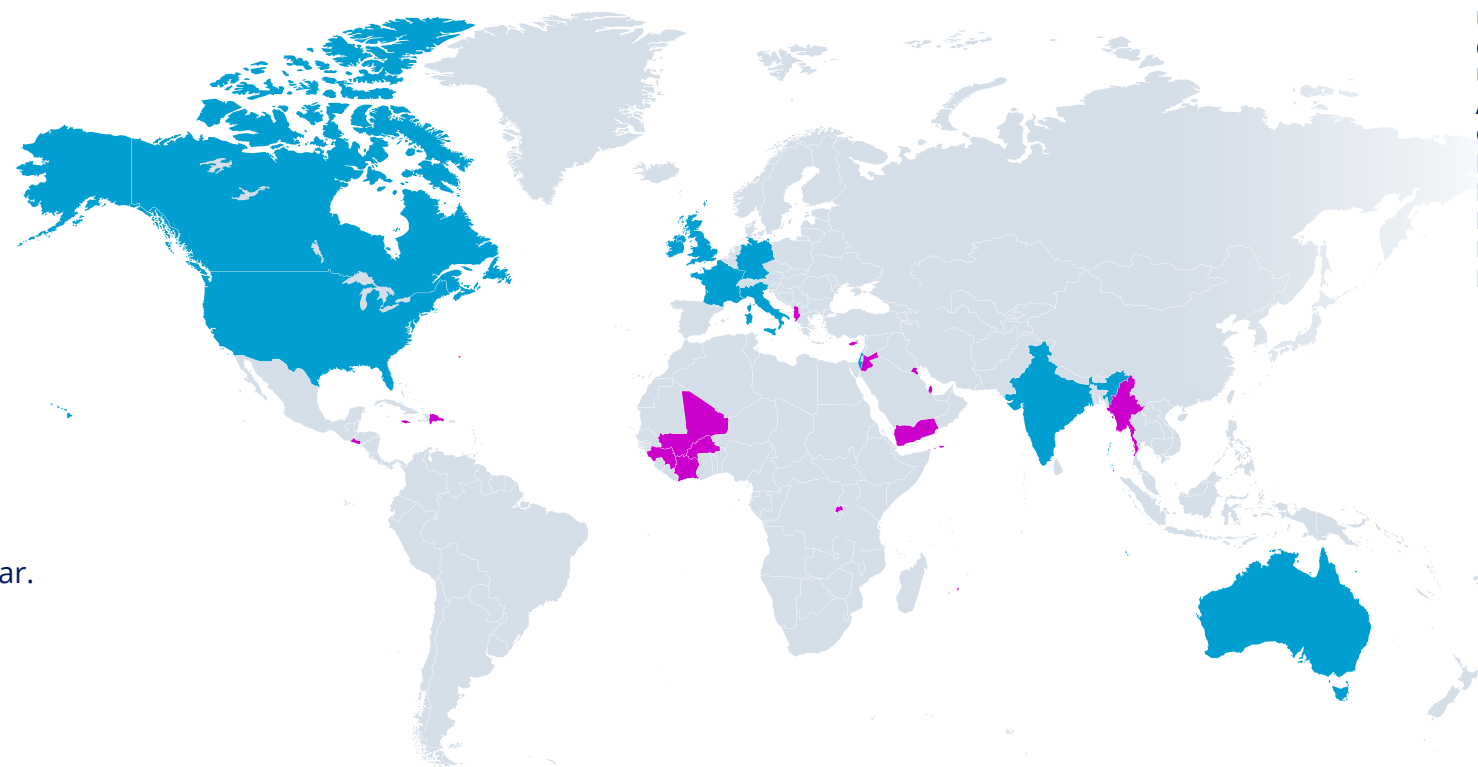
As lockdowns and physical distancing forced nonprofits to cancel their largest fundraising events and get leaner with administrative costs, companies and their people stepped up to help. Last year, through the Benevity platform, nearly 40,000 more nonprofits received donation support compared to the year before — an example of how the rise in the power of the individual (and corporate support for that empowerment) can expand impact through action directed toward causes that resonate with people's personal passions and purpose.

More nonprofits received support in 2020

193,370 nonprofits received support. That's a 25% year-over-year increase or nearly 40,000 additional causes receiving funds last year.

More countries were represented

Nonprofits in 20 more countries received donations in 2020. That's an 18% increase from 111 countries in 2019 to 131 in 2020.



Top 10 countries receiving support

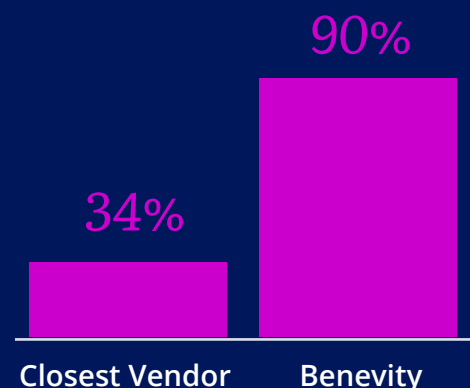
- United States
- Canada
- United Kingdom
- Australia
- Germany
- Ireland
- India
- France
- Israel
- Italy

New countries receiving support

- Bermuda
- Cyprus
- Jordan
- Palestine
- Cayman Islands
- Côte d'Ivoire
- Dominican Republic
- Mali
- Albania
- Bhutan
- Burkina Faso
- El Salvador
- Guinea
- Jamaica
- Kuwait
- Mauritius
- Myanmar
- Qatar
- Rwanda
- Yemen

Payment efficiency and reliability of donations is a critical success factor in corporate purpose

99.4% of all funds were successfully disbursed by Benevity in 2020



Many companies still distribute a significant amount of funds to nonprofits via check. Not only are checks prone to becoming lost, misdirected or uncashed, but they also create more administrative time and cost for both the nonprofits receiving them and the companies sending them (not to mention the environmental impact of flying them around the world!). Benevity sends 90% of funds electronically, versus 34% by the next closest vendor. This method has eliminated roughly 860,000 checks per year, and most importantly, the corresponding losses that would have statistically followed, resulting in \$60 million in donations being deposited into nonprofits' bank accounts that might never have made it.

Trends

in Corporate Purpose

Last year, we witnessed a number of expected and unexpected trends that shaped the corporate purpose landscape. We believe that, to some degree, all of these trends will be solidified as future “best practices” for corporate purpose programs, and we hope to see them continue as a positive legacy of what was an incredibly challenging year.

1

Corporate Purpose Shifts From *Statements to Action*

2

Grassroots Passions
Fuel Collective Movements

3

Companies Expand Their *Definition of Impact*

4

Trust-Based Philanthropy Takes Hold

5

Purpose-Driven *Customer Engagement*
Is on the Rise

1

Corporate Purpose Shifts From Statements to Action

You will find dozens of reports about the failure of business to live up to people’s expectations when it comes to corporate purpose, but this isn’t one of those reports.

In terms of advances like minimum wage increases, environmental sustainability and diversity in the workforce, there is certainly a lot of work still to be done. Companies have had years to make meaningful changes on these issues, and the 2019 Business Roundtable saw 181 CEOs make commitments on them to all stakeholders, ushering in a new era of stakeholder capitalism.

But look closely and you’ll see that corporate purpose is very much taking shape, and taking hold, where all great movements do — with a groundswell propelled by the people. Companies are listening to their employees, customers, investors and community organizations who are defining what stakeholder capitalism looks like by selectively choosing who to work for, buy from, invest in and partner with. On all counts, they are going

with brands that walk the talk: those who take authentic, transparent, measurable action on the critical issues of our times and don’t just make statements about them.

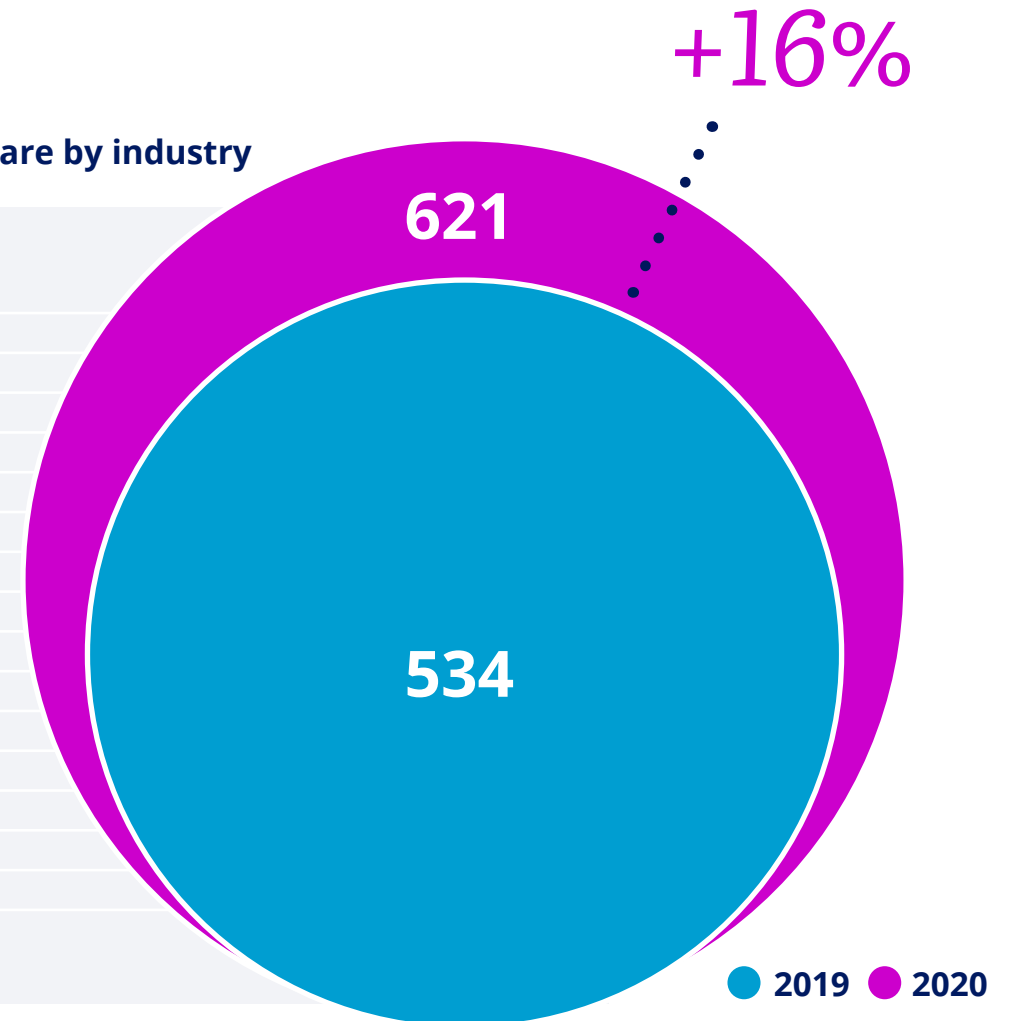
This shift toward a more action-oriented approach to corporate purpose was already well underway before the seismic events of last year, and it will continue long after, but the crises of 2020 accelerated the shift. Last year, more companies executed on corporate purpose in tangible and transparent ways, despite economic uncertainty. With statements came announcements

of social investments, as well as employee and customer campaigns, providing proof of purpose in the moment.

In 2020, Benevity saw a 16% year-over-year growth in the number of companies adopting its technology to power their corporate purpose programs, helping them deliver tangible action on the issues that matter to their constituents.

Growth in companies using corporate purpose software by industry

Software	22%
Manufacturing	17%
Finance	15%
Business Services	10%
Energy, Utilities & Waste	6%
Retail	6%
Media & Internet	5%
Other	5%
Real Estate	3%
Healthcare Services	2%
Insurance	2%
Hospitals & Physicians Clinics	1%
Construction	1%
Telecommunications	1%
Law Firms & Legal Services	1%
Hospitality	1%



Despite Uncertainty, Investment in Corporate Purpose Grew

In 2020, despite major economic uncertainty and turmoil in some industries, corporate purpose budgets mostly remained unchanged or grew, according to a survey of 101 Benevity clients. In the survey, we found that 30% of budgets grew, 50% remained the same and 18% were reduced. We also heard that some companies activated disaster relief budgets in the face of both the pandemic and racial justice movements, ensuring their year-round budget was not negatively impacted by these unforeseen events.

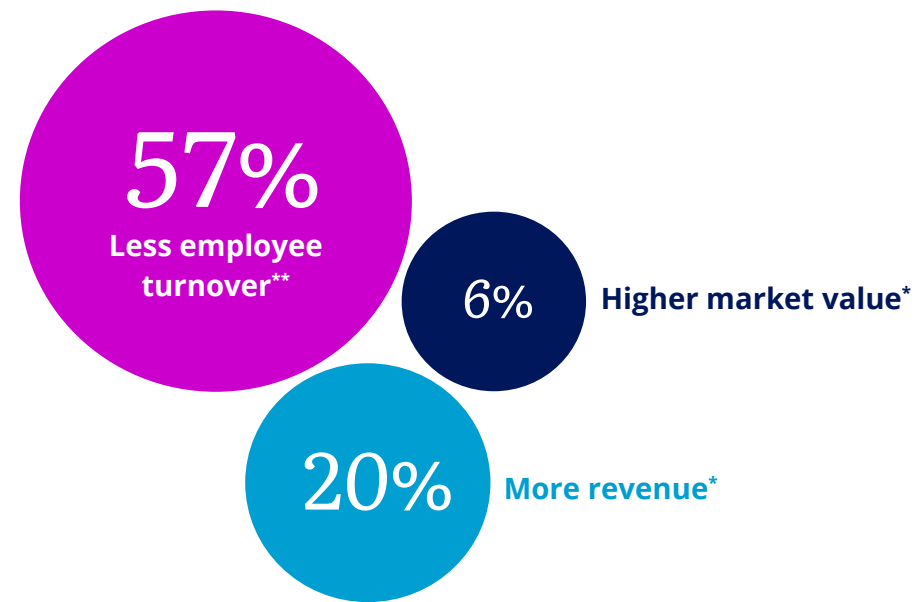
2020 corporate purpose budgets



Source: 2020 survey of 101 Benevity clients

Purpose-driven companies perform better in every way

In the boardroom and across business, it's universally agreed (and empirically proven) that companies that successfully merge business goals with responsible ESG practices are the most profitable, sustainable and resilient. Many businesses are quickly discovering that their corporate purpose programs play an instrumental role in driving ESG outcomes and that an authentic people- and culture-focused ESG strategy is the most likely to succeed — by all standards.



Many companies are mature on the “E” and “G” in ESG. The “S” is starting to take shape as companies and individuals coalesce around societal and human issues and make them a priority.

88%

of ESG investors believe the importance of “S” will increase post-COVID-19.***

An Evolving “Why” for Corporate Purpose

With remote work becoming ubiquitous in 2020, and the physical distancing requirements as a result of COVID-19, companies started to consider a new raison d'être for their corporate purpose programs, especially as it pertains to employee engagement. In our 2020 client survey, we found that more companies saw the mounting value of these programs in building culture and engagement alongside purely driving positive social outcomes like traditional employee giving programs. While 59% of corporate purpose leaders felt these programs were critical for helping nonprofits in times of need, almost as many — 58% — felt they were valuable for fostering employee connection and 49% indicated their programs became more critical than ever to building culture.

As we enter the post-COVID world (hopefully soon!), the changes to the employee experience and the prevalence of remote work will make the connective and unifying elements of corporate purpose programs even more critical in attracting, retaining and engaging workers.

58%
fostering
employee connection

59%
helping nonprofits
in times of need

49%
building culture

Global Goodness Continues to Grow

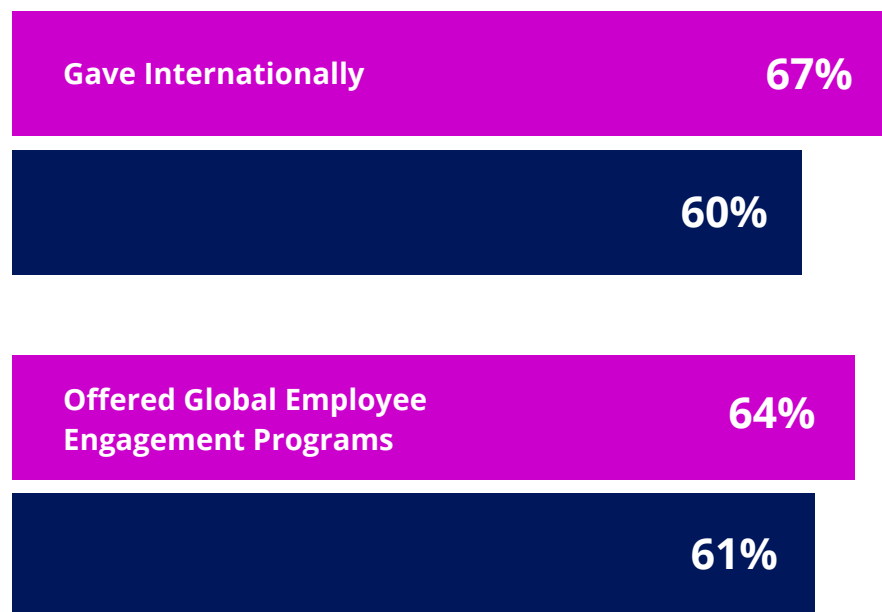
Last year, as grassroots movements and global crises swept across the globe, we witnessed a growing need to support employees with access to hyper-local causes and content, and to provide nonprofits with community grants. This accelerated the growth of global corporate purpose programs.

Correspondingly, in 2020, 67% of companies and their people gave internationally (up 32% year over year) and 64% offered global employee engagement programs (up 31% year over year). This past year, 39% of Benevity clients added international users in 126 countries. The expansion came in three waves: first in response to COVID-19, as companies sought to engage all of their employees and customers in global pandemic relief efforts at the local level. The second wave came in the summer in response to the groundswell around racial equity. The third came in the fall as more companies launched their corporate purpose programs in time for the giving season.

As the corporate purpose space matures, we're seeing more companies launching with global programs right out of the gates. And with diversity, equity, inclusion and belonging being at the top of the executive agenda, we expect to see inclusive global programs becoming the standard, especially as we collectively tackle global issues like equity, climate and health.

Global programs grew in 2020

■ 2019 ■ 2020



An All-Encompassing Approach to Action

Traditionally, companies have been somewhat restrictive in what “counts” toward action in their corporate purpose programs, especially when it comes to employee and customer actions, as they have been hamstrung by the need for verifiability and auditability. However, in an empowered, social media-driven world, action is taking on a much broader definition. It can include anything from consuming content to learning, dialoguing, sharing, signing a petition, commenting or inviting others to join in on the action.

2

Grassroots Passions Fuel Collective Movements

Traditional, top-down corporate philanthropy has been largely replaced with a more authentic and empowered approach in recent years. And, we were already beginning to see a notable rise in people-powered movements prior to 2020. But the recent crises and events sparked unprecedented grassroots action and 2020 became the year fueled by the power of the individual — backed by their employers and the brands they buy from — to create impact from the bottom up.

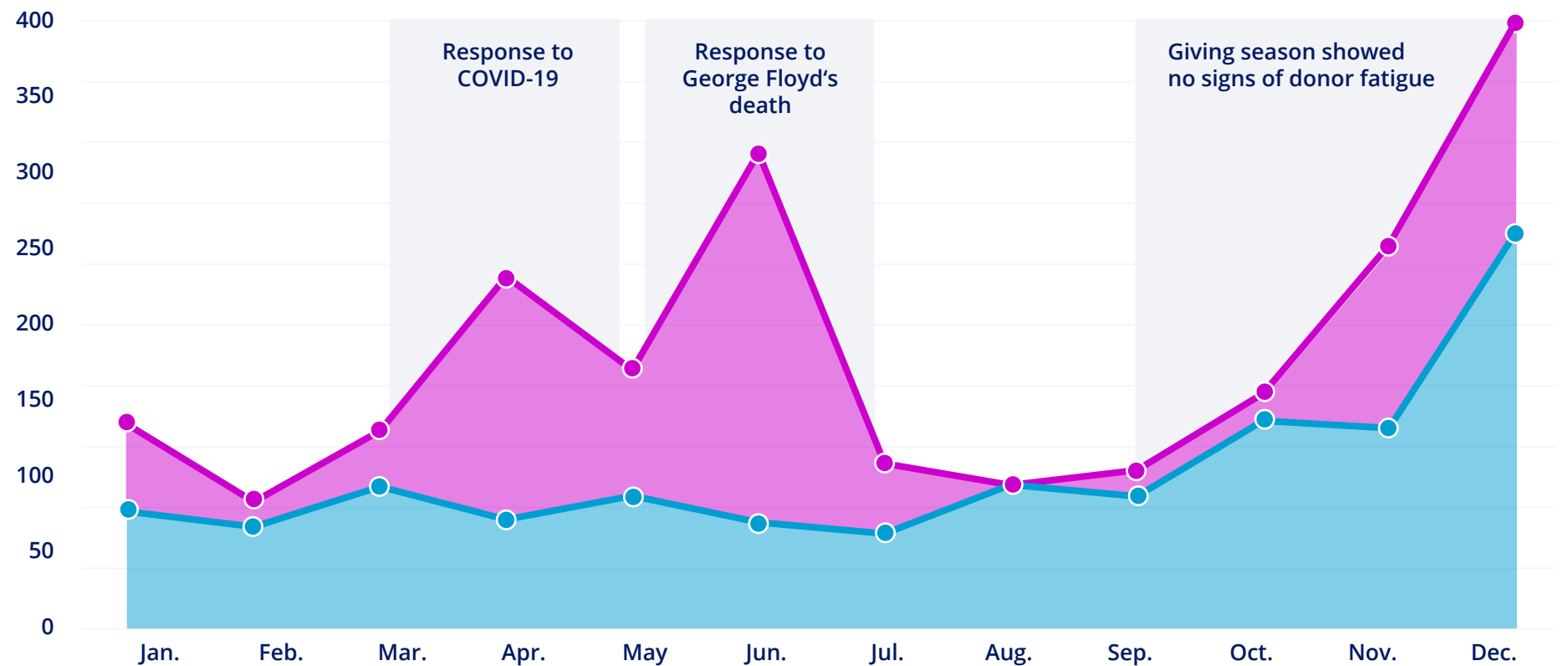
In a year of isolation and uncertainty, when people craved connection, meaning and efficacy, companies met people where they were. They provided the means and impetus to be okay with not being okay, to take action, to feel part of something bigger than themselves and their own challenges, and to gain a personal sense of purpose and impact.

Key Moments Lead to Movements

This year, we saw seasonal donation trends disrupted as a result of the COVID-19 pandemic, which prompted a swift shift toward support for human services and food security from

March through May. Then, an exponential spike in support for social justice and racial equity came in June following news of the killing of George Floyd and other Black people. By the end of the year, the “giving season” was in full swing, dispelling any concerns about donor fatigue slowing down giving in the latter part of the year.

Donation volumes through Benevity platform (CAD millions) — 2020 — 2019



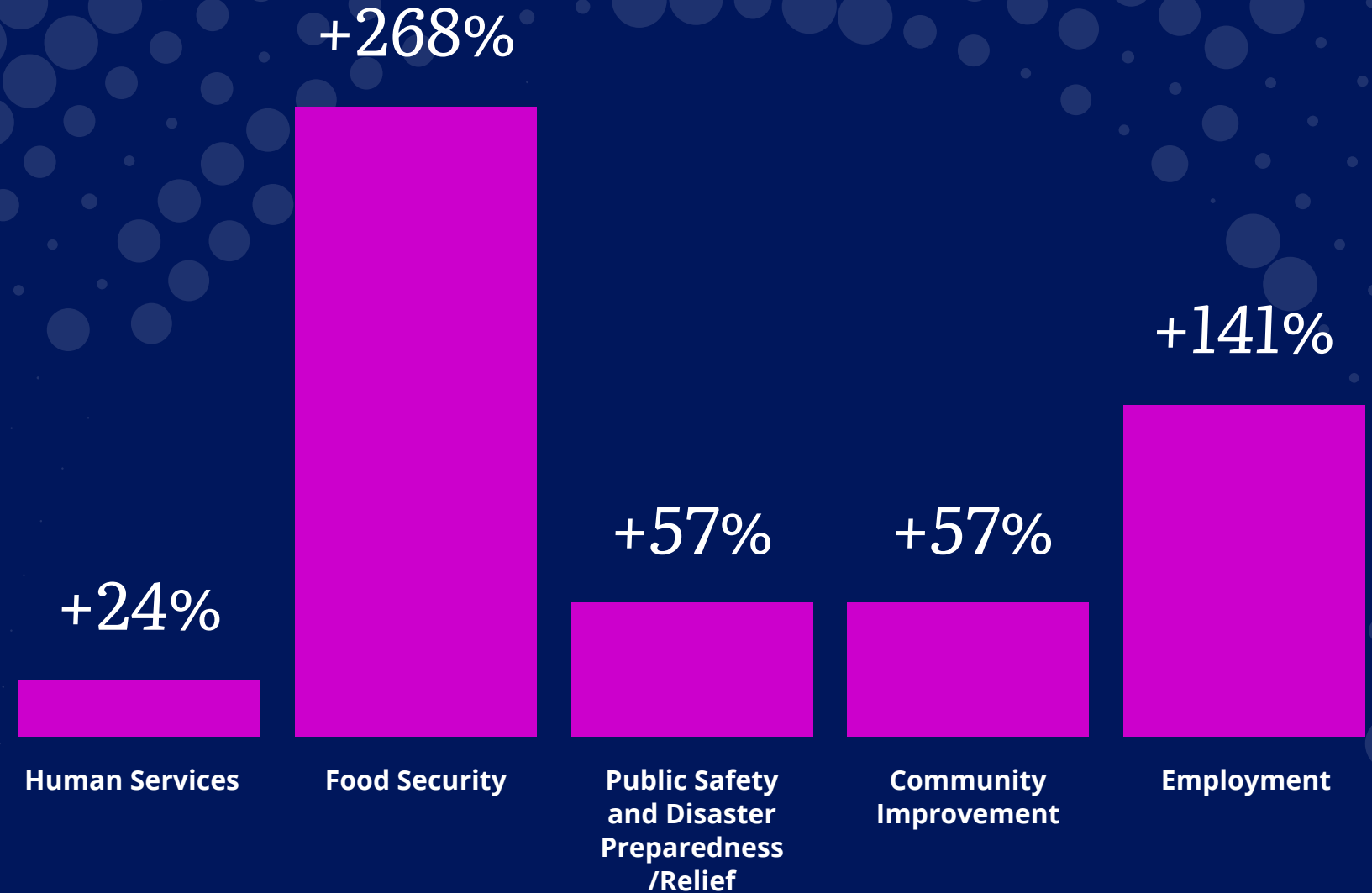
The Pandemic Response

In just eight weeks following the announcement that COVID-19 had become a global pandemic, more than 500 companies and 450,000 of their people drove \$640 million in donations, 786,000 volunteer hours, 53,000 small acts of Goodness and 8,648 corporate grants to support 79,000 global nonprofits. The most notable changes in the share of donation dollars among categories were in human services (+24%), food security (+268%), public safety and disaster preparedness/relief (+57%), community improvement (+57%) and employment (+141%).

The pandemic response in just 8 weeks

- 500+ Companies
- 450,000 Employees
- \$640,000,000 Donated
- 786,000 Volunteer Hours
- 53,000 Acts of Goodness
- 8,648 Corporate Grants
- 79,000 Global Causes

Notable changes in causes supported during peak of COVID response*



The Racial Injustice Response

In June, a record was set for the most donations in a single month through the Benevity platform, with over \$300 million going to 64,000 nonprofits. For the first time ever, organizations supporting social justice and racial equity made up nearly all of the Top 10 Causes for the month, and they accounted for 51% of June’s total donation volume, with \$166 million contributed versus \$10 million in May — a staggering 15x increase.

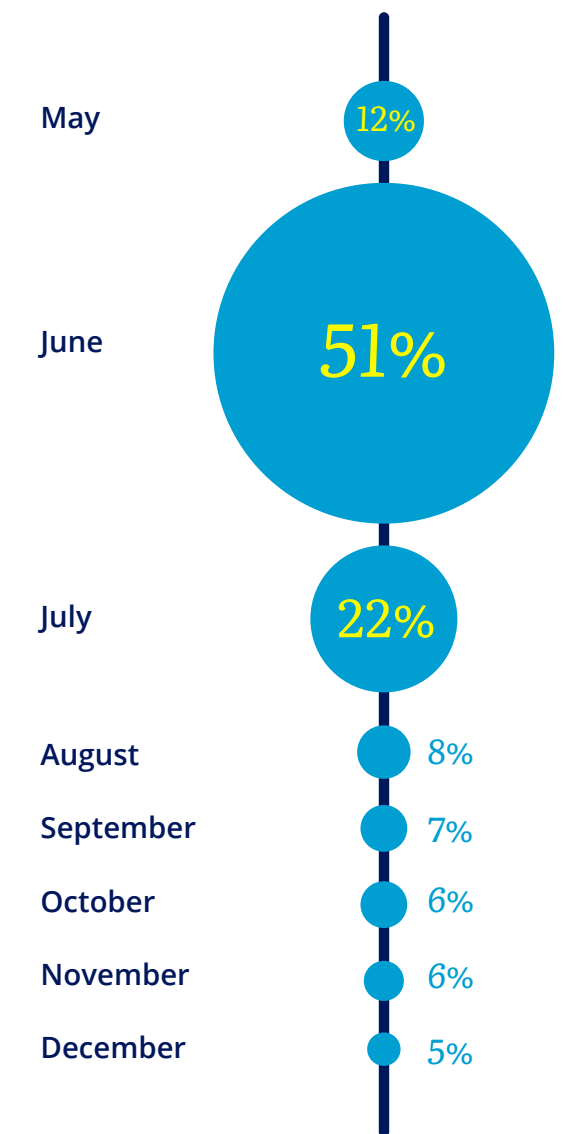
Countless more people got involved in other ways, tracking 434,000 volunteer hours (up 16% from May) and 29,000 positive actions (up 250% from May). And businesses engaged their customers, with funds donated through their Benevity-powered [public giving portals](#) to racial justice causes increasing by over 22x.

Unfortunately, funding for racial equity causes abated in the last half of the year, falling to just 5% of donation share in December, showing a gap between intention and action, and very likely driven by changes to the news cycle.

Top 10 social justice and equity causes

May 2020 Rank		June 2020 Rank	
24	+ 23	1	NAACP Legal Defense and Educational Fund, Inc.
23	+ 21	2	Equal Justice Initiative
96	+ 93	3	Thousand Currents (Black Lives Matter)
18	+ 14	4	American Civil Liberties Union
46	+ 41	5	NAACP Empowerment Programs
4,750	+ 4,744	6	Code.org
124	+ 117	7	Bail Project
51	+ 43	8	Center for Policing Equity
55	+ 46	9	Faith in Action Network
428	+ 418	10	Race Forward

Share of total donations going to social justice causes in 2020

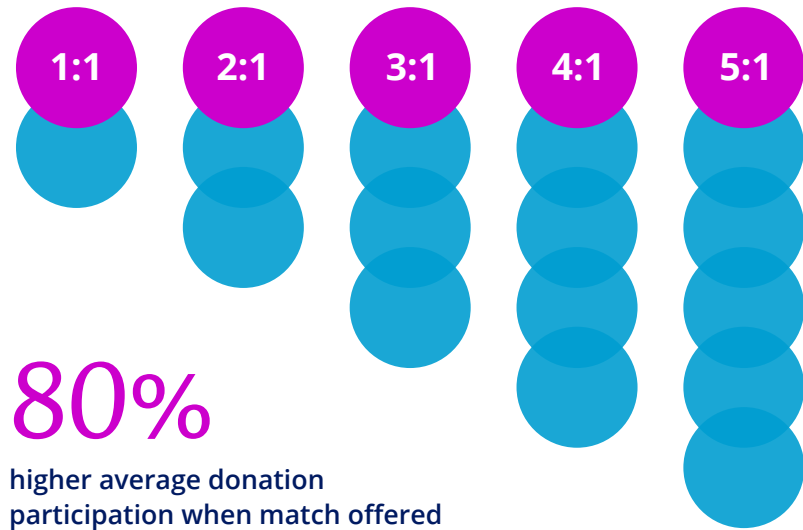


Special Matching Got More Special in 2020

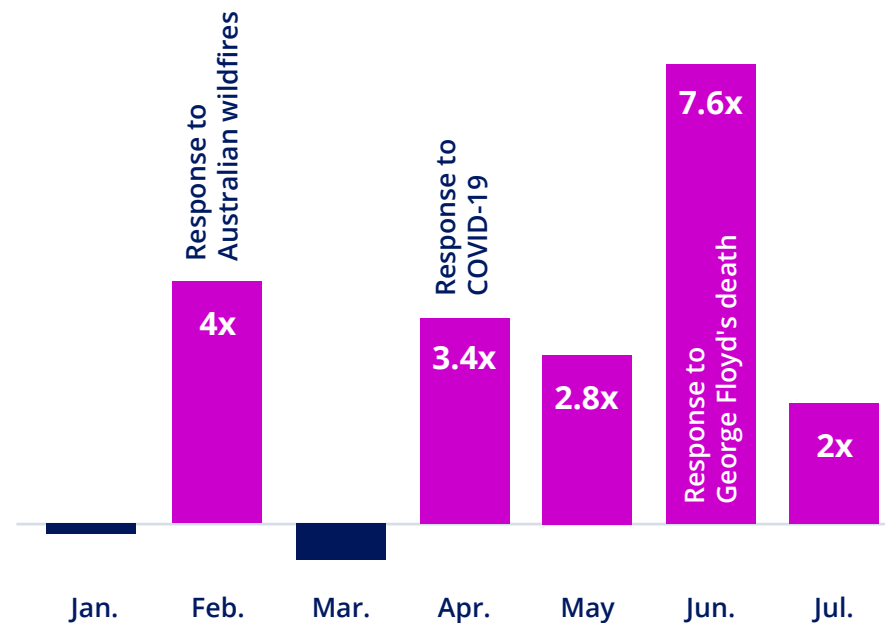
The vast majority of companies with corporate matching programs offer a 1:1 match year-round, with occasional special matches of 2:1 or even 3:1 or 4:1 during campaigns. In 2020, 84% of companies ran special matching campaigns beyond their standard year-round matching, with match rates reaching as high as 5:1. We know that when a match is offered, it leads to 80% higher average donation participation, but as we drilled into the data we discovered a “match multiplier effect” in which the higher the matching rate, the more dollars an individual gave.

Our data shows that these **special matches led to 51% more people donating through their corporate purpose programs in 2020 versus 2019, and of those who did, they increased their personal contributions by 41%**. The increase in individual donors corresponded with the crisis inflection points when most companies were running campaigns. New donors made up three to five times their normal share in the first seven months of 2020 and seven times their share in June.

Special matching campaigns



Growth of first-time donors in 2020*



“Thank you, Abbott, for your generosity and kindness in helping those impacted by the COVID-19 crisis. With my donation and Abbott’s match, the Houston Food Bank will be able to offer an additional 2,000 meals. Finally, thank you Abbott researchers and scientists for the amazing contributions you’ve made during this pandemic!”

— Abbott Laboratories Employee



Peer-Led Movements Took Off

Benevity's Peer Matching feature took off when it was launched in October 2020, providing individuals with the power to lead and amplify their own movements around causes they cared about personally. The feature was still in its early stages, but it proved to be the right solution at the right time for companies that had used up their yearly budgets or that didn't want to ask their people to give yet again when donor fatigue was a concern.

The introduction of Peer Matching resulted in **4,630 individual peer matches being created, with \$13 million in matching and \$39 million in user donations, for a total of \$52 million of collective impact. It also inspired 37,000 first-time participants** who may have been looking for a sense of community and connection in an otherwise isolating time.

What Is Peer Matching?

Peer Matching is the next innovation in matching. It enables individuals to create their own giving opportunities, add a match from their own funds and then open it up to their co-workers to either donate (and receive the match) or join the match pool. In this way, Peer Matching is a feature that empowers individuals to create a movement with their own funds based on their own passions.

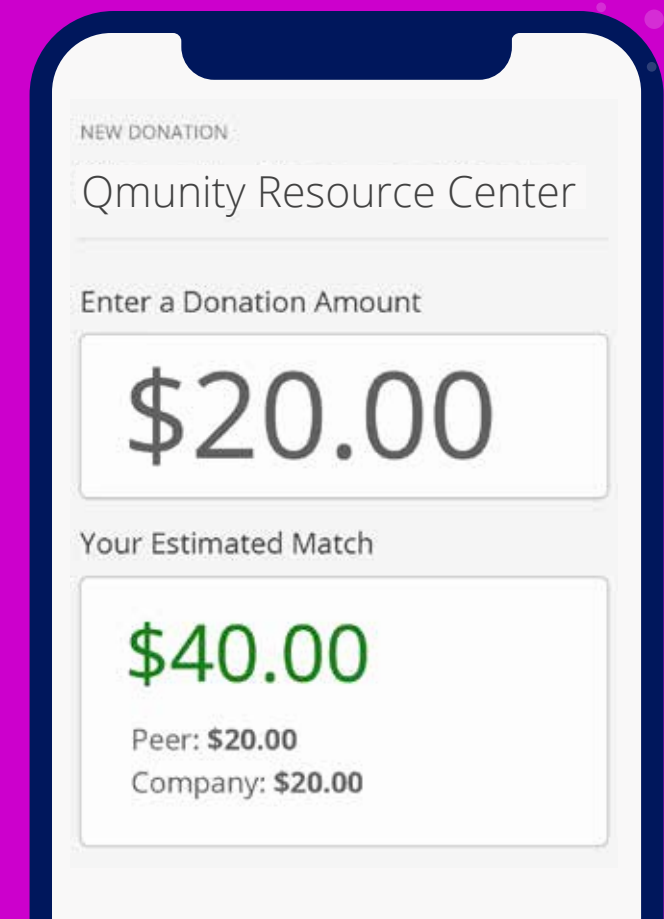
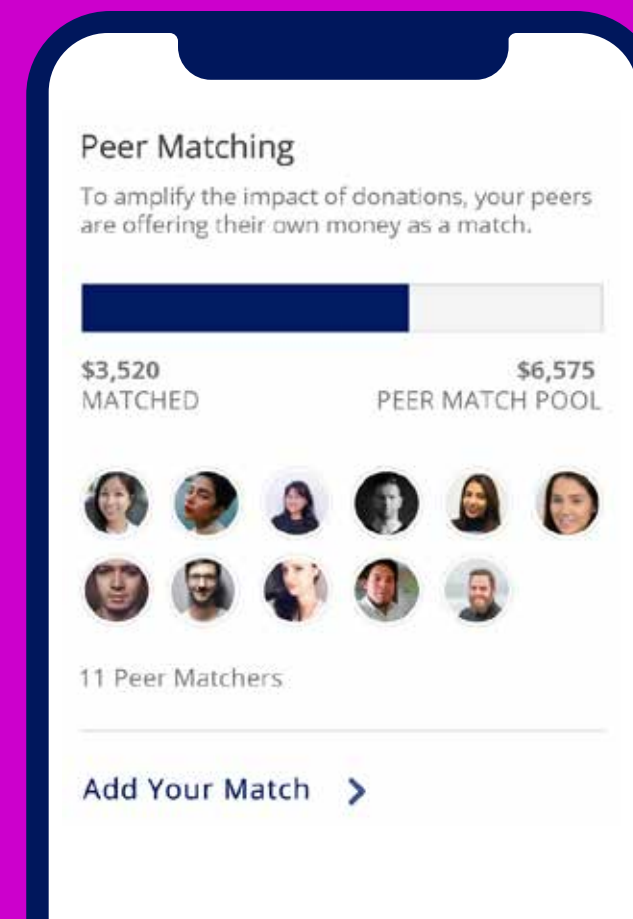
People are...

50%

more likely to give if asked by a friend or colleague

80%

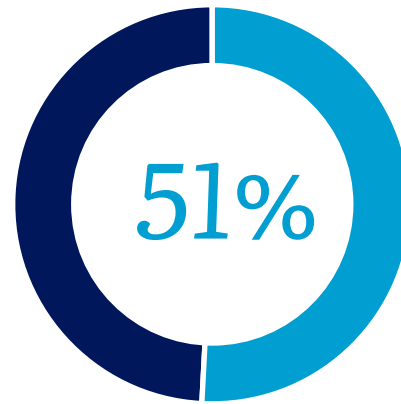
more likely to give when a match is offered



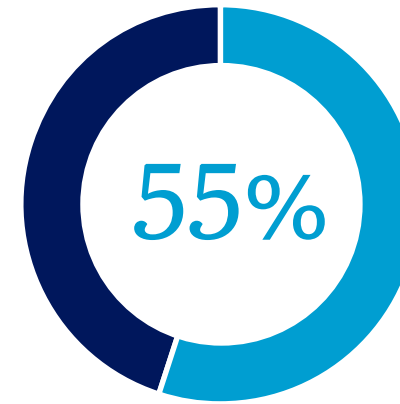
The Power of Payroll

In a year when finances may have been tight for some people, the ability to donate in small amounts was critical. For the first time, the number of companies offering payroll donations — which makes micro-donations easier for donors and more cost-effective for nonprofits — tipped over into the majority.

In 2020, 51% of companies offered payroll giving and 55% of all donations were made via payroll. Our data shows that when payroll giving is offered, companies see 53% higher average donation participation as it enables everyone to give in amounts and frequencies that are easily managed regardless of their personal banking situation or their desire or ability to donate using a credit card.



of companies offered payroll giving.

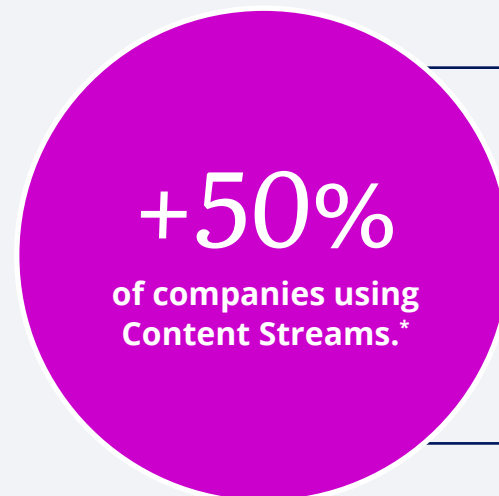


of all donations were made via payroll.



When Crisis Hit, Content Was Queen

According to our client survey, corporate purpose professionals cited time and resource constraints as one of their biggest challenges in 2020. So, it's unsurprising we saw a 50% year-over-year increase in the adoption of Benevity's Content Streams, which serves up trending and popular cause recommendations as an easy way for people to join movements around newsworthy events.



+176% number of donors*

+348% number of donations*

+114% dollars per donation*

+859% total donation amount*

Choice Drove Participation and Action

In what was a particularly difficult year for nonprofits, people continued to support personal and local causes they're passionate about in categories not directly related to crisis response, including education, animal welfare, the arts and others. Notably, religious organizations appeared second only to human services in the causes most supported through public giving campaigns run by companies. And according to the Giving USA 2020 Report, giving to religious organizations grew 2.3% last year, while support for education, the arts, animals and the environment all saw double-digit growth.

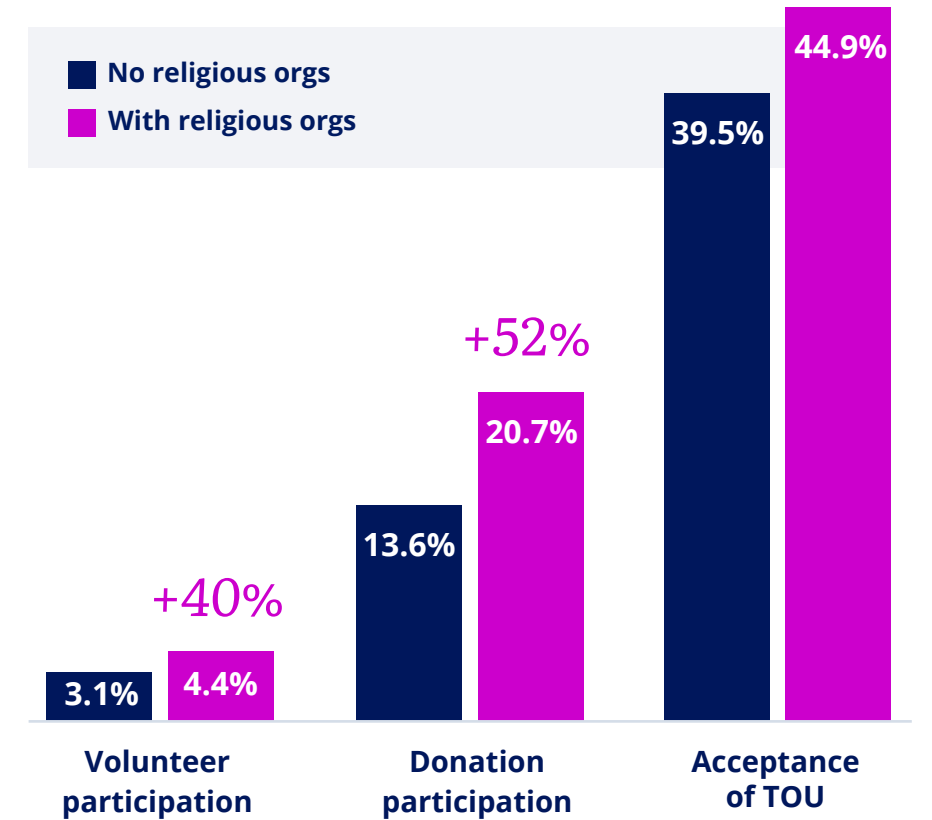
This data highlights the fact that what people are passionate about in their personal lives transfers into how and where they want to give through a business relationship. More companies are beginning to recognize that offering broad choice in the types of causes people can support is essential to driving that engagement. That's why 89% of companies include religious organizations in their programs, and when they do, they see 52% higher donation participation, 40% higher volunteer participation and a 14% higher terms of use acceptance rate, indicating that access to these causes inspires new participants to get involved.

Future Movements Will Be Powered by People, Propelled by Companies

In 2020, best practices became common practices: offering the choice of which nonprofits to support, incentivizing giving through special matching and donation currency rewards, and making donating easier and more accessible through payroll. And many companies went further to make special matches more special and in empowering their people to create their own giving opportunities and even add their own matching.

This past year showed us that individuals are capable of great things when they are empowered with the tools, technology and support they need to move from inertia to action. When they are able to rally their networks, they build momentum around causes and that leads to movements. As we continue to collectively tackle issues around equity, climate, health and well-being, and more, we will see people-powered movements becoming the standard, and the companies backing them will lead on every business metric.

Inclusion of religious organizations leads to higher participation



Tips for including religious organizations

Our data shows a significant demand and opportunity for more companies to consider making religious causes available to donors — either with or without a match — as a way to deepen engagement. In Benevity's platform, matching can be limited to community projects sponsored by churches or other religious organizations (such as food pantry programs) where the funds are solely directed to the specific project rather than the organization itself. This allows companies to include more of the nonprofits that people are clearly passionate about without supporting evangelical activities.

3

Companies Expand Their Definition of Impact

The ways people do good in their everyday lives have been changing for years, but CSR hadn't necessarily caught up — until 2020. Actions like recycling or signing a human rights petition are the norm for individuals in their personal lives. But for companies, offering opportunities beyond the traditional confines of volunteering and giving had been reserved for the few that were cutting edge.

COVID-19 illuminated a need to change and adapt, and over the past year we've seen companies lean into a broader definition of what it means to do good. In a time when people craved connection to their co-workers, communities and something bigger than themselves, and engaging employees became inexorably challenging, companies quickly pivoted their strategies to meet their people where they were.

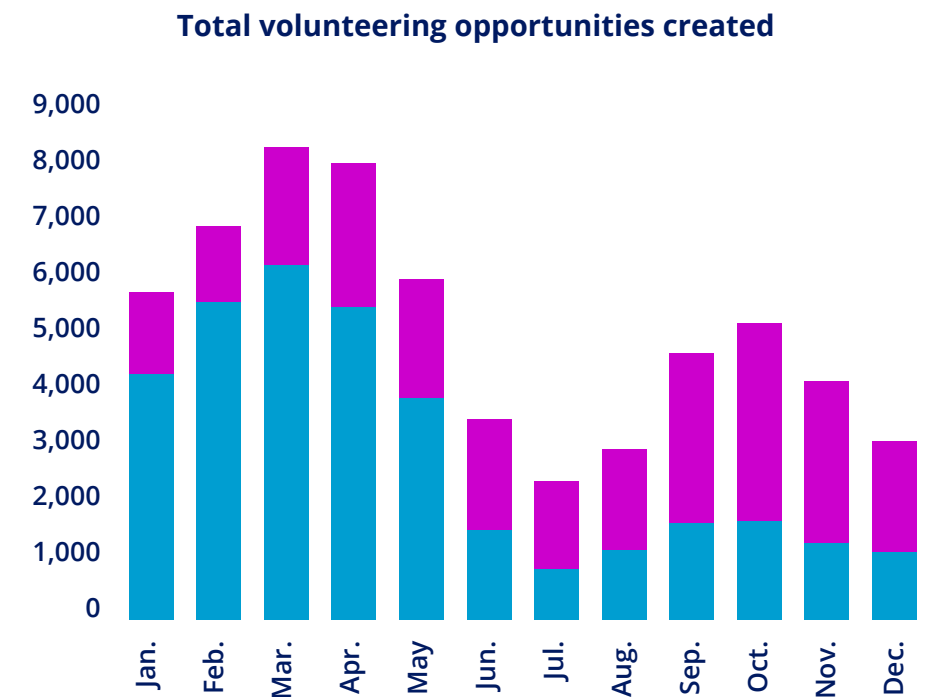
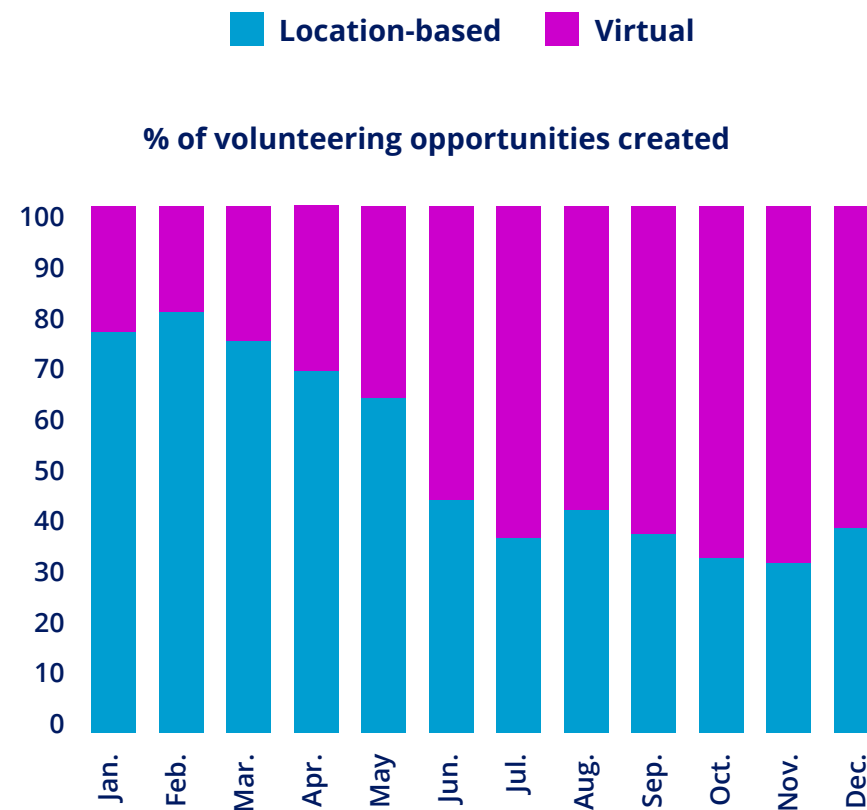
Post-2020, a broader approach to impact is becoming table stakes.

Virtual Volunteering Becoming the Norm

As mentioned earlier in the report, the first pivot that companies made was to virtual volunteering. The timing of the global lockdown in March, right before the busy volunteer season and just weeks before National Volunteer Week in North America, left companies either abandoning their plans or rewriting the volunteering playbook on the fly. While overall volunteering was down 20% year over year, it began to recover by the final quarter of 2020 when many companies and nonprofits had found ways to safely and effectively engage volunteers physically and virtually.

A total of 61,211 virtual volunteer opportunities were created in the Benevity platform in 2020. Halfway through the year, the share of virtual versus location-based volunteering began leaning heavily in favor of the former, with virtual volunteering comprising 61% of all opportunities by December 2020 or accounting for 42% of the full year's share of volunteer opportunities.

Unfortunately, the growth in virtual volunteering was not able to make up for the shortfall created by the precipitous fall of location-based opportunities.





Dolby Laboratories wasted no time in pivoting to virtual volunteering, beginning in March 2020. They began offering simple opportunities such as virtual resume workshops and career panels that were accessible to every person at every level of experience. By mid-April, they launched the VolunteerMatch integration in the Benevity platform to provide more virtual opportunities for their people, including skills-based options. Additionally, they built out their virtual strategy not just as a way to continue engaging volunteers through the COVID-19 lockdown, but for long-term engagement. These decisions led to their ability to host a globally inclusive Virtual Dolby Cares Week in April 2021.



In 2020, Atlassian pivoted quickly to virtual volunteering. They offered weekly “Do Good Happy Hours” where volunteers met with a new nonprofit and completed a small activity afterward, such as card making, calling a senior or coaching students to prepare for job interviews. These sessions resulted in higher engagement than in-person volunteering due to lower time commitment and geo-agnostic activities that enabled employees to participate from different time zones. The team used these findings to transition into quarterly campaigns involving fundraising, global volunteer activation and a virtual global week of good.



“We’re building resources that are helpful now as well as for the future successes of our program. We know that as we come out of this pandemic, whatever that looks like, there will potentially be a lot of people who will continue to work remotely who haven’t in the past. Because of this, we’re building tools for their continued engagement.”



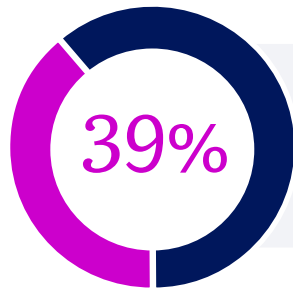
Simone Price

Community Relations Manager, Dolby Laboratories

Volunteer Acts of Kindness

Beyond virtual volunteering, our data shows a record number of volunteer opportunities in 2020 with no specific nonprofit attached, which we have defined as “volunteer acts of kindness.” These actions did not necessarily support a discrete cause, but instead they directly supported the end recipient, like doing Zoom crafts with a co-worker’s child or dropping off groceries for a neighbor in need.

In 2020, 39% of all volunteer opportunities were volunteer acts of kindness, and companies that expanded their programs to include this type of volunteering saw participation increase 2.2 times, compared to those that only offered volunteering with causes attached.



of all volunteer opportunities were “volunteer acts of kindness” and were not attached to a specific nonprofit in 2020.

Companies that expanded their programs to include “volunteer acts of kindness” saw participation increase

2.2x

Warner Bros.

When Warner Bros.’ in-person volunteer events had to be canceled last April, the company decided to expand the definition of volunteering with acts of service campaigns. The studio ran three campaigns — Cleanliness, Kindness and Virtual Volunteering — enabling employees to enact everyday actions to promote health and well-being in their communities. Warner Bros.’ kindness campaign featured volunteer acts of service to encourage employees to help neighbors and people in their community, which included making masks for the Children’s Hospital Los Angeles; buying groceries for people quarantined at home; joining the Special Olympics Dance Challenge to share support for inclusion; hosting a digital dance party, sing-along or book club; starting a neighborhood teddy bear or rainbow hunt; and writing inspirational chalk messages on their driveway.



“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.”

— Maggie McEldowney
Community Engagement Specialist,
Warner Bros. Entertainment



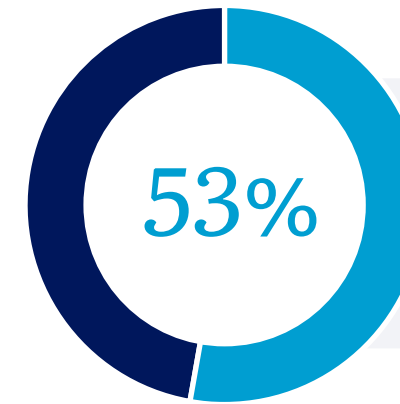
Companies: The Source of Trusted Information (and Action!)

For the past few years, the Edelman Trust Barometer has highlighted “My Employer” as the most trusted source of information. And 2020 was no different.

With the confusing events flowing from COVID-19 and the murder of Black people, and with so much distrust in media and government, people turned to their employers to help them sift through fake news and get a more fact-based perspective. As a result, we saw companies leaning into their role as a trusted source of information and incorporating learning and personal growth as part of their corporate purpose programs. In fact, we saw a staggering 244% year-over-year growth in the number of companies adding learning and positive actions to their programs, with a 250% growth in the number of activities tracked.

Interestingly, the top three themes of activities tracked were around health and wellness, diversity and inclusion, and environmental sustainability. This data highlights the unique role business has to play in helping people with their personal sense of well-being and impact, alongside their professional development.

+244%



of people believe that when the news media is absent, corporations have a responsibility to fill the information void.*

Companies adding learning and positive actions to their programs

Top 3 themes

- Health & wellness
- Diversity & inclusion
- Environmental sustainability

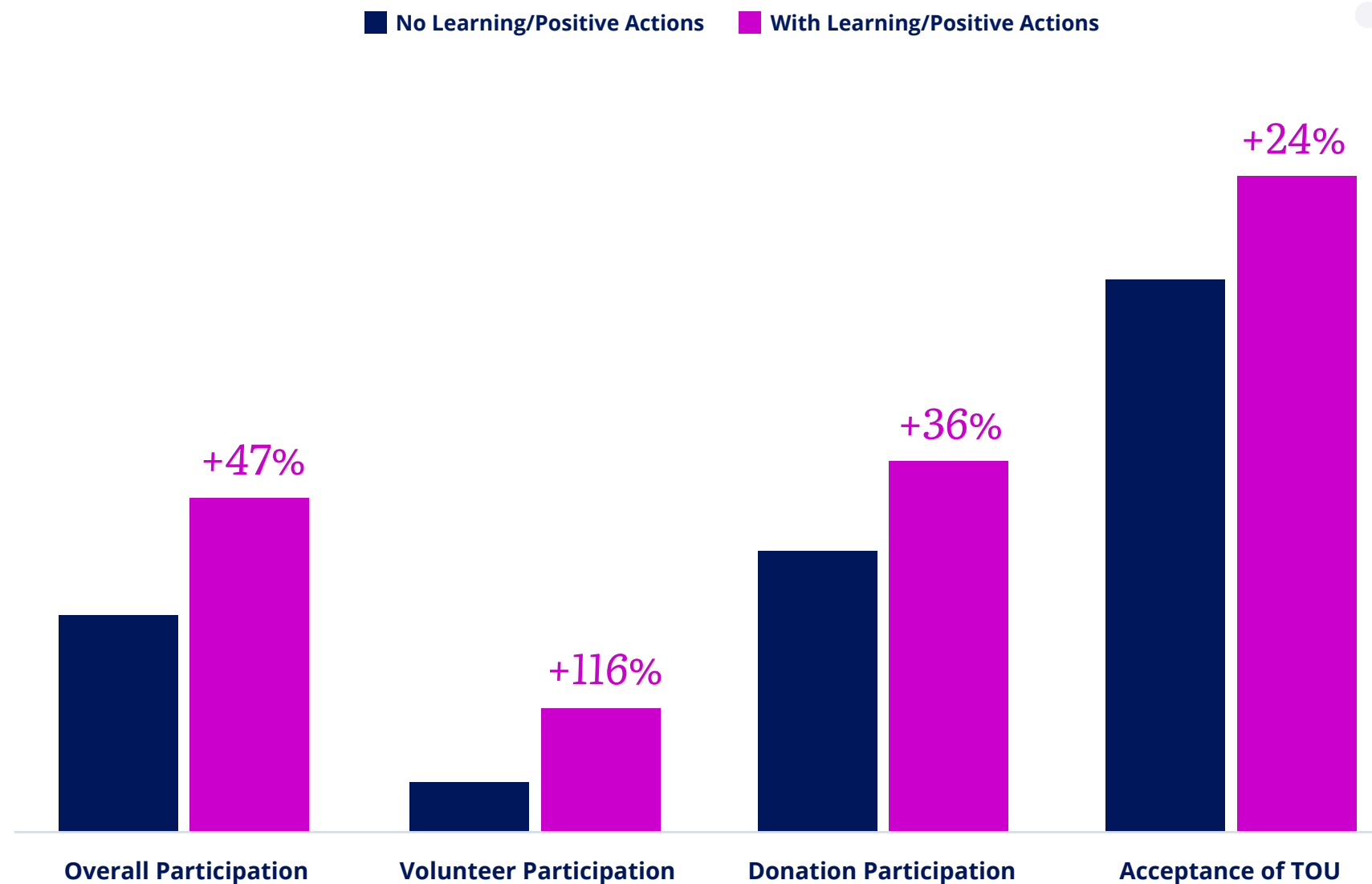
Companies: Catalysts for Awareness and Learning

Adding learning and positive actions to a company's corporate purpose initiatives has many benefits, including increased participation in every aspect of their program. Companies that empower learning and action see a 47% higher overall participation, 116% higher volunteering participation, 36% higher giving participation and 24% higher terms of use acceptance — signaling that positive actions are an entry point for Goodness and an engagement driver.

Did you know?

Positive actions provide the important awareness and learning step that often leads to engagement in giving, volunteering and eventually co-creating opportunities for others to take action. Our comparative analysis shows that clients that include learning and positive actions (like Benevity's Missions module) have a 40% greater likelihood of improving their overall annual participation rates compared to companies that did not include them.

Participation is higher for companies that offer learning and positive actions*



Positive Actions Bridge DEIB and CSR

As diversity, equity, inclusion and belonging (DEIB) top the executive agenda, we are seeing more companies recognize the opportunity to increase the connection between their DEIB and CSR efforts.

Many companies are activating their DEIB strategies by offering learning and awareness content through their corporate purpose programs, thereby creating a single destination for their people to access information, with the ability for program leaders to track and measure engagement. The learning content is complemented by positive actions an individual can take to translate the information into inclusive habits and behaviors that influence them and their networks and can have a company- or community-wide effect.

DEIB leaders are also engaging their employee resource groups (ERGs) to help develop, promote and share this learning content, alongside opportunities to donate to and volunteer with organizations that are working in their cause area. This is empowering ERGs to digitally scale their initiatives and impact across multiple audiences who may otherwise be hard to reach, especially as travel and live events continue to be restricted.

In the Trust-Based Philanthropy Takes Hold section, we share how ERGs are also supporting corporate grantmaking and nonprofit partnerships.

Sustained Progress Will Be Critical in a Hybrid Future

While corporate purpose programs have been evolving for years, 2020 accelerated the need for companies to reimagine what impact looks like. The creative ways they solved challenges in the past year will long outlast the pandemic. Over the next few years, as more people choose to work from home full time or part time, and companies hire more remote employees, the workforce will become more dispersed than ever. Providing ways to connect will be the key to a healthy workforce, a unified culture and engaged employees.

Data from both the Centers for Disease Control and Prevention (CDC) in the U.S. and Centre for Addiction and Mental Health (CAMH) in Canada show that loneliness, addiction and other mental health issues continue to climb, despite the illusion of being connected and “in it together.” So providing a sense of well-being, meaning and impact to employees and community members will be essential.

In short, purpose will matter more than ever and embracing an expanded definition of impact — with the programmatic changes that flow from that — will be a must-have, not a nice-to-have.



4

Trust-Based Philanthropy Takes Hold

In 2020, the nonprofit sector was thrown into a crisis of its own as the economic fallout of COVID-19 meant more people relied on its services. At the same time, the fundraising and volunteering events nonprofits relied on had to be canceled. Many nonprofits worried that support might grind to a halt and they'd have to close their doors, further exacerbating the effect of the pandemic on vulnerable communities. Meanwhile, organizations on the front lines of COVID-19 needed more flexibility to move fast in a rapidly changing environment. The pivot to work from home, the switch to virtual volunteering and online fundraising, and the need to break through the noise in a particularly event-driven time were just some of the challenges nonprofits experienced last year.

Companies had to adapt in the ways they supported nonprofits and many jumped into action immediately, shifting their corporate granting strategies to become more multifaceted and less restrictive.

Granting strategies took a
three-pronged approach:

1

Larger,
more strategic
grants

2

Smaller
community
grants

3

Fewer
restrictions

Larger, More Strategic Grants

In 2020, companies issued fewer grants overall but gave more money. Our data shows a 28% decrease in the total number of grants issued year over year, with a 60% increase in total dollars granted.

One of the top cause categories supported through granting was human services, which includes organizations like family violence shelters, seniors' centers and emergency assistance for food, clothing or cash. Nonprofits in the categories of food, agriculture and nutrition, which includes food banks and pantries, and civil rights, social action and advocacy moved up the ranks by four spots and seven spots respectively. In addition, companies maintained support for their existing cause partners, with funding for stalwart causes like education and the arts remaining relatively unchanged.

2019 RANK		2020 RANK	Top cause categories in granting*
1	—	1	Education
2	—	2	Human Services
3	—	3	Philanthropy, Volunteerism and Grantmaking Foundations
4	—	4	Health — General and Rehabilitative
5	—	5	Arts, Culture and Humanities
10	+ 4	6	Food, Agriculture and Nutrition
6	- 1	7	International, Foreign Affairs and National Security
7	- 1	8	Youth Development
11	+ 2	9	Community Improvement and Capacity Building
9	- 1	10	Public and Societal Benefit
12	+ 1	11	Public Safety, Disaster Preparedness and Relief
19	+ 7	12	Civil Rights, Social Action and Advocacy
8	- 5	13	Housing and Shelter
13	- 1	14	Environmental Quality, Protection and Beautification

Smaller Community Grants

Many companies mobilized quickly to provide emergency funding or to unlock more grants by redeploying unused budgets marked for sponsorships or physical events. In addition, 25% of companies have integrated granting and employee engagement programs. Aside from rewarding volunteers or teams of volunteers with grants to their preferred organizations, we saw continued interest in employee-nominated programs.

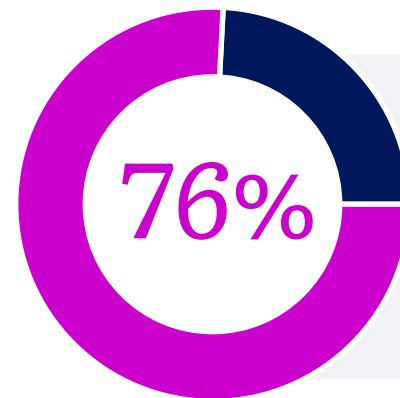
The most notable trend that emerged in 2020 was deeper corporate engagement with affinity or employee resource groups (ERGs) and local employee champions to help inform companies' nonprofit engagement strategies and partnerships. Corporate purpose professionals and DEIB leaders leaned on these volunteer groups to help identify and support the community organizations their people care about in a bottom-up approach, empowering individuals to influence the company's granting strategy.



When COVID-19 hit and physical events and galas were canceled, Empower Retirement made the decision to maintain support for their partners and redirect some of their sponsorship budget to partners' community investment initiatives.

As they dug into their employee giving data, they found their people were passionate about LGBTQ causes. They had a vibrant Pride ERG, yet they had no grants going to LGBTQ nonprofits. As a result, they are now working with their Pride ERG to help select a nonprofit partner and engage in more community events.

This is an example of an approach many companies will start to embrace as ERGs become the trusted voice of informed action and advocacy for underrepresented groups within corporations.



76% of Americans say supporting companies that are addressing social and environmental issues helps them feel they are doing their part.*



Trust-Based Granting

When crisis hit, many companies reached out to their nonprofit partners to see how they could best support them, and unsurprisingly the resounding answer was flexibility.

Companies responded by streamlining their grants request forms and reporting, while moving to unrestricted funding that could be used for general operating costs — removing unnecessary burden on nonprofits. And many say they have no plans to change that strategy.

Thanks to 2020, trust-based philanthropy is firmly taking hold, much to the benefit of the nonprofit sector.



Kroger's response to the COVID-19 pandemic has focused on keeping retail stores safe and stocked for their customers; improving access to healthy, nutritious food; and supporting national and local nonprofit partners who are helping millions of people deal with the pandemic's economic impacts.

COVID-19 shined a light on Kroger's Zero Hunger | Zero Waste mission and social impact plan — highlighting the need for a more connected and resilient food system where surplus is redistributed to feed people in need instead of it being sent to landfills.

Kroger and the Kroger Foundation office, through their partnership with Feeding America, also directed \$10,200,000 in charitable giving in 2020 to their network of food banks in their markets. This includes funds directed through The Kroger Co. Zero Hunger | Zero Waste Foundation's Emergency COVID-19 Response Fund to Feeding America, No Kid Hungry and other partners. In all, the company directed more than \$16,500,000 in charitable COVID-19 relief to support local and regional organizations and help their communities recover.

“We took our entire granting and went to unrestricted general operating support. We suspended and ultimately canceled our reporting requirements for the year ... all of this work, leaning into trust-based relationships, really set us up for what’s going to happen for us in 2021.”



— Noah Salata

Community Partnership Consultant, AFI



“This shift has been so helpful and I hope it is a lasting change. The changes to unrestricted dollars have been meaningful and allowed our organization to make critical decisions that are best for the youth we serve, rather than navigating the demands of funding restrictions.

It’s been transformational for our work.”



— Ranna Daud
Executive Director,
After-School All-Stars Puget Sound

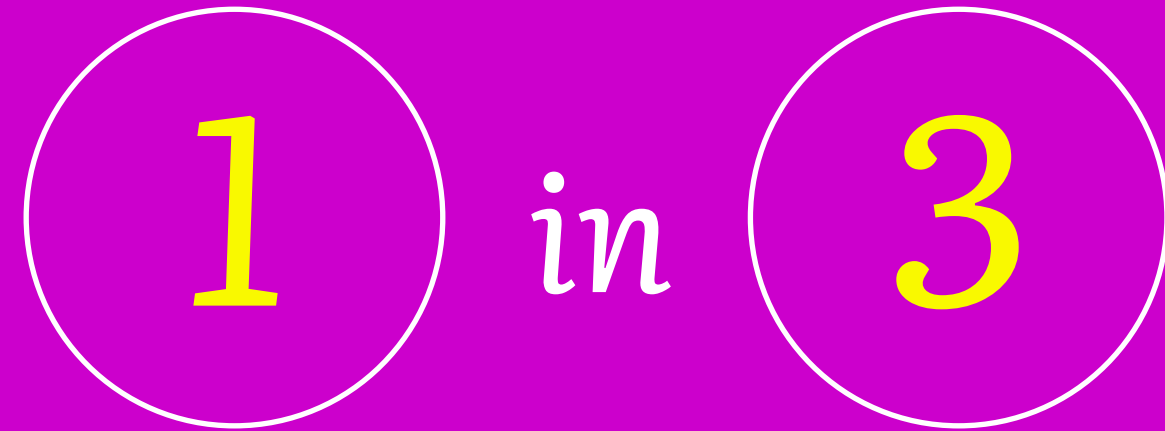


Future-Proofing Community Investments

The pivots made to corporate granting strategies undoubtedly made a significant difference for large and small nonprofits alike. But these organizations, which have become more essential to their communities than ever, are not free and clear yet. A [March 2021 report](#) by research group Candid and the Center for Disaster Philanthropy said the financial strain of the COVID-19 pandemic has put more than one in three U.S. nonprofits at risk of closing within the next two years, and it would take a year and a half to return to pre-pandemic levels of employment among nonprofits.

As companies continue to partner closely with nonprofits during this tenuous time, and as all trends lean toward democratization and empowerment, we expect trust-based philanthropy to move from the fringes into the more established realms of corporate programs.

Enduring a prolonged pandemic together will require more trust and collaboration than ever before.



1 in 3

U.S. nonprofits is at risk of closing within the next

2 years*

5

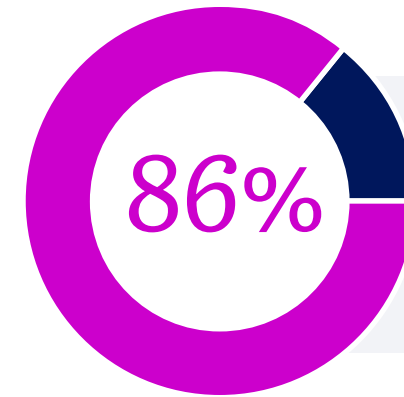
Purpose-Driven Customer Engagement Is on the Rise

Culture and brand are two sides of the same coin, and consumers expect just as much as employees do when it comes to exhibiting authentic corporate purpose.

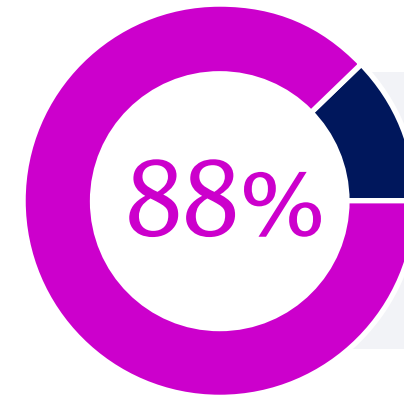
The stats are in and every year the desire for greater purpose and action from CEOs and their companies is higher. For example, [the latest data from Edelman](#) shows that 86% of people agree that CEOs must speak out on societal challenges. And according to a [Porter Novelli study](#), a whopping 88% of consumers say they would buy a product from a purpose-driven brand and 66% would switch from a product they typically buy to a new product from a purpose-driven company. When consumers think a brand has a strong purpose, they are 4.1 times more likely to trust the company, according to [Zeno's 2020 Strength of Purpose study](#). And when that trust is broken, [IBM research](#) shows one-third of consumers say they will no longer purchase that brand. So, in 2020, it wasn't surprising to see companies turning their attention to how they can invigorate their customer experiences to drive positive engagement and sentiment outcomes with consumers.

In the last year, a record number of companies invested in purpose from the inside out in innovative ways. They launched public relief appeals in response to crises and traded in corporate holiday parties and large gatherings for grants or charitable donation currency for their employees, contractors, suppliers, vendors or customers.

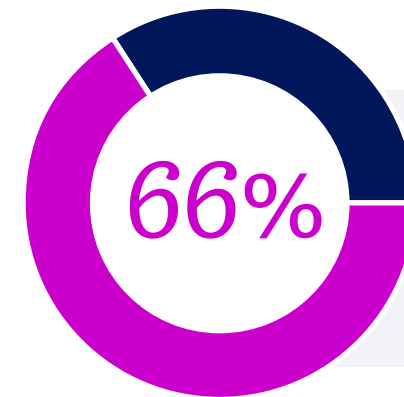
Regardless of the approach, many more brands infused purpose into their customer experiences in ways that led to a significant increase in social impact to nonprofits, increasing their brand engagement and affinity while helping them stand out in competitive markets. It also helped them deliver on tangible, transparent action when statements were no longer enough.



86% of people agree that CEOs must speak out on societal challenges***



88% of consumers say they would buy a product from a purpose-driven brand****



66% would switch from a product they typically buy to a new product from a purpose-driven company****

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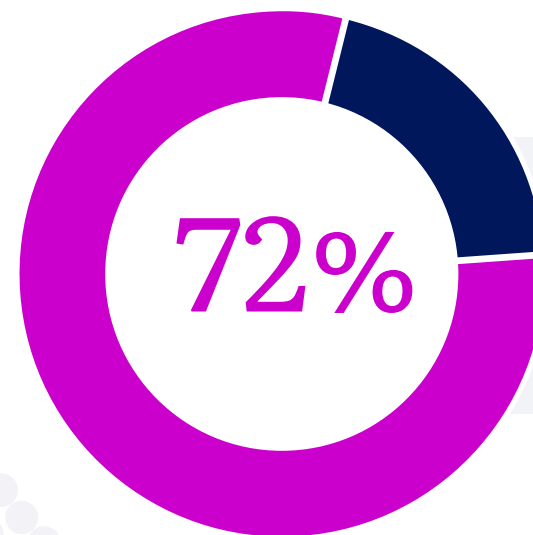
1 in 3 say they will no longer purchase from a brand when trust is broken**

An Answer to Activism

Today's brands, influencers, celebrities and CEOs are at a greater risk of being "canceled" than ever before. While the duration of a cancellation depends on a number of factors, a company can actively pre-empt a cancellation or start to repair the brand after such a crisis by leveraging their corporate purpose programs. Providing an outlet for consumers to act on causes they are passionate about in real time is arguably the most powerful way a brand can demonstrate they care about what their consumer cares about. For example, allowing consumers to take action through their interactions with a brand and support a wide array of causes empowers them to be supporting what matters to them at any given time. This could be in the form of donation round-ups, loyalty reward redemptions for charitable donations, in-product experiences or dedicated giving sites.

In the unfortunate instance of a brand being canceled, along with a sincere acknowledgement or apology for wrongdoing, many brands are making social commitments. They are promising cultural or corporate actions that will repair the issue or prevent it from occurring again and making grants to a related cause. While these responses can be seen as reactive, they have been shown to deliver on consumer expectations of tangible action when a cancellation occurs.

Top ways companies are *engaging their customers* in doing good



of Americans say they feel it is more important than ever that the companies they buy from reflect their values.*

Growth in Customer Engagement

Employees weren't the only ones faced with isolation and disconnection in 2020 due to physical distancing. Everyone was affected. Many companies recognized the opportunity and obligation to engage both their employees and customers through Goodness, hence mobilizing their greatest resources for collective impact: their people. In so doing, they achieved impact at a scale greater than the organization could do alone, while providing their network with a sense of purpose, efficacy and belonging.

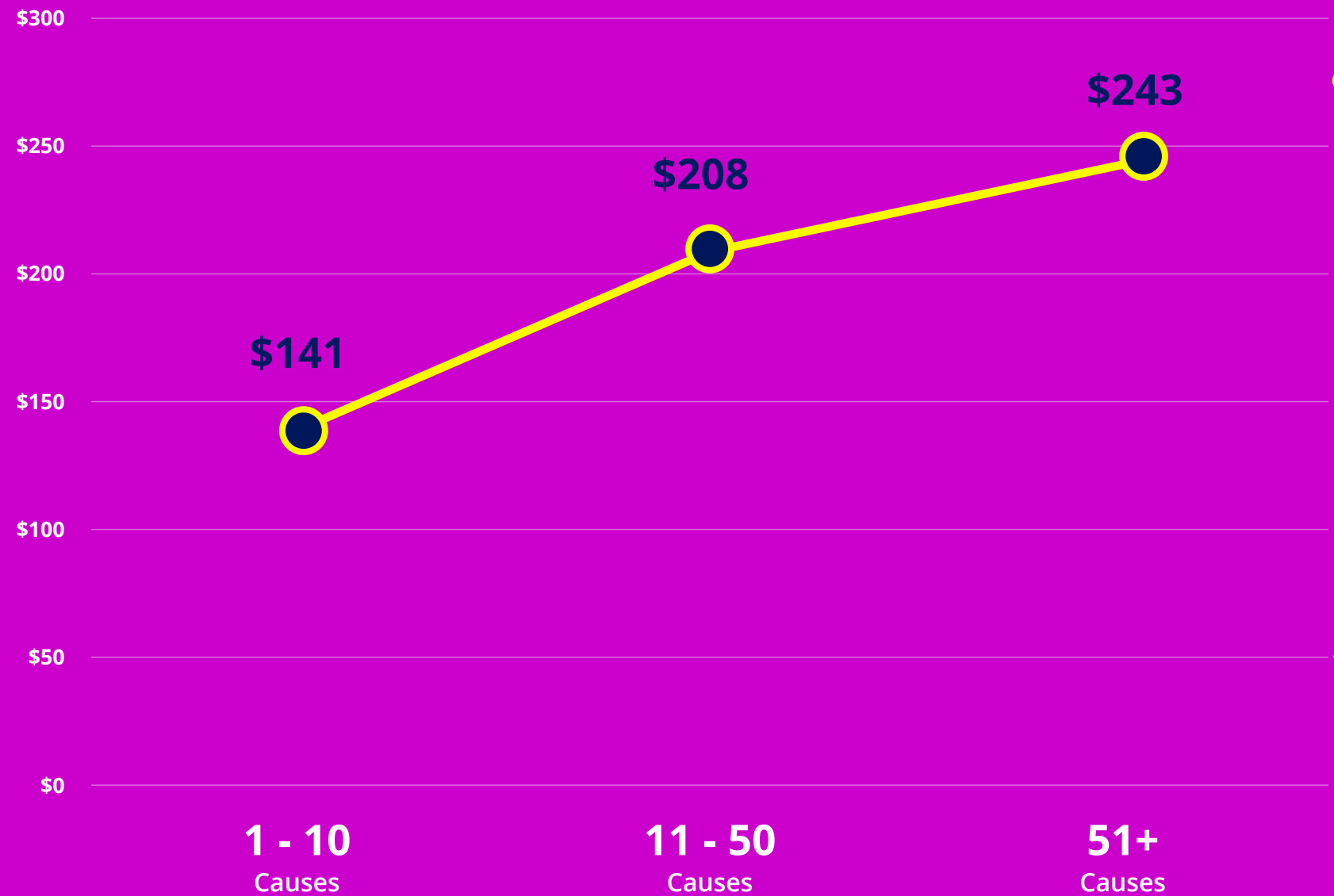
In 2020, 70% more companies activated customer giving initiatives. These campaigns raised \$17.7 million for 4,691 unique nonprofits, compared to \$7.4 million in 2019.

Choice Leads to Higher Impact

While historically it has been common practice for companies to include only a limited selection of curated nonprofits in their customer initiatives, our data shows that much like in the employee context, more choice leads to higher donation amounts. So, where choice is limited, people may still give — but they give less. Conversely, when 50 or more organizations are available to a customer, the donation amount per transaction increases by 72% compared to when 10 or fewer organizations are available. This is a powerful testament to the fact that when a company shows they care about what an individual cares about, it drives greater engagement resulting in more social impact.

As it turns out, bottom-up approaches don't just attract, retain and engage employees, they also work for customers!

More nonprofit choice leads to higher donations*

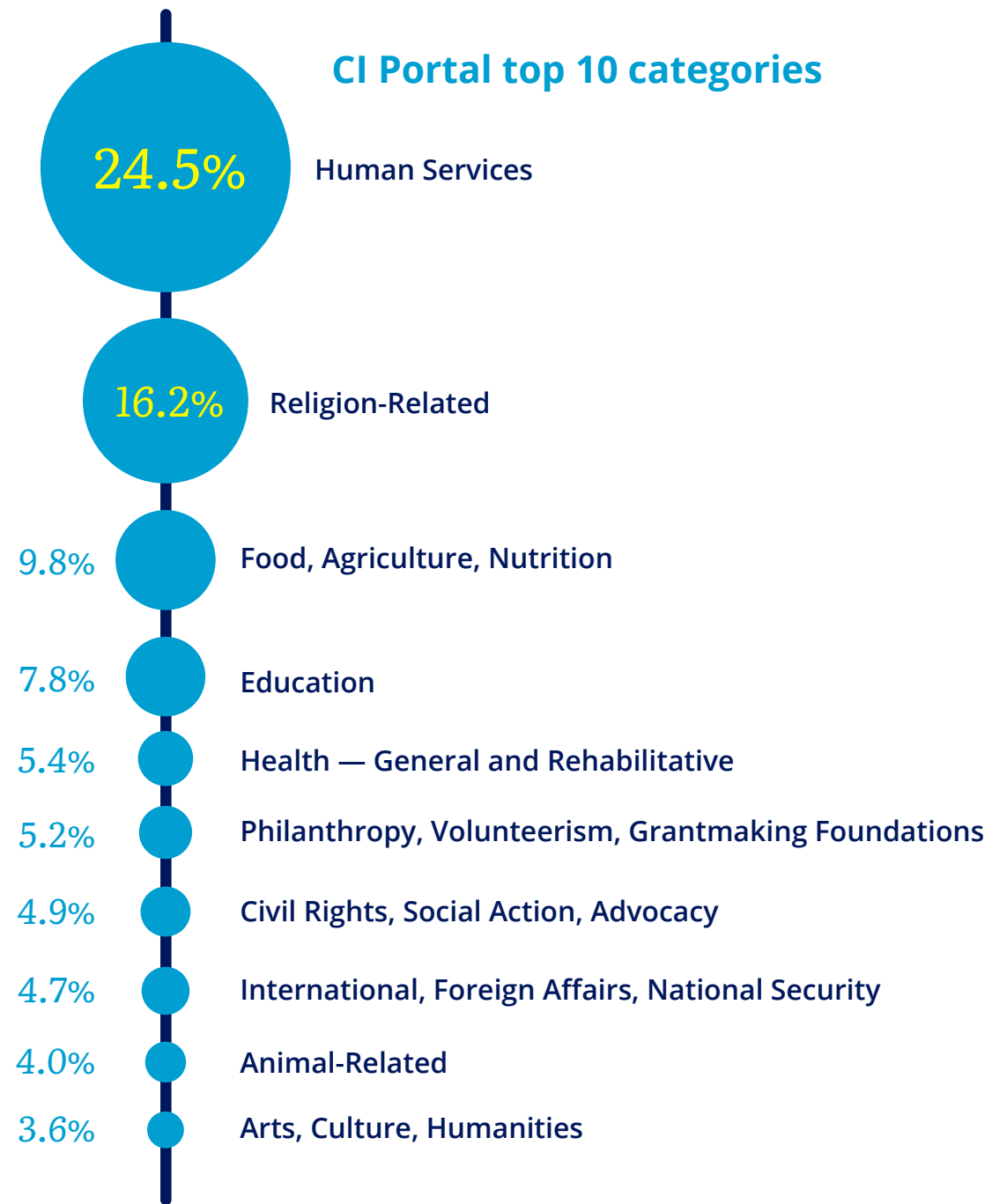


Top Causes Supported Through Customer Initiatives

Looking at the top cause categories supported by customers of our corporate clients, we see several similarities to the top categories for both employee and corporate giving.

The cause categories are reflective of the challenges of last year — human services, food banks, education, health and civil rights. Perhaps the most surprising result was religious organizations coming in at number two. As outlined in the Grassroots Passions Fuel Collective Movements section of this report, this indicates a significant demand and opportunity for more companies to consider making religious causes available to donors — either with or without a match — as a way to deepen community engagement.

Mental health, which is a growing concern as the effects of the crises in 2020 linger, landed just out of the top 10 at number 11.



CI Portal top 10 causes

- 1 City Harvest, Inc.
- 2 Equal Justice Initiative
- 3 United Negro College Fund, Inc.
- 4 Australian Red Cross
- 5 The Salvation Army
- 6 Ellerslie Road Baptist Church Society
- 7 Terwillager Community Church
- 8 St. Vincent De Paul Society NSW
- 9 Feeding America
- 10 The Trussell Trust

Give with Bing

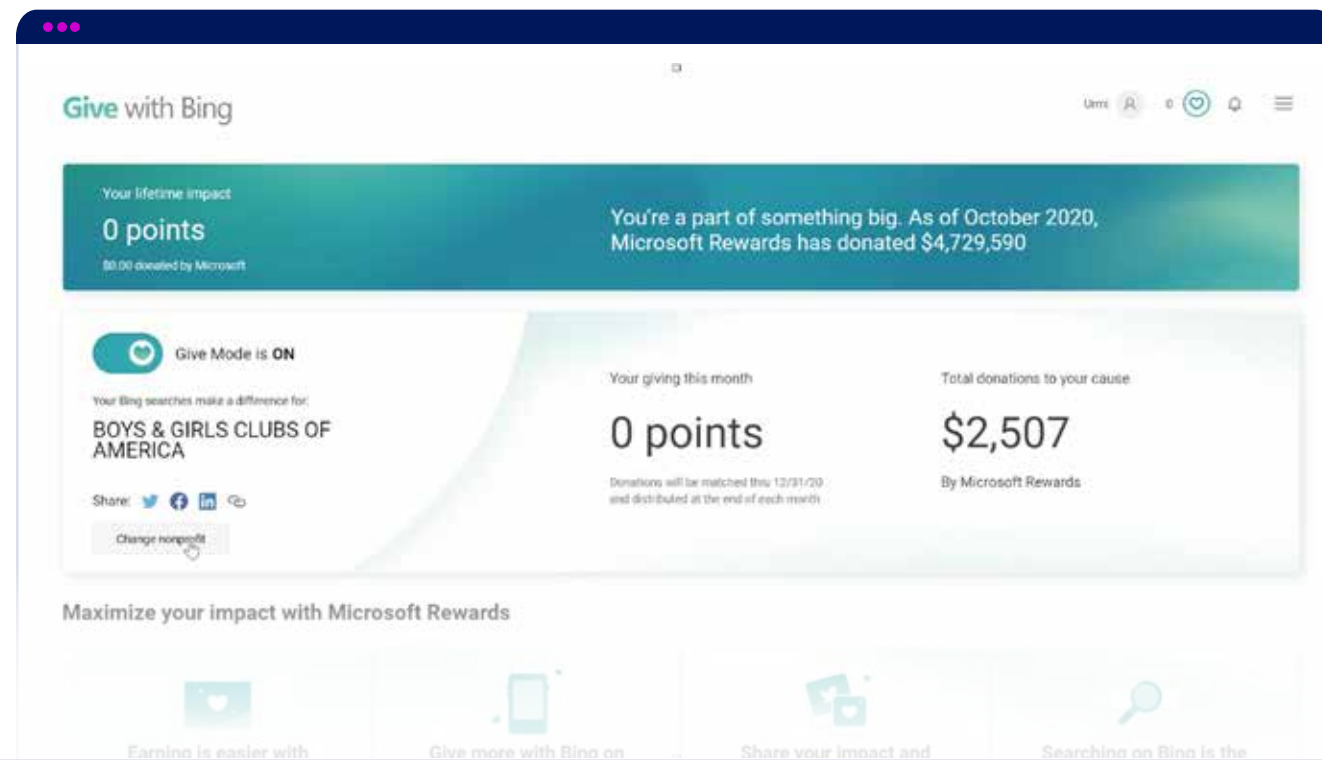
Give with Bing, powered by Benevity's API, allows people to turn everyday searches into Goodness for the causes they care about.

Users can go to bing.com/give and select a cause of their choice. Each search thereafter earns Microsoft Rewards points. Every one of those reward points gets converted into a donation that then gets aggregated and sent to one of 1.4 million eligible nonprofits worldwide, as selected by individual Bing users. In just 10 months since Microsoft and Benevity collaborated to launch Give with Bing, the program and impact has grown enormously, raising over \$5.7 million.

\$5.7 million
10 months

The Next Frontier for Corporate Purpose

While cause marketing has been around for a long time, purpose-driven customer engagement is just starting to burgeon. Companies with large customer bases — consumer or business — are investing in these initiatives as they recognize that the future of brand preference hinges on authentic and empowered purpose.



“We couldn’t be more proud for Microsoft Bing to be the search engine that gives back. Benevity made it easy to develop a user experience for both customers and nonprofits that matches our vision. The best part is that we are able to empower Bing customers to direct donations to causes they care about, making their searches all the more impactful.”

— Jordi Ribas
CVP, Microsoft Bing Engineering



2021 Outlook: *The Year of “S”*

According to McKinsey & Company, CEOs are spending 50% of their time on ESG topics.* As a result, purpose professionals are rapidly increasing their literacy and sophistication in this area. While the high ground for the “E” may already have been claimed, top spot for the “S” is still up for grabs. So, it’ll be up to the progressive and bold brands that are authentically committing to Social to define the playbook in 2021. Over time, this will lead to more companies adopting best practices.

One unique aspect of the “S” category is that it spans a wide range of stakeholders all the way from frontline workers, to community members, to board members. So, it requires a more holistic and engagement-driven approach, especially as we find ourselves firmly in the era of stakeholder capitalism. With all this much-needed emphasis on the “S” flowing from the pandemic and a broader acknowledgement of systemic racism and inequity, ESG is evolving from being a risk-mitigation and sustainability tool to a value-creation framework that will provide both the impetus and the practices for becoming a truly purpose-driven business and corporate culture. And a company’s purpose programs are the key lever in helping them to get there.

Now that business is firmly rooted as the most trusted institution — and the only one of the four main institutions (government, media, NGOs and business) that is seen as both ethical and competent — it mounts a certain kind of pressure (and opportunity) for companies to fill the void left by others. And it demands a new use of corporate purpose programs as a

source of information, awareness, education and action. In addition to generating positive social impact, when approached holistically corporate purpose has the potential to transform culture — it can be the force that opens up people to new viewpoints, ways of learning and understanding; helps people get comfortable being uncomfortable; creates the space for people to engage in civil and respectful debate on controversial, polarizing issues in disagreement without migrating to the poles; brings diverse people across the globe together on issues that matter to humanity; and acts as a catalyst for Goodness and empathy.

It’s 2021. We are in a post-Brexit and post-Trump world which will see continued political polarization, creating social undercurrents which can and will drive grassroots movements and newsworthy events at any time. Tension between individualism and collectivism continues to hang in the air as we all look to our employers and the brands we interact with to protect us and the values we hold dear.

At Benevity, we have the unique position to see what is possible when corporations use their power for good at scale. We hope that this report has offered a glimpse into the trends, tools and data that are needed to ensure that corporate purpose (and other!) leaders are equipped to achieve the full potential of business in shifting the world toward greater justice, equity and sustainability.

It’s 2021, and it’s the year of “S.”

It will be up to the
progressive & bold brands
that are authentically
committing to Social
to define the
playbook in 2021.



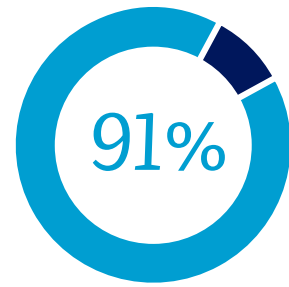
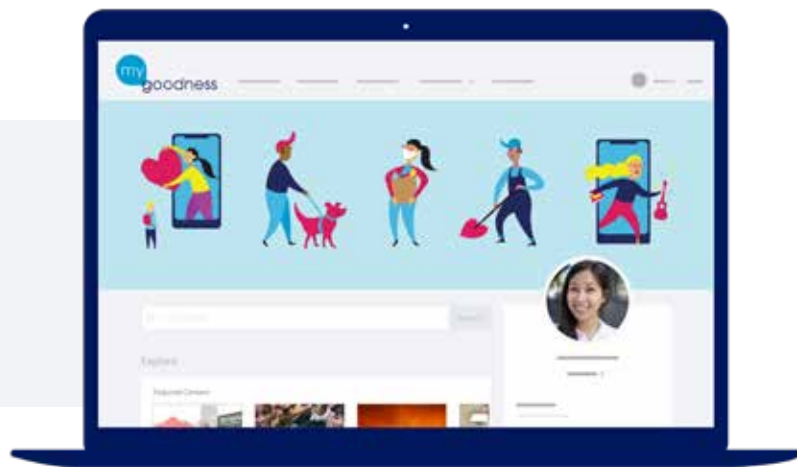
A Peek Into Benevity's Own Corporate Purpose Program

MyGoodness 2020 Impact Report

Like every other company, in 2020 Benevity had to flex our adaptability with our operations, culture, approaches to Goodness, and more fundamentally, our beliefs and behaviors. We were excited about all the creative ways we could continue to activate purpose in the year to come, and then COVID hit. There was no better time than 2020 to put all of the best practices we promote into action through our employee engagement program, called MyGoodness. Here's a peek at what purpose looked like at Benevity last year.

MyGoodness by the numbers

For a company of 600+ people, across four office locations (and many more remote locations) and two continents, we are pretty proud of how we came together in 2020 to make some serious Goodness happen.



91% overall participation rate

5,253

volunteer hours tracked

6,889

Missions activities completed

\$3,734,500

in donations

2,255

unique nonprofits supported

Top 5 causes supported by Benevity-ites in 2020



CALGARY FOOD BANK



NAACP

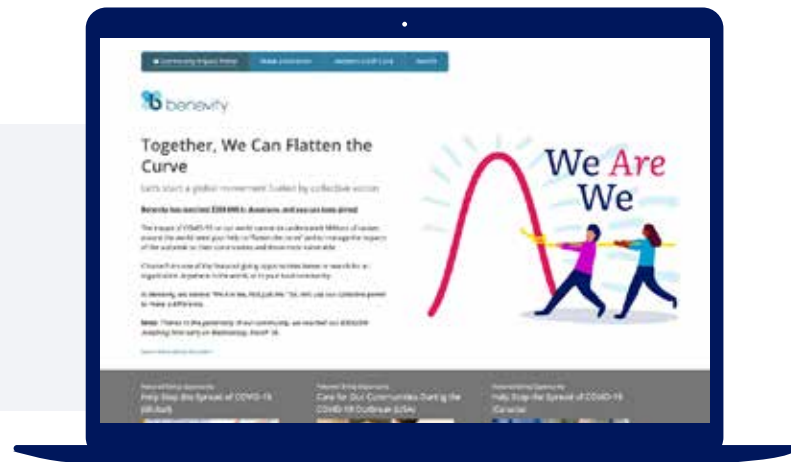


Highlights

- ✓ Benevity's public COVID-19 response campaign "We are We" raised \$2.3 million for 812 causes in just 3.5 hours, with \$600,000 in matching funds.
- ✓ Benevity empowered our people to run their own Peer Matching campaigns which generated 376 peer matches, with a total of \$130,264 donated to the causes that our people are most passionate about.
- ✓ Program leadership was primarily driven by a new term of Goodness Catalysts, a cross-functional team of 19 volunteer ambassadors, who powered the responsive and relevant opportunities in 2020.
- ✓ Following the death of George Floyd, our Black Employee Network created a series of table talks to help Benevity-ites reflect on racial injustice, tackle unconscious bias, understand and acknowledge privilege, challenge systems and mobilize for change together. This series was attended by over half of Benevity-ites and will now be published as a Race Conversations Guide for other organizations to facilitate challenging yet critical discussions on this topic.
- ✓ With new additions appointed to our team, 62% of Benevity's executive team are women and 38% are people of color. 28% of our technology team are women compared to the national average of 11%.
- ✓ Benevity earned the highest score of Hg Capital's portfolio companies in its inaugural year with perfect scores on employee metrics.

We Are We Campaign

In March 2020, as COVID-19 swept the globe, Benevity set up a public matching campaign called We Are We, aimed at turning helplessness and social isolation into hope and connectedness. We offered 100% matching for up to \$300,000 on donations to any nonprofit through our Community Impact Portal. We believe the combination of choice, matching and offering a way to take action in a time that mattered were all key to the staggering 8.4% conversion rate (compared to an average 1.2%). We blew through our matching budget in just two hours. We decided to double the match amount (actually, our CEO ponied up personal funds!) and ultimately raised \$2.3 million for 812 unique nonprofits in just 3.5 hours, with people continuing to donate through our branded portal even after the match was exhausted.



We offered **1:1** matching

up to
\$300,000

\$600,000

We hit our
match in just

2
hours

In just 3.5 hours we raised

\$2,300,000

for **812** unique nonprofits

The Power of Peer Matching: Remembering the Victims of 9/11

Nineteen years ago, Benevity's Christine Gillies was working for a small tech company in the World Trade Center when the 9/11 terrorist attack occurred. She was lucky to escape. This year on the anniversary of 9/11, Christine created a Peer Matching opportunity and shared the story of her survival, the long road to emotional recovery and her passion for remembering the 2,977 victims and their families who were less lucky that day. She added a personal match and set a goal of raising \$5,000. In just a few hours, 25 peer matchers created a \$2,600 match pool and individual donations brought the total to \$8,645.

\$8,645 RAISED



Peer Matching

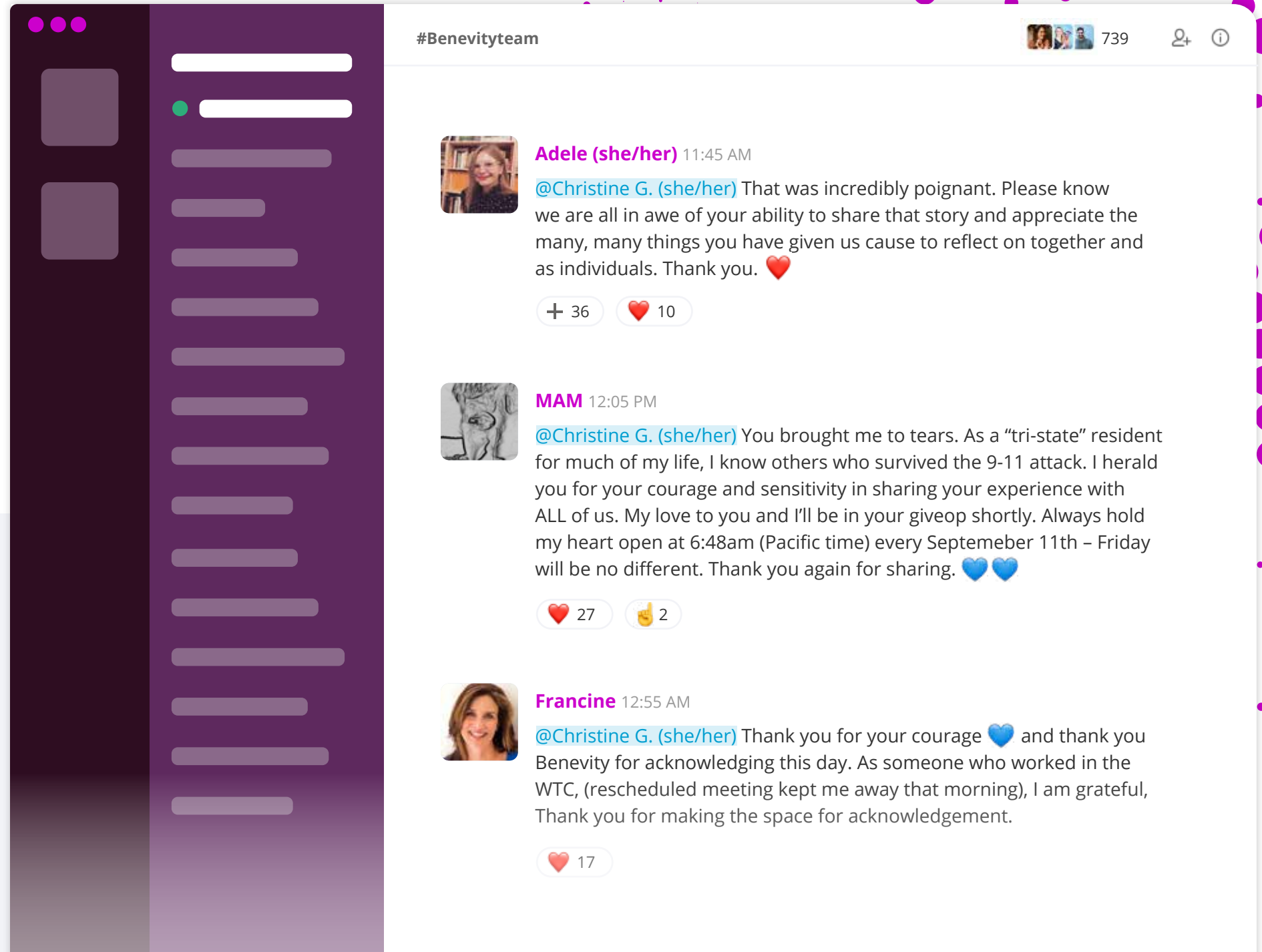


\$2,600
MATCHED

\$2,600
PEER MATCH POOL



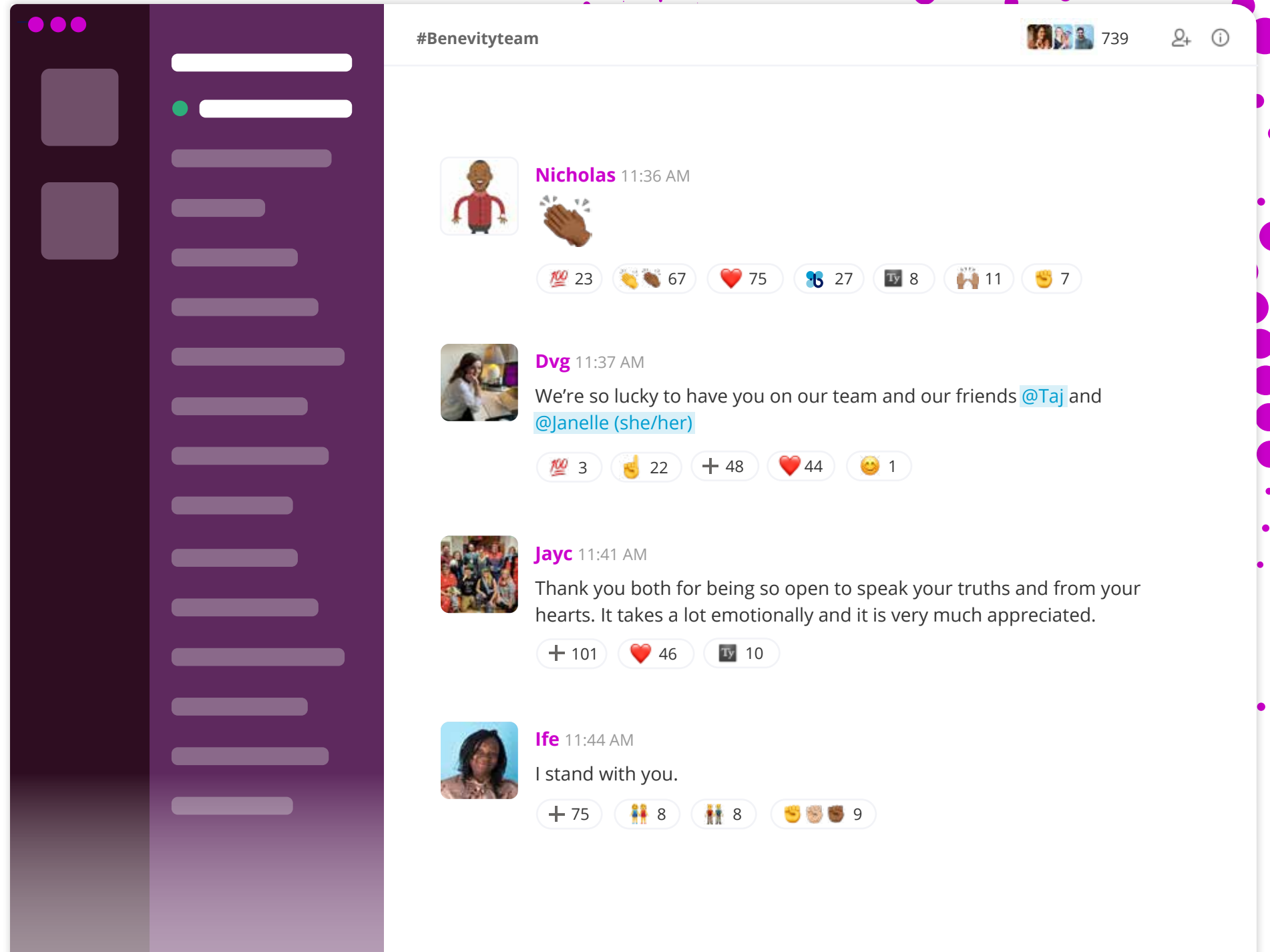
25 Peer Matchers



Facing Racism and Injustice With Vulnerability and Bravery

At Benevity, our internal racial justice response was centered on learning, awareness and action. We did this through giving, volunteering, positive actions, learning opportunities and a lot of help from our Black Employee Network.

- 1** Following the news of George Floyd, a Peer Matching campaign was started by a Benevity-ite to the NAACP, and multiple giving and volunteering opportunities in support of causes that promote equity for Black people were launched and promoted across the company.
- 2** Our Racial Justice for Black People Missions challenge provided opportunities for Benevity-ites to read, watch, listen and learn more about systemic racism and white supremacy and take positive actions against them.
- 3** Our Black Employee Network provided a different approach to empathy and learning in a time when a different approach was needed. The multi-week table talk series they offered had a profound impact on our people and our culture, as we all became more self-aware and generally aware of the challenges that our Black colleagues face.



Commitment and Action on Diversity, Equity, Inclusion and Belonging (DEIB)

DEIB has been a focus of our company and leadership since the beginning, and we will be the first to say that we are on a journey and have work to do. When Kelly Schmitt took over the CEO reins from Bryan de Lottinville, who now serves as Executive Chairperson, Bryan wrote about how this didn't happen because we set a diversity target or quota. Instead, we have been focused on creating a leadership culture that removes some of the barriers and biases that prevent the ascent of diverse talent into executive positions. It's this focus that has resulted in a world-class team at Benevity with 63% of the eight people on our executive team who are women and three of them (38%) who are people of color.

This commitment to diversity and belonging spans the entire company and while we are proud to say 28% of our technology teams are women (compared to the 11% average in Canada), we still have further to go. We have also fostered a grassroots approach to diversity and inclusion with the support of our volunteer Belonging Champions team which drives many of our initiatives and learning activities. We are intentional when it comes to inclusivity at Benevity because we believe it is "the right thing to do." By modeling more of the decisions and behaviors we want to see in the world, we hope that we can get closer to achieving the equitable outcomes purpose-driven companies strive for.

Walking the Talk on ESG

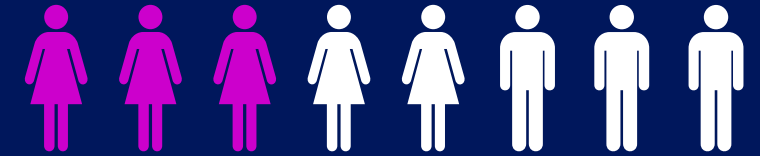
This year, we had the privilege of welcoming new owners to Benevity, with Hg Capital purchasing a majority stake in our company. As part of their due diligence, they conducted an ESG assessment on Benevity. The results further validated the theory that for-purpose companies that have ESG baked right into their DNA perform better on metrics that matter: employee retention and engagement, governance, risk and compliance, ethics and sustainability, which in turn translates into tangible and meaningful business value.

Benevity achieved the highest score of any new portfolio company with Hg in its inaugural year with a perfect score in the "employee" category and is in the "leading" category of top ESG-rated Hg companies.

Benevity's world-class executive team



63% female



38% people of color

Women in Benevity's technology teams

11% Canadian average

28% Benevity



Benevity, a certified B Corporation, is a leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. A finalist in Fast Company's 2020 World Changing Ideas Awards, many iconic brands rely on Benevity's cloud solutions to power their purpose in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 20 languages, Benevity has processed more than 7 billion dollars in donations and 38 million hours of volunteering time, facilitated 340,000 positive actions and awarded over 1 million grants to 303,000 nonprofits worldwide.

For more information, visit www.benevity.com.