



CAUSE STATISTICS 2018

CAUSE SPONSORSHIP

CAUSE SPONSORSHIP IS PREDICTED TO REACH \$2.14 BILLION IN 2018, A PROJECTED INCREASE OF 4.4% OVER 2017.

ESP Sponsorship Report



CONSUMER EXPECTATIONS



33%

of global consumers are now choosing to buy from brands they believe are doing social or environmental good.

UNILEVER CONSUMER STUDY



51%

of respondents sense that companies would like to help them live the life they seek, but **nearly 2/3 struggle** to name brands that are actually doing something about it.

THE GOOD LIFE
(SUSTAINABLE BRANDS)



80%

of consumers think a company should incorporate a culture of social responsibility into its business model.

NONPROFIT QUARTERLY 2015



50%

of those working in America's largest companies feel their CEO should be more vocal on important societal issues but only **35% feel** assured that their CEO has a finger on the pulse of employee attitudes towards today's major societal issues.

POVADDO, 2017



33%

of Americans think a company's reputation is just as important as the products it makes AND have purchased a product more than once, because of this reason. MWWPR calls these people "CorpSumers". They walk the talk

MWW'S CORPSUMER
RESEARCH



80%

of those working in America's largest companies feel their employers should play a more active role in addressing important societal issues

POVADDO, 2017

// CONSUMER EXPECTATIONS



67%

of CorpSumers would rather pay the full price for a product that supports a cause they believe in or reflects their personal values.

MWW'S CORPSUMER RESEARCH



51%

of CorpSumers have stayed with a company whose products or services they were not completely satisfied with because they wanted to support other things that the company does.

MWW'S CORPSUMER RESEARCH



63%

of CorpSumers have switched from a company because they wanted to support things that another company does, such as charitable donations or social causes.

MWW'S CORPSUMER RESEARCH



88%

of CorpSumers are likely to share positive news or information about a company either in person or on social media.

MWW'S CORPSUMER RESEARCH



74%

of CorpSumers have encouraged someone to give up or try a product mainly because of the company's reputation.

MWW'S CORPSUMER RESEARCH



76%

of CorpSumers have encouraged someone to buy a product or service mainly because they wanted to support the company that makes the product.

MWW'S CORPSUMER RESEARCH



78%

of CorpSumers are likely to share negative news or information about a company either in person or on social media.

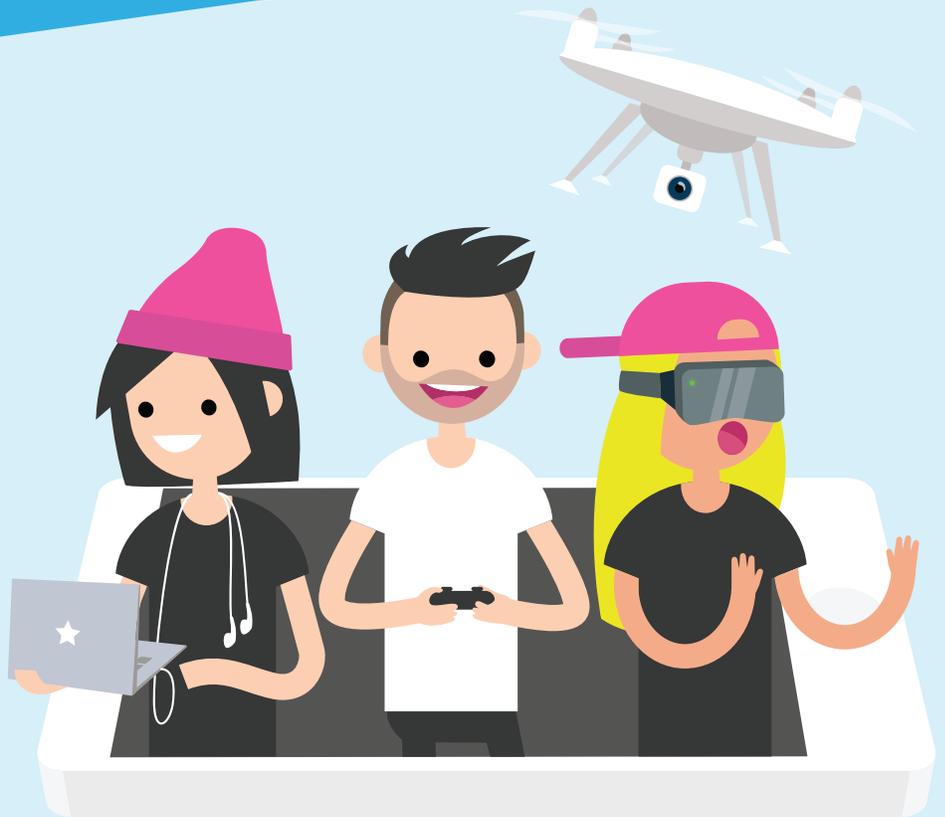
MWW'S CORPSUMER RESEARCH

GENERATION Z

BY 2020

GENERATION Z
(THOSE BORN
IN 1995-2010)
WILL MAKE UP
40% OF ALL
CONSUMERS.

FAST COMPANY, 2017



30%

of Generation Z have already donated to a charity.

THE GUARDIAN

60%

of Gen Z want their work to make a difference.

IBID

50%

of Gen Z can't live without YouTube and watch 2 hours per day. Defy Media Gen Z sees their wallets as the primary way to get engaged in CSR efforts, with nine-in-10 (90%) saying they would buy a product with a social or environmental benefit.

2017 CONE GEN Z CSR STUDY: HOW TO SPEAK Z

MILLENNIALS

75%

OF MILLENNIALS WOULD TAKE A PAY CUT TO WORK FOR A SOCIALLY RESPONSIBLE COMPANY. 76% OF MILLENNIALS CONSIDER A COMPANY'S SOCIAL AND ENVIRONMENTAL COMMITMENTS WHEN DECIDING WHERE TO WORK AND NEARLY TWO-THIRDS (64%) WON'T TAKE A JOB IF A POTENTIAL EMPLOYER DOESN'T HAVE STRONG CORPORATE SOCIAL RESPONSIBILITY (CSR) PRACTICES. 88% SAY THEIR JOB IS MORE FULFILLING WHEN THEY ARE PROVIDED OPPORTUNITIES TO MAKE A POSITIVE IMPACT ON SOCIAL AND ENVIRONMENTAL ISSUES (VS. 74% U.S. AVERAGE).

2016 Cone Communications
Millennial Employee Engagement Study



ECONOMIC OPPORTUNITY



AN ESTIMATED \$1.2 TRILLION OPPORTUNITY EXISTS

for brands that make their sustainability credentials clear. Of Unilever's hundreds of brands, those such as Dove, Hellmann's and Ben & Jerry's, that have integrated sustainability into both their purpose and products delivered nearly half the company's global growth in 2015. Collectively, they are also growing 30% faster than the rest of the business.

UNILEVER CONSUMER STUDY

83%

of companies that over-perform on revenue growth link everything they do to brand purpose, as opposed to only 31% of under performers.

INTERBRAND BEST GLOBAL BRANDS 2017



Statement of Mission
Ben & Jerry's is founded on & dedicated to a sustainable corporate concept of linked prosperity. Our mission consists of 3 interrelated parts:

- PRODUCT**
To make, distribute & sell the finest quality all natural ice cream & sorbets, confections with a continued commitment to incorporating wholesome, natural ingredients & promoting business practices that respect the Earth & the Environment.
- ECONOMIC**
To operate the Company on a sustainable financial basis of profitable growth, increasing value for our stakeholders & expanding opportunities for development & career growth for our employees.
- SOCIAL**
To operate the Company in a way that actively recognizes the central role that business plays in society by initiating innovative ways to improve the quality of life locally, rationally & internationally.

CENTRAL TO THE MISSION of Ben & Jerry's is the belief that all 3 parts must thrive equally in a manner that demonstrates deep respect for individuals in & outside the Company & supports the communities of which they are a part.

POINT OF SALE

72% OF CONSUMERS HAVE DONATED TO CHARITY AT THE REGISTER

65% OF CONSUMERS FELT POSITIVELY ABOUT THE RETAILER AFTER GIVING.

Of the 28% who do not donate at the register, 44% say it was because they “don’t know anything about the cause”.

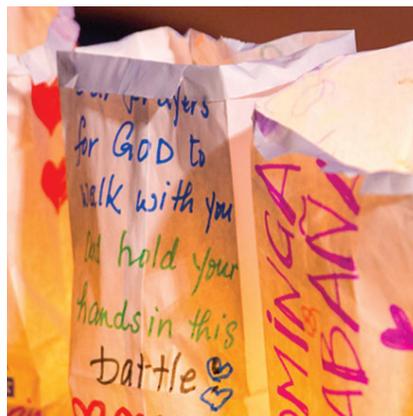
CATALIST’S REVELATIONS AT THE REGISTER



COLLABORATION

ACCORDING TO LONDON-BASED AGENCY RADLEY YELDAR'S 2016 FIT FOR PURPOSE REPORT (AN INDEX OF THE 100 TOP PURPOSE-FOCUSED GLOBAL BRANDS)

83% OF TOP PURPOSE BRANDS ARE SHOWING STRONG COLLABORATION ACROSS THE BOARD – FROM COMPETITORS TO PEERS TO START-UPS TO EMPLOYEES TO CONSUMERS.



BRAND ACTIVISM

WORDS COMMONLY ASSOCIATED WITH BRANDS GETTING WOKE:

INTRIGUED, ENGAGED, IMPRESSED

Can it go too far?

Do you care about your brand of cooking oil's stand on immigration?

Do you care about your brand of toilet paper's stand on Islamic Fundamentalism?



2/3

of consumers feel it is important for brands to use their influence to help shape social and political discussions.

SPROUT SOCIA



20%

of consumers criticize brands for broadcasting opinions that conflict with their personal beliefs.

SPROUT SOCIAL



28%

of consumers say they publicly applaud a brand when their personal beliefs align.

SPROUT SOCIAL



50%

of global consumers are "belief-driven" buyers, willing to buy a brand, switch from it or boycott it based on a brand's stance on controversial or social issue.

2017 EDELMAN EARNED BRAND STUDY

// CONSUMER EXPECTATIONS



80%

of global consumers agree that business must play a role in addressing societal issues.

EDELMAN TRUST BAROMETER



Brands with a purpose set on improving our quality of life outperform the stock market by

120%

INTERBRAN
BEST GLOBAL
BRANDS 2017



PEOPLE WANT

businesses to help them live The Good Life, and a strong majority of 80% say they are loyal to those who do. The Good Life (Sustainable Brands) 78% want companies to address important social justice issues.

2017 CONE COMMUNICATIONS CSR STUDY



94%

of Gen Z believe companies should help address social and environmental issues (vs. 87% Millennial, 86% General Population)

2017 CONE GEN Z CSR STUDY: HOW TO SPEAK Z



87%

will purchase a product because a company advocated for an issue they cared about and 76% will refuse to purchase a company's products or services upon learning it supported an issue contrary to their beliefs.

2017 CONE COMMUNICATIONS CSR STUDY



BUSINESS & POLITICS

84% OF AMERICANS BELIEVE THAT BUSINESSES HAVE A RESPONSIBILITY TO BRING SOCIAL CHANGE ON IMPORTANT ISSUES,

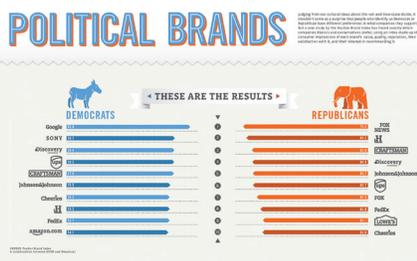
just behind the President (89%) and Congress (92%). 81% of Americans believe corporations should take action to address important issues facing society; and 88% believe corporations have the power to influence.

2016 GLOBAL STRATEGY GROUP'S BUSINESS & POLITICS: DO THEY MIX?

63%

of Americans are hopeful businesses will take the lead to drive social and environmental change moving forward, in the absence of government regulation

2017 CONE COMMUNICATIONS CSR STUDY



CSR TRENDS

THE SCRAMBLE FOR SKILLED TECH WORKERS TAKES ON MANY FORMS:



Rather than compete with tech companies who could offer large referral bonuses, an employee at Box suggested that they give \$500 to the referring employees to donate to the nonprofit of their choice. Box Referral Bonus for Good program has generated **over \$100,000 in nonprofit donations** since Jan., 2016.



Salesforce gives all employees 7 paid days for volunteer work annually. The top 100 volunteers get \$10,000 grants to donate to nonprofits of their choice. Ten volunteers are selected for a trip to Hawaii.



DISASTER RELIEF & RESPONSE STATISTICS

EXTREME WEATHER EVENTS CAUSED \$306 BILLION IN DAMAGE IN THE US IN 2017, THE MOST EXPENSIVE YEAR ON RECORD FOR NATURAL DISASTERS.

National Oceanographic & Atmospheric Administration (NOAA)



16 NATURAL DISASTERS

caused more than **\$1 billion of damage** each in 2017, compared to 3 natural disasters that caused more than \$1 billion of damage each in 1980, adjusted for inflation.



Top three hurricanes:

IRMA, HARVEY AND MARIA



FEEDING AMERICA'S

network of food banks shipped more than 24 million pounds of food and water and received over **\$25 million** in support for affected food banks.



PEOPLE SHOW MORE LOYALTY TO CAUSES THAN TO ORGANIZATIONS OR PROGRAMS.

Blackbaud P2P study, 2017

