# SOCIAL IMPACT STATS 2020

## A Compendium of Cause Marketing, CSR and Purpose Data

ForMomentum

# How to Use this Data

With the Social Impact Industry growing every year, it can sometimes feel impossible to wrap your arms around the mounds of data being released, let alone wrangle it in a useful way to influence your cause partnership and giving strategies. Each year, along with conducting our own proprietary research, we pull together the most recent, compelling data across our industry into one easy-to-use resource.

This year, For Momentum's Social Impact Stats was created to be a compendium of cause marketing, purpose, CSR and social impact statistics. Our objective is to present a helpful and quick reference guide for cause practitioners looking to bolster their case for cause. This is by no means meant as a comprehensive list, however, we believe this data captures the highlights of many of the leading reports in the Social Impact Industry, providing a snapshot of what we view as the most pertinent and useful data from this year.

Interested in learning more or digging deeper into the data? We have provided a direct link to each full report on our sources page so you can click through to the data that interests you. I hope you will find this compendium a great resource to keep close by as you plan and prepare for your cause partnerships in the year ahead.

In partnership,

Mollye

Mollye Rhea
President & Founder

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# Corporate Giving Levels and Trends

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

## CORPORATE GIVING LEVELS AND TRENDS

Overall, US-based charitable giving in 2019 grew 1% on a year-over-year basis.[1]

American individuals, bequests, foundations and corporations gave an estimated $449.64 billion to U.S. charities in 2019, placing it among the highest years ever for charitable giving.[2]

Giving by corporations is estimated to have increased by 13.4% from 2018 to 2019, totaling $21.09 billion.[2]

Corporate foundation grantmaking is estimated to have totaled $7.52 billion in 2019, an increase of 10.5% from 2018.[2]

Giving by corporations comprised 5% of total giving in 2019.[2]

Giving by corporations, which includes grants from corporate foundations, is estimated to be 1% of corporate pre-tax profits for 2019, the highest level since 2003.[2]

The majority of companies are now participating in partnership activities with nonprofit organizations at both the national and local levels:[3]

- 89% In Local Partnerships with Nonprofits[3]
- 82% In National Partnerships with Nonprofits[3]

*1. Blackbaud Institute Charitable Giving Report, 2019*
*2. Giving USA: The Annual Report on Philanthropy for the Year 2019 (2020)*
*3. For Momentum High Expectations Survey, 2018*

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

# Cause Partnership Dynamics

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

## CAUSE PARTNERSHIP DYNAMICS

Cause sponsorship is predicted to reach $2.23 billion in 2019, a projected increase of 4.6% over 2018.[1]

Top 3 audiences that corporations consider when selecting a nonprofit partner:[2]

1. Needs of the Community (70%)[2]
2. Consumers (62%)[2]
3. Employees (61%)[2]

Nine in ten companies rank these in their top 3 factors for partnership selection:[2]

1. Create Awareness/Visibility (95%)[2]
2. Brand/Mission Alignment (91%)[2]
3. Showcase Community/Social Responsibility (91%)[2]

The number one factor that enhances a nonprofit's ability to secure a partner is understanding the partner's needs (84%) followed by mission fit with the partner's brand (82%) and having a dedicated partnership team (82%).[3]

The partnership sales process takes time. The majority (over 80%) of multi-year integrated partnerships require one year or more of discussions to close. Typically, the more complex the partnership, the longer the close.[3]

Prepackaged benefits can speed the sales cycle to within a year 80% of the time.[3]

Nonprofit respondents ranked renewing existing corporate partners as having the fastest close cycle (65% within 0-6 months to close an agreement), compared to new relationships (9% within 0-6 months to close an agreement).[3]

The most important measures of partnership success are generating impact toward the nonprofit's mission (58%) and success stories that show impact (60%).[2]

Nonprofits are getting failing grades from corporate decision-makers on measures of "bringing new ideas" (59%) and "presenting unique opportunities" (65%).[2]

*1. IEG Sponsorship Report, 2020*
*2. For Momentum High Expectations Survey, 2018*
*3. For Momentum Sales Cycle Research, 2019*

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

# Point of Sale and Register Cause Campaigns

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

## POINT OF SALE AND REGISTER CAUSE CAUSE CAMPAIGNS

79 point of sale campaigns raised $486.3 million in 2018, up 10% from 2016.[1]
(Note: this figure only accounts for campaigns that raised one million dollars or more.)

Largest mission areas by percentage of dollars raised from point of sale campaigns:[1]

1. Children's Health – 40%[1]
2. Consumer Choice – 15%[1]
3. Animals – 15%[1]
4. Social Services – 10%[1]
5. Health – 9%[1]

18 point of sale campaigns raised less money in 2018 compared to 2016.[1]

30 point of sale campaigns raised more money in 2018 compared to 2016, raising an additional $59.6 million for causes.[1]

69% of consumers have given to a charity at the point of sale within the last 12 months.[2]

81% of consumers like or don't mind being asked to give at the register.[2]

96% of consumers responded they felt neutral or more positively about the retailer after being asked to give at point of sale.[2]

55% of consumers would shop at the retailer again because they were allowed to donate to a good cause during their daily activities.[2]

Customers prefer to give $1 as an add on to their overall bill at point of sale.[2]

The consumer prefers rounding up at the point of sale, almost 2 to 1, over purchasing an icon for an additional dollar amount.[2]

*1. EFG Charity Checkout Champions, 2019*
*2. Accelerist POS Giving: Progressing and Prospering Study, 2018*

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

## POINT OF SALE AND REGISTER CAUSE CAMPAIGNS

86% of consumers prefer to be asked to donate at the register electronically via pin pad or silently via the bill slip.[1]

Top 3 reasons consumers give at the register:[1]

1. "It makes me feel good"[1]
2. "I feel passionate about the charity"[1]
3. "I recognize the charity"[1]

The amount of consumers that have donated via a product donation increased by nearly 40%, up from 9.1% in 2016 to 51.3% in 2018.[1]

Big Box retailers account for the most charitable campaigns at register (24%), followed by specialty stores (20%) and the online sector (17%).[2]

53% of consumers prefer to donate at register once per month or more.[2]

64% of consumers felt positively about the supermarket after donating.[2]

Demographic differences in point of sale donations:[2]

- 75% of women have donated to charity at the register[2]
- 67% of men have donated to charity at the register[2]
- 69% of Millennials have donated to charity at the register[2]
- 74% of Gen X have donated to charity at the register[2]
- 75% of Baby Boomers have donated to charity at the register[2]

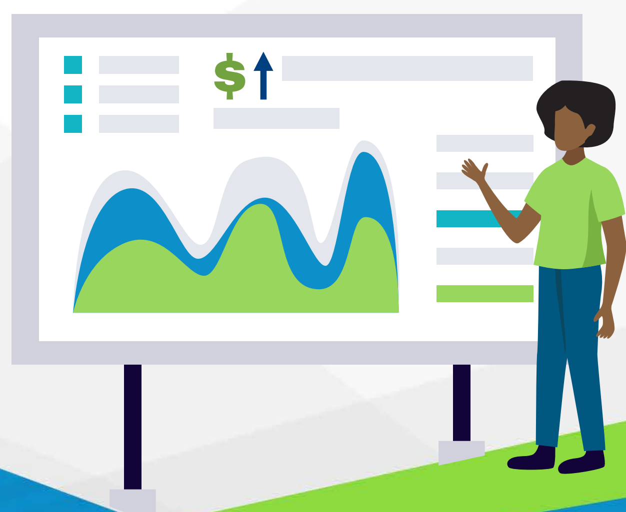
Only 1 out of 10 Millennial consumers prefer to be asked through an employee request, while nearly 4 out of 10 Baby Boomers still prefer a personal connection.[2]

The percent of each generation that reported they are more inclined to donate to charity via e-commerce outlets: 11% Millennials, 14% Gen X, 4% Baby Boomers.[2]

*1. Accelerist POS Giving: Progressing and Prospering Study, 2018*
*2. Catalist Revelations at the Register, 2016*

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

# Corporate Social Responsibility Trends



The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

# Employees: Engagement, Volunteerism and Giving

## Employee Engagement

Employees (61%) now equal consumers (62%) in terms of the audiences companies want to influence with their cause activities.[1]

Turnover dropped by 57% in employee groups most deeply connected to their companies' giving and volunteering efforts.[2]

Highly engaged teams show 21% greater profitability. Those teams who score in the top 20% in engagement realize a 41% reduction in absenteeism, and 59% less turnover.[3]

Disengaged employees cost U.S. companies up to $550 billion a year.[4]

The tightening labor market, specifically competitive pressure for companies to recruit and retain talent, is a key driver of the "Brands Taking Stands" movement, followed by efforts to protect and enhance corporate reputation.[5]

Motivators for companies to take stands on environmental, social and governance (ESG) topics were to enhance their reputation, show a commitment beyond profit and to meet employee expectations.[5]

95% of senior executives believe it's important that their employees see them involved in and supportive of community outreach and 67% of employees agree it is important. But 35% of employees assert that they do not see their executives involved and supportive.[6]

75% of B2B executives say that purpose supports recruiting, while 73% say that it motivates sales teams.[7]

For every ten remote employees engaged in giving, there will be 25 headquarter employees engaged in giving.[8]


*1. For Momentum High Expectations Survey, 2018*
*2. Benevity, Goodness Engagement Study, 2018*
*3. Gallup, State of the American Workplace, 2017*
*4. Engagement Institute DNA of Engagement, 2017*
*5. Survey on Brand Advocacy conducted by GlobeScan and 3BL Media, 2018*
*6. Go Beyond Profit: Corporate Generosity Research Report, 2020*
*7. B2B Purpose Paradox by Carol Cone On Purpose, 2020*
*8. Employee Engagement and Corporate Social Responsibility, YourCause and Blackbaud, 2020*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## CORPORATE SOCIAL RESPONSIBILITY TRENDS

### Employee Engagement (Continued)

75% of companies offering both giving and volunteering opportunities have two times more engagement than companies only offering giving or only offering volunteering.[1]

Nearly 50% of adults believe a priority method for how companies choose their charitable partners includes employees choosing causes aligned with their own interests and passions.[2]

### Employee Volunteerism

65% of companies surveyed provided employees with paid-release time volunteer programs.[3]

Employee-directed partnerships on average take the shortest time of all corporate partnership types to close. 72% of nonprofits report securing commitments for volunteer activities with no financial commitment within 0-6 months.[4]

Skilled volunteerism is on the rise and can be quite valuable, but factor more planning time for this as most nonprofits report this type of partnership taking between 7-12 months to close.[4]

### Employee Giving

87% of employees become returning year over year donors after their first donation within an employee giving program.[1]

40% of Fortune 500 companies offer volunteer grant programs.[5]

*1. Employee Engagement and Corporate Social Responsibility, YourCause and Blackbaud, 2020*
*2. Go Beyond Profit: Corporate Generosity Research Report, 2020*
*3. CECP Giving in Numbers Brief, 2018*
*4. For Momentum Sales Cycle Research, 2019*
*5. Double the Donation, Corporate Giving and Matching Gift Statistics, 2018*

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# Consumer Perspectives: Purpose and Sustainability

## Consumer Perspective on Purpose

79% of Americans say they feel a deeper personal connection to companies with values similar to their own.[1]

72% of consumers believe purpose-driven companies care more about them and their families.[1]

1/3 of Americans are increasing the amount they spend on "good" products and services in the next year. However, 40% of Americans are not able to name a socially responsible organization when asked.[2]

1/3 of all consumers today will stop buying their preferred products if they lose trust in the brand.[3]

79% of all consumers today state it is important for brands to provide guaranteed authenticity, like certifications, when they're purchasing goods.[3]

The majority of consumers (86%) feel companies should first support issues that impact – or are impacted by – the business directly, such as the environment or human rights.[1]

79% of Americans believe companies should also support issues that are personally important to them.[1]

73% of respondents believe that a company can take actions that both increase profits and improve conditions in communities where it operates.[4]

87% of respondents believe that stakeholders, not shareholders, are most important to long-term company success.[4]

*1. 2019 Porter Novelli/Cone Feeling Purpose Biometrics Research*
*2. Good Must Grow's 2019 Conscious Consumer Report*
*3. IBM Study, Meet the 2020 Consumers Driving Change*
*4. Edelman Trust Barometer 2020*

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

# CORPORATE SOCIAL RESPONSIBILITY TRENDS

## Consumer Perspective on Purpose (Continued)

75% of Americans believe companies should take a stand on issues that are widely discussed in the news and in society – like immigration or equal rights.[1]

73% of Americans say that in today's uncertain socio-political times, they feel an urgency to support causes every way they can.[1]

## Consumer Perspective on Sustainability

Consumers are prioritizing companies that are sustainable, transparent and aligned with their core values when making decisions. They're willing to pay more, and even change their buying habits, for brands that get it right.[2]

On average, 70% of purpose-driven shoppers pay an added premium of 35% more per upfront cost for sustainable purchases, such as recycled or eco-friendly goods.[2]

57% of purpose-driven shoppers are willing to change their purchasing habits to help reduce negative environmental impact.[2]

47% of consumers said it's extremely or very important for retailers to demonstrate environmental awareness.[3]

*1. 2019 Porter Novelli/Cone Feeling Purpose Biometrics Research*
*2. IBM Study, Meet the 2020 Consumers Driving Change*
*3. Accenture 2019 Holiday Shopping Survey*

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

# Corporate Perspective

Nearly 9 in 10 global executives (87%) say customer perceptions are important to their company's reputation, closely followed by those of investors (86%) and employees (83%).[1]

8 out of 10 corporate leaders believe companies have an obligation to speak out on environmental, social and governance (ESG) issues.[2]

86% of S&P 500 Index® companies published Sustainability/Responsibility Reports in 2018.[3]

Brands who are meaningful and viewed as making the world a better place are outperforming the stock market by 134% and seeing their share of wallet multiply by 9.[4]

According to a 15-year study of the S&P 500, purpose can increase shareholder value by $1.28 billion.[5]

When it comes to what purpose attributes are most important to reputation, Americans prioritize companies that are responsible (86%), caring (85%), advocate for issues (81%), protect the environment (79%) and give back to important causes (73%).[6]

83% of companies that overperform on revenue growth link everything they do to purpose.[7]

Companies with a higher purpose ranking compared to their laggard peers will reap greater benefit as consumers are more likely to favor that company through trial, purchase and support of that company in their communities.[6]

Companies with a strong reputation also have strong purpose scores. These scores move together for nearly nine out of 10 companies (88%).[6]

A company's ability to communicate and deliver upon its mission, vision and values is a top driver of reputation.[1]

Purpose drives 13% of a company's overall reputation.[6]

On average, global executives attribute 63% of their company's market value to their company's overall reputation.[1]

*1. Weber Shandwick and KRC The State of Corporate Reputation in 2020*
*2. Survey on Brand Advocacy conducted by GlobeScan and 3BL Media, 2018*
*3. Governance & Accountability Institute, Inc., 2019*
*4. Havas Media, 2019*
*5. Project ROI, 2015*
*6. Porter Novelli/Cone Purpose Premium Index, 2018*
*7. The Advertising Research Foundation, 2015*

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## CORPORATE SOCIAL RESPONSIBILITY TRENDS

### Corporate Perspective (Continued)

Among executives surveyed, 91% say their company's reputation is important to their board of directors, with about half (52%) reporting it to be very important to the board.[1]

79% of global executives say it is important for the CEO to communicate the organization's values in order to be highly regarded.[1]

The majority of companies are now participating in partnership activities with nonprofit organizations at both the national and local levels:[2]

- 89% In Local Partnerships with Nonprofits[2]
- 82% In National Partnerships with Nonprofits[2]

Top 3 corporate departments involved in planning and approving cause partnerships with nonprofits:[2]

1. Senior leadership (79%)[2]
2. Marketing (52%)[2]
3. Community Relations (41%)[2]

Top 3 audiences corporations consider when selecting a nonprofit partner:[2]

1. Needs of the Community (70%)[2]
2. Consumers (62%)[2]
3. Employees (61%)[2]

The tightening labor market, specifically competitive pressure for companies to recruit and retain talent, is a key driver of the "Brands Taking Stands" movement, followed by efforts to protect and enhance corporate reputation.[3]

When asked to specify the three highest priorities for their organizations over the next 18 months, top responses were: brand values, climate and environment, and diversity and inclusion.[3]

82% of respondents said it is necessary for companies today to advocate for or take a stand on ESG issues.[3]

62% felt that advocacy by CEOs, rather than by the company more broadly, will increase in the next 18 months.[3]

75% of Americans believe companies should take a stand on issues that are widely discussed in the news and in society – like immigration or equal rights.[3]

*1. Weber Shandwick and KRC The State of Corporate Reputation in 2020*
*2. For Momentum High Expectations Survey, 2018*
*3. Survey on Brand Advocacy conducted by GlobeScan and 3BL Media, 2018*

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# B2B Perspective

86% of B2B professionals say purpose is important to their business.[1]

82% of B2B executives feel that companies with purpose have greater success than those without.[1]

B2B companies are embracing purpose because it shows values and character in action (51%), drives business growth (47%) and deepens customer relationships (46%).[1]

74% of B2B executives consider purpose relevant to business growth, but only 24% of B2B executives indicated their companies are purpose-driven.[2]

93% of B2B professionals surveyed say that they are somewhere on the purpose journey, with 57% saying they are more focused on purpose today than they were three years ago.[1]

75% of B2B companies embrace purpose because it supports recruiting and 39% say it deepens relationships with employees.[1]

67% of B2B professionals say that their employees are excited to discuss company purpose on social media.[1]

75% of B2B executives say that purpose supports recruiting, while 73% say that it motivates sales teams.[1]

*1. B2B Purpose Paradox by Carol Cone On Purpose, 2020*
*2. Time Marketing, State of Purpose in B2B, 2017*

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

# Demographic and Generational Impact Trends

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

# Overview

The expectation for companies to use their power responsibly is increasing with each generation: "I like brands that have a point of view and stand for something."[1]

- Gen Z – 61%[1]
- Millennial – 61%[1]
- Middle Age – 53%[1]
- Aging – 47%[1]

Millennials now make up the largest generation in the American workforce and will be number one for some time.[2]

$24 trillion in wealth will move from Baby Boomers to younger generations, primarily Millennials, by 2020.[2]

70% of U.S. adults say it is important to them that their actions help make a positive difference in the world.[3]

50% of consumers across 14 major markets, including the U.S., China, India, Mexico, U.K., The Netherlands, Germany, Brazil, Japan and more, are belief-driven buyers. And, they skew younger, with higher percentages among Millennials (60%) and Gen Z (53%).[4]

Young Americans trust nonprofits (79%) and social movements (77%) the most and corporations (56%) the least.[5]

On at least 12 factors, employees 34 and under demonstrate greater awareness and inclination to be involved and support corporate citizenship than older employees.[6]

The younger employees (18-34) declare they are more passionate about their employers' causes with 87% claiming they are very or somewhat passionate compared to their older counterparts at 80% (35-54) and 65% (55+).[6]

Younger employees (18-34) are more inclined to reward companies who participate in corporate citizenship efforts with purchase and employment decisions.[6]

*1. Kantar Consulting, Purpose-Led Growth, 2020*
*2. Korn Ferry, Millennials: The Purpose Generation, 2019*
*3. Inc.com, 2018*
*4. Edelman Earned Brand Study, 2017*
*5. Cause and Social Influence 2019 Influencing Young America to Act*
*6. Go Beyond Profit: Corporate Generosity Research Report, 2020*

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# Gen Z Perspectives on Social Impact

Gen Z is expected to make up 30% of the U.S. workforce in just four years.[1]

Gen Z is the first generation to prioritize purpose over salary.[1]

Gen Zers see a company's purpose as a core consideration in where to work (83%), even more so than what to buy.[2]

Gen Zers won't check their beliefs for a paycheck and instead see their job as another avenue for them to make a positive impact.[2]

In 2019, only 55% of Millennials and Gen Zers believe business has a positive impact on society, down from 76% in 2017 and 61% in 2018.[3]

The majority (85%) of Gen Zers would rather focus on positive progress made than negative.[2]

94% of Gen Zers believe we need to come together to make progress on important issues.[2]

90% of Gen Zers believe companies should take action on important issues.[2]

93% of Gen Zers say if a company makes a commitment, it should have the appropriate programs and policies in place to back up that commitment.[2]

75% of Gen Zers will do research to see if a company is walking the talk when it takes a stand on an issue.[2]

After learning a brand supports a social cause or is socially responsible, Gen Z consumers are 85% more likely to trust a brand, 84% more likely to buy their products, and 82% likely to recommend that brand to their friends and family.[4]

72% of Gen Zers buy with an eye toward purpose, indicating companies should continue providing visible indicators of forward progress on packaging, in-store and online.[2]

91% of Gen Zers say they use social media channels to learn about and participate in issues they care about.[2]

When asked to identify the top motivation for posting information about social and environmental issues online, the most common response of Gen Zers was to inspire others to care as well (35%).[2]

*1. Study by WeSpire, 2018*
*2. Porter Novelli/Cone 2019 Gen Z Purpose Study*
*3. Deloitte Global Millennial Survey, 2019*
*4. Fuse Marketing, 2015*

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

# Millennials Perspectives on Social Impact

Millennials will make up 75% of the workforce by 2025 and they are looking for socially-responsible employers.[1]

53% of Millennials are parents.[2]

64% of Millennials won't take a job if their employer doesn't have a strong CSR policy, and 83% would be more loyal to a company that helps them contribute to social and environmental issues (vs. 70% U.S. average).[3]

The majority of Millennials would take a pay cut to work at an environmentally-responsible company.[4]

46% of Millennials are more attracted to making a positive impact in their communities or society at large than having children and starting families (39%).[5]

In 2019, only 55% of Millennials and Gen Zers believe business has a positive impact on society, down from 76% in 2017 and 61% in 2018.[5]

Only 37% of Millennials believe business leaders make a positive impact on the World.[5]

More than 26% of Millennials said they don't trust business leaders as sources of reliable and accurate information.[5]

45% of Millennials say leaders are generally committed to helping improve society while 49% say leaders generally behave ethically.[5]

Millennials are projected to spend $1.4 trillion in 2020.[6]

83% of Millennials say it's important for the companies they buy from to align with their beliefs and values.[6]

3 out of 4 Millennials choose to buy an experience rather than something desirable.[2]

*1. Inc.com, 2019*
*2. Eventbrite, The Experience Movement, 2017*
*3. Cone Communications Millennial Employee Engagement Study, 2016*
*4. Fast Company, 2019*
*5. Deloitte Global Millennial Survey, 2019*
*6. 5WPR 2020 Consumer Culture Report*

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

## DEMOGRAPHIC AND GENERATIONAL IMPACT TRENDS

### Millennials Perspectives on Social Impact (Continued)

91% of Millennials would switch from a product they typically buy to a new product from a purpose-driven company.[1]

42% of Millennials would start or deepen their relationship with a business who has products/services that positively impact the environment or society.[2]

84% of Millennials give to charity, donating an annual average of $481 across 3.3 organizations.[3]

90% of Millennials say they're driven to donate because of a "compelling mission or cause.[5]

Millennials are top supporters of Human Rights & International Development, Child Development, and Victims of Crime/Abuse organizations.[4]

72% of Millennials are influenced to purchase by external sources – whether that be articles and blogs, Instagram personas or celebrity endorsements.[6]

75% of Millennials feel that participating in or attending a live event (such as a march or demonstration) is more impactful than taking an action online (such as signing a petition).[7]

1. *2018 Cone/Porter Novelli Purpose Study*
2. *Deloitte Global Millennial Survey, 2019*
3. *The Ultimate List of Charitable Giving Statistics for 2018*
4. *Classy: Generational Giving Infographic, 2017*
5. *The Millennial Impact Report, 2017*
6. *5WPR 2020 Consumer Culture Report*
7. *Eventbrite, The Experience Movement, 2017*

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# Gen X, Baby Boomers and Matures Perspectives on Social Impact

The average donor in the United States is 64 years old and makes 2 charitable gifts a year.[1]

Baby Boomers are still a powerful group of donors representing 43% of total giving, while Matures (born 1945 and earlier) represent 26% of total giving.[2]

Matures and Baby Boomers are top supporters of Emergency Relief, Troops & Veterans, The Arts, Advocacy & Election Campaigns and First Responder Organizations.[2]

Generation X are top supporters of Health Services, Animal Rights & Welfare and Environmental Protection organizations.[2]

Generation X had the highest volunteer rate among age groups and represents 36.4% of total volunteer hours.[3]

Baby Boomers have the highest number of volunteer hours at more than 2.2 billion.[3]

Traditional advertising still has its place, which is especially true among older generations who, unlike Millennials, are much more likely to be impacted by traditional ads than by sponsored blog posts or features on an influencer's social media post.[4]

*1. 2018 Global Trends in Giving Report*
*2. Classy: Generational Giving Infographic, 2017*
*3. Corporation for National and Community Service Report on Volunteerism, 2017*
*4. 5WPR 2020 Consumer Culture Report*

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

# Current Events and Impact


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# Civil and Human Rights

75% of Americans believe companies should take a stand on issues that are widely discussed in the news and in society – like immigration or equal rights.[1]

Young Americans trust nonprofits (79%) and social movements (77%) the most and corporations (56%) the least.[2]

48% of US consumers who are disappointed by a brand's words or actions on a social issue complain about it.[3]

The top five social issues among young people in 2019 are climate change (30%), civil rights/racial discrimination (25%), immigration (21%), healthcare reform (20%) and mental health/social services (16%).[2]

Nearly three-quarters (73%) of Americans say that in today's uncertain socio-political times, they feel an urgency to support causes every way they can.[1]

While job creation remains the top newsworthy issue Gen Zers want companies to address, it dropped slightly in importance from two years ago (91% vs. 96% in 2017). Following close behind are racial equality (90%), sexual harassment (90%) and women's equality (89%).[4]

Inclusion is imperative: 50% of consumers – and 60% of Twitter users – said that brands seeking to be more culturally relevant should be inclusive of all types of people.[5]

Only 10% of Gen Z trust the government to address the problems of racism in America, however, only a quarter are pessimistic overall – 72% say they are hopeful we as a broader society, including as individuals, can do so.[6]

Only 3% of Gen Z do not expect brands to play a role to address racism in America. While 81% expect brands to use their platform to advocate for justice, including using their advertisements to raise awareness and call for change.[6]

*1. 2019 Porter Novelli/Cone Feeling Purpose Biometrics Research*
*2. Cause and Social Influence 2019 Influencing Young America to Act*
*3. Accenture To Affinity and Beyond, 2018*
*4. Porter Novelli/Cone 2019 Gen Z Purpose Study*
*5. IPG Media Lab + MAGNA GLOBAL + Twitter Present: The Impact of Culture 2019*
*6. DoSomething.org The Pulse of Gen Z in the Time of COVID-19, 2020*

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## CURRENT EVENTS AND IMPACT

### Civil and Human Rights (Continued)

67% of Gen Z want brands to ensure their products and services are designed to serve all consumers across races equally and do not make racism worse, like racial bias in an internet search engine.[1]

75% of Gen Z are concerned that the impacts of COVID-19 are made worse by racism in America, with over half (53%) saying they are very concerned.[1]

83% of Gen Z believe protesting is necessary to make progress to address racism in America, with 67% saying it is very necessary, and support for the protests is nearly as strong among rural Gen Z as it is among suburban and urban Gen Z.[1]

Only 10% of grants are earmarked for People of Color (POC).[2]

Only 10% of the $24.2 billion granted domestically by a sample of 1,000 of the largest U.S. foundations (also known as the FC 1000) in 2016 was targeted to people of color. Of that already small pot of funding, only 6% was explicitly for women and girls.[2]

Black-led nonprofits have 24% less average revenues and 76% smaller unrestricted net assets than white-led counterparts. For nonprofits that focus on some similar issues, the gaps were even larger. Among groups focused on improving life outcomes of black men, revenue at organizations with black leaders was 45% lower than at groups led by whites.[3]

Of the total number of big bets for social change documented between 2010 and 2014, only 11% went to organizations led by people of color. One organization, The Harlem Children's Zone, accounted for one-third of those bets.[3]

56% of all respondents say their biggest concern about the current protests is the risk of COVID-19 spreading and protestors getting sick.[1]

While recent racial injustice protests have been incredibly significant in size, it's likely they might be larger were it not for COVID-19: 1 in 4 (28%) share their biggest concern is that they are not able to participate because of the virus.[1]

Only 10% of Gen Z trust the government to address the problems of racism in America, however, only a quarter are pessimistic overall – 72% say they are hopeful we as a broader society, including as individuals, can do so.[1]

*1. DoSomething.org The Pulse of Gen Z in the Time of COVID-19, 2020*
*2. Philanthropic Initiative for Racial Equity (PRE) Infographic: Philanthropy to deepen investments in racial and gender justice*
*3. The Bridgespan Group, Racial Equity and Philanthropy, 2020*

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

# COVID-19 and Social Impact

75% of Americans believe companies must step up to support coronavirus relief – and a third (34%) have more faith in business to solve the coronavirus pandemic than other entities (including government and nonprofits).[1]

53% of people would consider or love to give their time or money to social causes during the Coronavirus. [2]

Due to the COVID-19 pandemic, we estimate 38% of the annual U.S. sponsorship value ($10 Billion) will need to be made up. There are 120,000 active sponsorship agreements in limbo while we practice social distancing and more than 5,000 brands are faced with decisions on how to recoup lost value.[3]

More than a third of sponsors and properties believe it will take longer than six months for sponsorships to be back up and running as they were before the COVID-19 pandemic.[3]

63% of people surveyed said that they would believe information from [their employer] after one or two exposures, versus 58% for a government website and 51% for traditional media.[4]

In 8 of 10 countries surveyed, "my employer" is seen as better prepared for the virus than my country. This finding is confirmed by the high trust in "my employer" to respond effectively and responsibly (62%) to the virus.[4]

Since COVID-19 began, 3 out of 4 Gen Zers have either taken an action on a cause they care about (47%) or would like to (29%).[5]

75% of Gen Z are concerned that the impacts of COVID-19 are made worse by racism in America, with over half (53%) saying they are very concerned.[5]

*1. Porter Novelli COVID-19 Tracker: Insights for a Time of Crisis, 2020*
*2. Accelerist Poll, Donor Opinion: COVID-19, 2020*
*3. IEG Sponsorship Report , 2020*
*4. Edelman Trust Barometer Special Report on COVID-19, 2020*
*5. DoSomething.org The Pulse of Gen Z in the Time of COVID-19, 2020*

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

### COVID-19 and Social Impact (Continued)

When asked how behaviors may change in light of what was learned from the COVID-19 pandemic, respondents reported:[1]

- 29% Will increase buying from socially responsible companies[1]
- 23% Will increase supporting charities[1]
- 36% Will increase being kind to the environment[1]

When asked which factors would be important as they considered which brands to support after the pandemic, respondents rated these as their top factors:[1]

- 76% How it treated employees, customers and the community during the pandemic[1]
- 77% Being trustworthy as an organization[1]
- 78% Protecting my health and safety[1]
- 64% The company's purpose or mission[1]
- 67% Operating locally in my community[1]
- 68% Its ability to have a positive impact on society and the environment[1]

75% of Americans say how companies act now to support COVID-19 response will impact their perceptions of them in the future, and the same amount (75%) said they will remember the companies that stepped up.[2]

71% said they'd stop buying products from a company they felt was irresponsible during the COVID-19 pandemic.[2]

60% of CSR professionals report that they are looking at new issues to support in their fiscal year. For those that are exploring new issues, food insecurity and education are the top issues.[3]

30% of CSR professionals report no change in their fiscal year budget, 38% of participants anticipate a decrease in their contributions for next fiscal year, closely followed by a reported 37% of participants who predict no change in their contributions budget.[3]

Although nearly two-thirds (63%) of employees feel their companies did a good job supporting communities during the coronavirus pandemic, four-in-ten feel their company could have acted faster.[2]

Of the various ways companies can get involved in relief efforts, Americans feel companies must first ensure employees can continue to receive money and benefits (68%), implement policies to protect the health and safety of employees (68%) and donate products or services to relief efforts (68%).[2]

*1. Good Must Grow Conscious Consumer Spending Index, 2020*
*2. Porter Novelli COVID-19 Tracker: Insights for a Time of Crisis, 2020*
*3. COVID-19 Impact on CSR by Rocket Social Impact & ACCP, 2020*

The following data points are meant as a snapshot of the reports in the social impact industry. See our sources page with links to download full reports.

CURRENT EVENTS AND IMPACT

# Disaster Relief and Response

2017's natural disasters set the pace in terms of increasing contributions oriented towards Disaster Relief. This program area increased by more than 300% in terms of median cash giving in the last three years, from $212,000 in 2015 to $862,000 in 2017.[1]

Disaster Relief was the program area that had the largest median cash and aggregate cash giving increases despite representing a small proportion of allocated giving in 2018.[2]

Disaster-related funding doubled from 2016, based on a year-over-year analysis of grantmaking by 1,000 of the largest U.S. foundations.[1]

The Federal Emergency Management Agency (FEMA) distributed $15.6 billion for U.S. disasters in 2017, an $11.9 billion increase from 2016.[1]

Based on available data, corporate giving programs committed at least $275.4 million to disasters and humanitarian crises in both cash and in-kind donations.[1]

Among disaster assistance strategies, 64% of dollars were for response and relief; 17% went toward reconstruction and recovery; and only 2% each went to resilience and preparedness efforts.[1]

*1. Measuring the State of Disaster Philanthropy, 2019*
*2. CECP Giving in Numbers Report, 2019*

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