

2022 SOCIAL IMPACT STATS

A compendium
of cause marketing,
CSR & purpose data



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Introduction

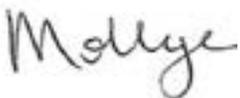
Data and key trends for partnership success in the year ahead

Welcome to For Momentum's Social Impact Stats 2022, our annual compilation of cause marketing, CSR and purpose statistics, including our own original research. We created this guide to equip you and your partnership team with the insights and trends you need to bolster your case for cause.

As we move into the end of the year, with record levels of inflation and uncertain economic conditions, it's more valuable than ever to have reliable data to inform your partnerships. This compendium is intended to be an easy-to-use reference highlighting the most meaningful and useful data influencing the social impact landscape.

I hope you find this compendium with highlights from over 100 studies to be a great resource as you press forward.

In partnership,

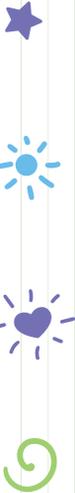


Mollye Rhea
President & Founder

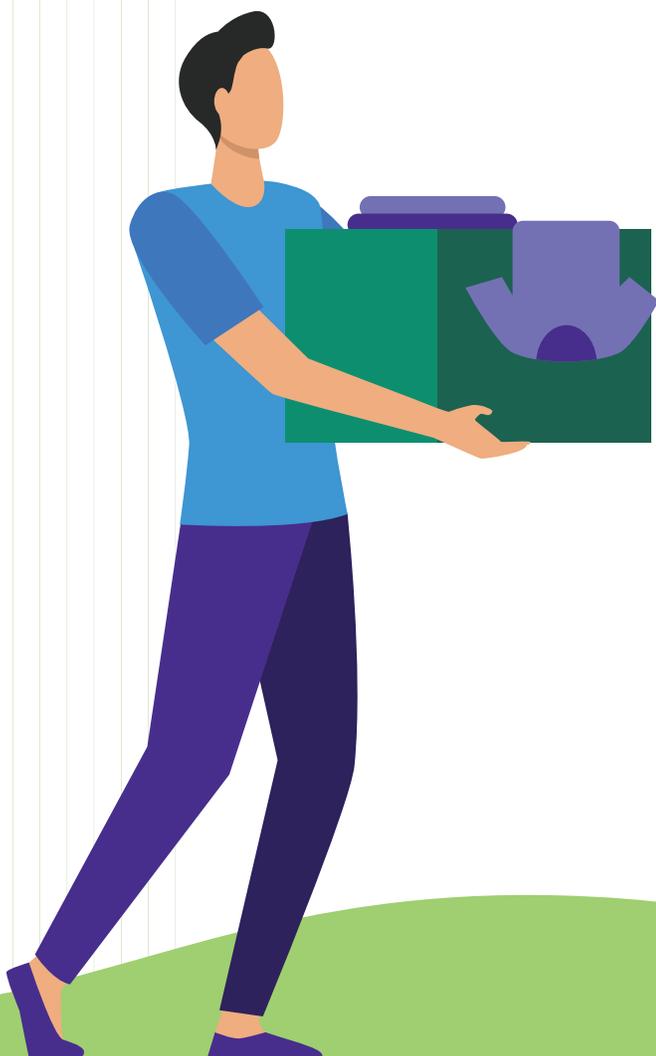


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Corporate giving



CORPORATE GIVING

- Giving by corporations is estimated to have increased by 23.8% in 2021, totaling \$21.08 billion (growth of 18.3%, adjusted for inflation).¹
- Companies increased their median total community investments by 41% in the last three years.²
- In total, million-dollar point of sale programs have raised more than \$4.9 billion over three decades.³
- Companies today typically support multiple philanthropic priorities and work with several nonprofit partners on their key issues.⁴
- 87% agree corporate social responsibility (CSR) is becoming more of a requirement for companies rather than a nice-to-have.⁴
- 68% of companies increased total community investments in the last three years by at least 2%.²
- 97% of corporate decision-makers agree that being a purpose-driven company drives both profits and employee morale.⁴
- 89% of executives believe leading with purpose gives companies a competitive advantage.⁵
- A similar percentage of companies now measure the business value of community investments through employee metrics (47%) as brand/customer metrics (42%).²
- Nearly nine 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%).⁶
- Over the past decade, corporate sustainability reporting has grown from less than 20% of S&P 500 companies publishing sustainability reports to 90% in 2019.⁷
- Globally, up to a quarter of consumer spending is influenced by purpose, putting an estimated U.S. \$5 trillion of revenue at play globally.⁸
- Charitable giving by corporations comprised 4% of total giving in 2021.¹



CORPORATE GIVING

- 53% of CSR leaders reported that following the multiple crises of 2020 they are funding new organizations with a racial equity mission.⁹
- Business continues to be the only institution seen as both competent and ethical compared to government, media and NGOs.¹⁰
- 56% of companies used metrics that align their business practices with their corporate purpose.²
- Companies that reported having no corporate purpose statement or employees not knowing their purpose also reported lower community investments. Likewise, those companies also had lower rates of volunteerism.²



Social impact partnership dynamics and trends



SOCIAL IMPACT PARTNERSHIP DYNAMICS AND TRENDS

- Top three audiences influencing a company's nonprofit partner selection:
 - » Employees (79%)
 - » Needs of community (75%)
 - » Senior management/leadership (61%)⁴
- Companies rank these in their top three factors for partnership selection:
 - » Brand/mission alignment (65%)
 - » Fit with giving guidelines/goals (54%)
 - » Initiatives with tangible and immediate impact (44%)⁴
- The three most important measures of partnership success are generating impact toward the nonprofit's mission (91%), success stories that show impact (89%) and employee engagement (83%).⁴
- These are the top three partnership engagements companies participate in with their nonprofit partners:
 - » 92% employee engagement activities
 - » 83% national partnerships with nonprofits
 - » 83% local partnerships with nonprofits⁴
- In 2021, 40% of companies reported their area of focus was changing for the long term (12 months or more) due to the multiple crises of 2020.⁹
- The top five mission segments supported by companies surveyed are:
 - » Education (62%)
 - » Justice, equity, diversity and inclusion (JEDI) (52%)
 - » Hunger (49%)
 - » Youth development (46%)
 - » Environment/climate change (43%)⁴

SOCIAL IMPACT PARTNERSHIP DYNAMICS AND TRENDS

- For companies that already support these causes, they are putting significantly more focus on these top three recently:
 - » 79% are putting more focus on JEDI
 - » 53% are putting more focus on hunger causes
 - » 75% are putting more focus on environment/climate change⁴
- In 2021, 64% of companies reported racial justice as a new long-term priority.⁹
- 64% of Best in Class (BIC) Cause Campaigns take four to 12 months to execute.¹¹
- Two-thirds of Best in Class (BIC) Cause Campaigns that raised \$1M or more have been in the marketplace for five or more years.¹¹
- 55% of respondents ranked being able to leverage digital strategies and emerging technologies as important to the future of Best in Class (BIC) Cause Campaigns.¹¹
- Senior leadership, marketing/communications and PR are the top three departments involved in approvals, planning and execution of almost all partnerships with nonprofits.⁴
- Over 50% of respondents report eight or more departments, as well as outside agencies, are involved in partnership activities.⁴
- The partnership sales process takes time. 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.¹²
- Nonprofit respondents ranked renewing existing corporate partners as having the fastest close cycle (65% close within 0– 6 months) compared to new relationships from a cold call (only 9% close within six months).¹²
- The No. 1 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%).¹²

Point of sale and register cause campaigns



POINT OF SALE AND REGISTER CAUSE CAMPAIGNS

- In 2022, retail sales are forecast to increase between 6% and 8% to more than \$4.86 trillion.¹³
- Online and other non-store retail sales are expected to grow year over year between 11% and 13% to a range of \$1.17 trillion to \$1.19 trillion as consumers continue to use ecommerce. The numbers exclude automobile dealers, gasoline stations and restaurants.¹³
- In total, million-dollar point of sale programs have raised more than \$4.9 billion over three decades.³
- Consumer prices were up 9.1% from June 2021 to June 2022, the largest increase in 40 years.¹⁴
- 86% of people expect inflation to change their shopping decisions.¹⁵
- 41% of consumers are less likely to donate at point of sale (POS) as the cost of goods increases.¹⁵
- The top reasons people give at the register:
 1. “I recognize the charity’s name”
 2. “I believe donating to charity is the right thing to do”
 3. “I am passionate about the charity”¹⁶
- Two out of three people feel positive to neutral about being asked to donate at the register every time they visit over the same week or several weeks.¹⁶
- 84% of customers say that the more a business engages them in charitable giving decisions, the more trust they have in that business.¹⁷
- Children’s health continues as the cause that persuades consumers to open their wallets at the register, raising \$184.5 million in 2020, representing 30% of total dollars raised.³

POINT OF SALE AND REGISTER CAUSE CAMPAIGNS

- 61% of consumers have donated at the register between May 2021 to April 2022. This is down 19% from the previous year.¹⁵
- The pandemic accelerated online giving with 18% of consumers preferring to donate at an online point of sale.¹⁵
- 52% of consumers still prefer to donate in store, and 23% have no preference.¹⁵
- The top three consumer preferences for donating to charity at checkout:
 - » Prompt on the PIN pad (44%)
 - » Dropping change into a coin canister (37%)
 - » At the self-checkout (33%)¹⁶
- Nearly one-fourth of consumers want more information about the impact of their donation.¹⁸
- In 2022, 64.4% of consumers indicated they would be more inclined to donate if the retailer matched the donation.¹⁵
- 40% of consumers would be more motivated to give if asked by a cashier.¹⁵
- 55.7% of consumers prefer to round-up their bill to the nearest dollar.¹⁵
- When given the choice at checkout, over half of consumers choose to give \$2, \$5 or more than \$5 at the register.¹⁸
- The average donation given at ecommerce is \$7.¹⁸

Partnership stakeholder perspectives



PARTNERSHIP STAKEHOLDER PERSPECTIVES

Employee perspective: engagement, volunteerism and giving

Employee engagement

- Over 90% of companies support employee engagement, now the most universal type of partnership activity.⁴
- Employees (79%) now outweigh needs of the community (75%) and consumers (44%) in terms of the audience companies want to influence most with their cause activities.⁴
- 84% of employees will only work at purpose-driven companies/brands.¹⁹
- 72% are more likely to apply for a job at a socially responsible company.²⁰
- One in five workers have quit their jobs in the first six months of 2022.²¹
- Companies whose employees believe they are at a mature phase of purpose have stronger retention. 58% in this group report not looking for a new job.¹⁹
- 75% of companies that offer both giving and volunteering opportunities have two times more engagement than companies only offering giving or only offering volunteering.²²
- Business units with engaged workers have 23% higher profit compared to business units with miserable workers.²³
- Only 21% of employees report being engaged at work, and Gallup estimates that low engagement costs the global economy \$7.8 trillion and accounts for 11% of GDP globally.²³
- 78% of companies report employees being aware of and passionate about CSR, and 65% believe it impacts employee retention.⁴
- Teams with thriving workers see significantly lower absenteeism, turnover and accidents; they also see higher customer loyalty.²³

PARTNERSHIP STAKEHOLDER PERSPECTIVES

Employee perspective: engagement, volunteerism and giving

Employee engagement (continued)

- 91% of employees say their company's purpose makes them feel like they are in the right place during ongoing challenges such as the pandemic and economic risk.¹⁹
- 88% of employees believe it's no longer acceptable for companies to just make money; companies must positively impact society as well.²⁴
- Over the past three years, the trends show that more than 50% of all employees are open to leaving their current company for new roles, but this drops to less than 12% if they believe that their company is making a positive impact in the world.²⁵
- 78% of respondents stated they'd be more likely to want to work for a purpose-driven company, while nearly the same would be more likely to trust (76%) and be loyal to (72%) that company.²⁶
- Employees want to work for businesses whose values align with their own. 41% of respondents said an employer's ethics and values were important factors in their engagement.²⁷
- 35% of people now consider a company's positive impact on society as their first or second most important factor when considering a new job or staying at a current one.¹⁹
- For the last three years, the combined engagement rate has been higher for employee resource groups (ERGs) showing that groups drive engagement.²²
- Since the start of COVID, employees report their motivation to participate in employee engagement programs has increased by 20% on average.²⁵
- 59% of young people say they strongly agree that the more socially and environmentally responsible their company becomes, the more motivated and loyal they become to their company.²⁸
- Employees working at companies with an established employee engagement program are 25% more likely to recommend their employer.²⁵
- Two new items have soared to the top in 2021 as drivers of employee engagement: a sense of belonging and a sense of pride in the company's efforts to have a positive impact on the world. (In 2020, the two leading drivers were confidence in senior leadership and opportunities for learning and development).²⁹

PARTNERSHIP STAKEHOLDER PERSPECTIVES

Employee perspective: engagement, volunteerism and giving

Employee engagement (continued)

- Turnover is reduced by 57% among employees who engage in both giving and volunteering.³⁰
- 70% of companies have a blended match cap, giving their employees a choice of donating time or money.³¹
- When considering potential employers, Gen Z ranks these as their top three attributes:
 1. Fair treatment of all employees
 2. Quality of life and employer flexibility
 3. Corporate social responsibility³²

Employee volunteerism

- 96% of employees say that volunteering in their community is important to them.¹⁸
- Employees who frequently volunteered were almost twice as likely to be prouder, more loyal and more satisfied with their employer and their job than those who did not participate in volunteering.³³
- 72% of volunteer hours were in person in 2021.²²
- Larger companies have more virtual volunteer hours. Employees at the largest company size volunteered 30% of their hours virtually.²²
- The average volunteer hours per employee for the top 10% of companies increased from 37 in 2020 to 40 in 2021.²²
- 83% of companies have a virtual volunteering program.³⁴
- 71% of companies reported offering at least one skills-based volunteer program.²
- 86% of companies surveyed offered flexible scheduling and/or paid-release time volunteer programs.²
- 61% of employees have volunteered for 10 or more hours over the past 12 months.¹⁸

PARTNERSHIP STAKEHOLDER PERSPECTIVES

Employee perspective: engagement, volunteerism and giving

Employee volunteerism (continued)

- 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 six months.¹²
- Skilled volunteerism is on the rise and can be quite valuable, but factor in more planning time for this as 48% of nonprofits report this type of partnership taking seven to 18 months to close.¹²
- In 2020, the three most commonly offered number of annual volunteer hours on company time were:
 - » Eight hours (37%)
 - » 16 hours (25%)
 - » 40 hours (8%)²
- The median number of hours employees volunteered increased when skills-based programs were offered (47,000) compared to when these programs were not offered (10,000).²

Employee giving

- Donating funds is the No. 1 way employees prefer to give back to their community.¹⁸
- 81% of companies evaluated offer year-round giving.²²
- An estimated \$2—\$3 billion is donated through matching gift programs annually.³⁵
- 65% of Fortune 500 companies offer matching gift programs.³⁶
- 84% of donors say they're more likely to donate if a match is offered.³⁵
- One in three donors say they'd give a larger gift if matching is applied to their donation.³⁵
- For companies that offer matching gift programs, 87% have a 1:1 match year-round and up to a 4:1 match during campaigns.³¹

PARTNERSHIP STAKEHOLDER PERSPECTIVES

Employee perspective: engagement, volunteerism and giving

Employee giving (continued)

- Once employees become donors, trends show that 87% of those employees will become returning donors year over year.³⁷
- 69% higher donor participation is achieved in programs that offer payroll giving.³¹
- An estimated \$4 to \$7 billion in matching gift funds goes unclaimed per year.³⁸
- Employees surveyed ranked these as their top five charity types for giving in 2022:
 1. Education
 2. Human services
 3. Philanthropy
 4. Religion
 5. Arts and humanity²²

Consumer perspective

- Eight in 10 respondents across all generations agree that companies and their brands are an essential part of the solution for challenges facing humanity today, signaling high expectations for brand leadership.²⁸
- Globally, up to a quarter of consumer spending is influenced by purpose, putting an estimated U.S. \$5 trillion of revenue at play globally.³⁹
- 81% of consumers expect CEOs to be personally visible when discussing public policy with external stakeholders or work their company has done to benefit society.¹⁰
- 66% of consumers said they consider a company's purpose when making purchasing decisions and when all things remain equal (cost and quality), 71% said they would purchase from a purpose-driven company over the alternative.²⁶
- 47% of consumers have stopped doing business with a company when they felt betrayed by what the company stands for.⁴⁰
- 44% of people under the age of 30 and 41% over 30 strongly want to buy from more responsible companies than before the pandemic.⁴¹

PARTNERSHIP STAKEHOLDER PERSPECTIVES

Consumer perspective

- 63% of young people are also willing to pay more for products or brands that work to improve society and the environment.⁴¹
- In 2022, business remains the most trusted institution among the four studied (business, NGO, government and media). Business is also the only trusted institution with a 61% trust level globally and the only institution seen as both ethical and competent.¹⁰
- 58% of consumers would buy or advocate for brands based on their beliefs and values.¹⁰
- 64% of consumers invest based on their beliefs or values.¹⁰
- In the U.S., individual company reputation scores improved by an average of eight points when the public was made aware of corporate advocacy efforts.⁴²
- 44% of the American public believe it is essential for corporations to provide both actions and words in response to cultural issues.⁴²
- 78% of consumers are more likely to remember a company that has a strong purpose.²⁶
- Purpose attributes were more likely to drive certain desired consumer behaviors like brand loyalty (40.7%) and brand trust (41.6%).²⁶
- Support for purpose-driven brands extends to consumers' willingness to defend (70%) and even forgive (72%) companies that make a misstep.²⁶
- Most consumers prefer purpose brands across categories, but especially when it comes to personal care brands. 81% of consumers prefer personal care brands, 54% prefer food/beverage, and 63% prefer quick service restaurant brands that are purpose driven.²⁶
- One third of all consumers today will stop buying their preferred products if they lose trust in the brand.⁴³
- 68% of Gen Zers and 76% of the general population say a company doesn't have to be perfect when talking about social justice issues, but it should be open and honest.⁴⁴

PARTNERSHIP STAKEHOLDER PERSPECTIVES

Corporate perspective

- Brand/mission alignment is the top factor (97%) companies consider in partnership selection.⁴
- The majority of companies (68%) research and seek out candidates for nonprofit partnership while 55% vet the nonprofits who contact them.⁴
- 91% of executives believe business must benefit all stakeholders, not just shareholders.⁵
- 85% of executives believe that being a purpose-driven company drives profit, and 89% believe it gives companies a competitive advantage.⁵
- Seven in 10 executives feel that to truly be purpose-driven, a brand must be willing to take risks to address social justice.⁵
- 90% of companies' employees perceived that their C-suite executives would frequently or very frequently refer to their company's corporate purpose in documents, emails, meetings or plans whereas only 71% of companies reported that employees perceive middle management to do the same.²
- Nearly nine 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%).⁶
- A company's ability to communicate and deliver upon its mission, vision and values is a top driver of reputation.⁶
- B2B companies are embracing purpose because it shows values and character in action (51%), drives business growth (47%) and deepens customer relationships (46%).⁴⁵
- 56% of companies reported offering socially driven internship programs.²
- On average, global executives attribute 63% of their company's market value to their company's overall reputation.⁶
- 79% of global executives say it is important for the CEO to communicate the organization's values to be highly regarded.⁶
- The top three departments that corporate partners involve in creating Best in Class Cause Campaigns are marketing and communications (90%), public or media relations (72%) and senior leadership or C-suite (70%).¹¹

PARTNERSHIP STAKEHOLDER PERSPECTIVES

Corporate perspective

- Top three audiences influencing a company's nonprofit partner selection:
 - » Employees (79%)
 - » Needs of community (75%)
 - » Senior management/leadership (61%)⁴
- While high-growth and low-growth brands see purpose as a means to inspire product and service delivery at a similar rate (66% versus 71%, respectively), high-growth brands are 66% more likely to see purpose as a means to guiding employee decision-making, and 41% are more likely to have purpose drive the corporate social responsibility investment strategy.⁴⁶
- High-growth brands put a premium on accountability, with 93% indicating that they have established key performance metrics related to their purpose statement.⁴⁶
- 75% of B2B companies embrace purpose because it supports recruiting, and 39% say it deepens relationships with employees.⁴⁵

Timely topics in social impact



TIMELY TOPICS IN SOCIAL IMPACT

Justice, equity, diversity and inclusion (JEDI) and human rights

Corporate perspective

- Companies donated or pledged about \$8.2 billion of the \$12 billion in total contributions earmarked for racial equity since May of 2020, far outpacing foundations and individual donors.⁴⁷
- DEI-led total social investments were considered to be on the rise by almost all surveyed companies (93%).³⁴
- 81% of HR and DEI practitioners surveyed reported that they believe that DEI initiatives are beneficial to their organizations. Yet only 34% of respondents reported having enough resources to support their DEI initiatives.⁴⁸
- 52% of companies focus on JEDI as on their top mission type when selecting a nonprofit partner.⁴
- 79% of companies that support JEDI causes report putting more focus on this cause recently.⁴
- 64% of CSR professionals reported racial justice as a new long-term priority.⁹
- Companies in the top 25% for diversity were 36% more likely to have superior financial returns.⁴⁹
- 73% of companies' DEI budgets will increase, and 83% of companies stated that antiracism actions reinforced their corporate purpose.⁵⁰
- 97% of companies surveyed reported that resources to improve DEI efforts were on the rise.²
- For domestic funding focused in the U.S., 27% of dollars were explicitly designated for racial and ethnic identities. Of this, 71% did not indicate a specific identity and was broadly designated for "racial equity" or "communities of color."⁵¹
- The racial justice movement in the U.S. in 2020 had an impact on COVID-19 funding for Black, indigenous and people of color (BIPOC) communities. Of U.S. COVID-19 philanthropy to specified recipients, 35% was designated for communities of color.⁴⁷
- 62% of CSR leaders added a racial equity lens to existing funding initiatives.⁹
- 83% of executives say companies must address social justice issues by making changes internally.⁷
- 74% of companies sampled reported that resources to improve DEI efforts were on the rise.²⁸

TIMELY TOPICS IN SOCIAL IMPACT

Justice, equity, diversity and inclusion (JEDI) and human rights

Corporate perspective (continued)

- 76% of executives acknowledge the role of business in perpetuating systemic racial inequality and are committing to action now more than ever.⁵
- For domestic disaster philanthropy funding focused in the U.S., 27% of dollars was explicitly designated for racial and ethnic identities. Of this, 71% did not indicate a specific identity and was broadly designated for “racial equity” or “communities of color.”⁵¹
- Diverse companies, teams and boards outperform their non-diverse counterparts, and various forms of diversity directly drive up to 25% greater financial performance.⁴⁹
- 80% of DEI roles have been hired in the last 18 months, meaning that most companies are at the beginning of their change journeys.⁴⁸
- Racial bias in philanthropic giving has resulted in an underfunding of Black communities by \$2 billion.⁵²
- Black-led organizations have 45% less revenue and 91% less unrestricted net assets than white-led organizations.⁵²
- Only \$.06 of every philanthropic dollar is devoted to racial equity, and only \$.01 toward racial justice.⁵³
- Investments in new businesses founded by Black people have dropped significantly in recent months to just \$324 million in the second quarter of this year from record levels of close to or more than \$1 billion.⁵⁴
- Startups with at least one Black founder received 1.9% of deal counts and 1.2% of overall venture dollars invested in the U.S. so far this year.⁵⁵
- Black-led nonprofits have 24% less average revenues and 76% smaller unrestricted net assets than their white-led counterparts. For nonprofits that focus on similar issues, the gaps were even larger.⁶⁶
- Among groups focused on improving life outcomes of Black men, revenue at organizations with Black leaders was 45% lower than at groups with white leaders.⁶⁶

TIMELY TOPICS IN SOCIAL IMPACT

Justice, equity, diversity and inclusion (JEDI) and human rights

Employee perspective

- Workers are increasingly prioritizing factors such as belonging and inclusion as they choose whether to remain with their company or join a competing employer.⁵⁶
- 60% of global employees choose a place to work based on their beliefs and values.¹⁰
- 86% of employees are more likely to work for a company that stands up for environment and social issues.⁵⁷
- From 2021 to 2022, Black and Asian employees report improvements in their experiences at work, while Latinx and LGBTQ employees' experiences declined.⁴⁸
- 70% of U.S. respondents who were 18 to 24 years old and 52% of respondents between 25 and 34 reported they would be more likely to apply for a role at a company that had ERGs.⁵⁸
- 50% of survey respondents stated they would remain at a company because it had an ERG.⁵⁸
- HRC found that 46% of LGBTQ+ workers say they are closeted at work, and the top reason they don't report negative comments they hear is that they don't think anything will be done about it.⁵⁹
- LGBTQ+ workers earn approximately \$.89 for every dollar earned in a week by the typical worker in the U.S. Disparities were even more pronounced for LGBTQ+ women, transgender men and women and LGBTQ+ people of color.⁶⁰

Consumer perspective

- 75% of people in the U.S. believe companies should take a stand on issues that are widely discussed in the news and in society like immigration or equal rights.⁶¹
- 53% of consumers believe companies that issue a statement of racial justice support must follow up with concrete action to avoid being seen as exploitative/opportunistic.⁶²
- As of March 2021, 28% of young people in the U.S. (25 and younger) rank civil rights/racial discrimination/social justice as one of the top three social issues of interest to them.⁶³
- 70% of Americans said they'd be willing to cancel a brand if it said or did something offensive in relation to racial justice.⁶⁴

TIMELY TOPICS IN SOCIAL IMPACT

Justice, equity, diversity and inclusion (JEDI) and human rights

Consumer perspective (continued)

- 93% of Gen Zers and 56% of U.S. adults overall ranked “makes an effort to be diverse and inclusive” as a top factor for trusting a nonprofit.⁶⁵
- 85% of global respondents under 30 agreed that discrimination is a serious issue.⁴¹
- 60% of consumers want the post-COVID recovery to prioritize restructuring our economy to deal with inequality and climate change rather than just getting back to normal as soon as possible.²⁸

TIMELY TOPICS IN SOCIAL IMPACT

Environmental, social, governance (ESG)

- More than 90% of S&P 500 companies now publish ESG reports in some form, as do approximately 70% of Russell 1000 companies.⁶⁷
- The social component of ESG has been gaining prominence, and social-related shareholder proposals rose 37% in 2021 compared to the previous year.⁶⁸
- 83% of consumers think companies should be actively shaping ESG best practices.⁵⁷
- 91% of business leaders believe their company has a responsibility to act on ESG issues.⁵⁷
- CSR practitioners are the common owners of Sustainable Development Goals (SDG) data used to measure sustainability reporting back to investors.⁶⁹
- Among those companies that have metrics on corporate purpose, the measures they use vary. Some common metrics include: employee engagement and retention, customer satisfaction surveys, brand reputation/recognition surveys, environmental footprint metrics, materiality assessments, assessment of the C-Suite and ESG performance.²
- Governments, corporations and other groups raised a record \$490 billion last year selling green, social and sustainability bonds. A further \$347 billion poured into ESG-focused investment funds—an all-time high. (Sustainable funds emphasize the use of ESG criteria to generate financial return and broader societal impact).⁷⁰
- Over 10 years, the average annual return for a sustainable fund invested in large global companies has been 6.9% a year, compared to 6.3% for a traditionally invested fund.⁷¹
- Despite volatility in 2020, total returns for sustainable and ESG equity funds in the U.S. outpaced traditional funds by 4.3%.⁷²
- Results from the study of NYSE-listed companies in the U.S. show that a strong reputation and ESG perception improves the willingness to buy a company's products by as much as 37% compared to industry rivals.⁷³
- The results also show that men are twice as influenced by ESG perception in their buying decisions as women.⁷³

TIMELY TOPICS IN SOCIAL IMPACT

Environmental, social, governance (ESG)

- The 2021 World's Most Ethical Companies honorees outperformed a comparable index of large cap companies by 7.1% points from January 2016 to January 2021.⁷⁴
- Companies that pay close attention to ESG priorities are much less likely to fail than companies that do not.⁷⁵
- 56% of companies use metrics that align their business practices with their corporate purpose.²
- A strong reputation and ESG perception improves the willingness to buy a company's products by as much as 37% compared to industry rivals.⁷⁶

TIMELY TOPICS IN SOCIAL IMPACT

Climate change and sustainability trends

- 43% of companies report environment/climate change as the top cause they focus on when selecting a nonprofit partner.⁴
- 75% of companies that support environment/climate change missions report a significant increase in focus on this cause recently.⁴
- More than half (54%) of those surveyed across the world believe it's more important to reduce their own carbon footprint since COVID-19.⁷⁷
- 47% of people in the U.S. think it is more important than ever for companies to address climate change.⁷⁸
- 72% of consumers say that external factors such as inflation, social movements and climate change are impacting their lives more than in the past.⁷⁹
- 90% of Gen Zs and Millennials are making at least some effort to reduce their own impact on the environment.⁸⁰
- 62% of people in the U.S. think companies have the opportunity due to the pandemic to be more thoughtful about how they incorporate sustainability into their business models moving forward.⁷⁸
- More than three in five consumers (62%) say it's now more important than before that companies behave in a more sustainable and eco-friendly way.⁷⁷
- 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.⁴³
- Gen Zs and Millennials want to see employers prioritize visible climate actions that enable employees to get directly involved such as banning single-use plastics and providing training to help people make better environmental decisions.⁸⁰
- On average, 70% of purpose-driven shoppers pay a premium of 35% more per upfront cost for sustainable purchases such as recycled or eco-friendly goods.⁴³
- 57% of purpose-driven shoppers are willing to change their purchasing habits to help reduce negative environmental impact.⁴³

TIMELY TOPICS IN SOCIAL IMPACT

Rising influence of Gen Z and Millennials

- 40% of HR professionals are increasingly focused on employee experience to meet the expectations of Millennials and Gen Zers.⁸¹
- Aligning with Gen Zs' and Millennials' values is key. Nearly two in five say they have rejected a job or assignment because it did not align with their values.⁸⁰
- 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.”
 - » Elders (47%)
 - » Middle age (53%)
 - » Millennial (61%)
 - » Gen Z (61%)⁸²
- 92% of Gen Z and 90% of Millennial consumers say they have acted in support of a purposeful brand.⁸³
- In 2020, one in five young people in the U.S. protested publicly at events and rallies.²⁸
- 88% of Gen Z and 85% of Millennial consumers said they are motivated to act against companies and brands they disagree with by taking an unfavorable action.⁸³
- Only 15% of Gen Zs and 14% of Millennials strongly agree that businesses are taking substantive actions, marginally more than the 11% of Gen Zs and 13% of Millennials who think their governments are highly committed to addressing the climate emergency.⁸⁰
- Less than half of Gen Zs (45%) and Millennials (44%) agree business is having a positive impact on society, marking the fifth consecutive year this percentage has dropped.⁸⁰
- Four of five young people said that given the environmental impacts resulting from responses to the pandemic, both businesses and governments should make even greater efforts to protect the environment.⁸⁴
- Nearly two thirds of young people globally (65%) say they feel guilty about their negative impact on the environment compared to only half of older respondents.²⁸
- 38% of young people in the U.S. have taken action to support the Black Lives Matter movement, and 28% have taken action to support human rights movements.⁶³
- 73% of young people in the U.S. indicated they thought companies or brands had a great deal or some influence on people's attitudes toward social issues.⁶³

TIMELY TOPICS IN SOCIAL IMPACT

Rising influence of Gen Z and Millennials

Gen Z and social impact

- Top five societal concerns among Gen Z:
 1. Cost of living (29%)—not in top five last year and has jumped to No. 1
 2. Climate change (24%)
 3. Unemployment (20%)
 4. Mental health of my generation (19%)
 5. Sexual harassment (17%)⁸⁰
- Only 3% of Gen Zers do not expect brands to play a role to address racism in America.⁸⁷
- 64% of Gen Zers are more likely to say they would want to work for a company that is speaking up for or addressing social justice issues (versus 59% of the general population).⁸⁶
- 81% of Gen Zers expect brands to use their platform to advocate for justice, including using their advertisements to raise awareness and call for change.⁸⁷
- In the U.S., Gen Z is five times more likely to strongly agree that they “feel guilty about my negative impact on the environment” compared to Boomers (22% to 4%, respectively).⁴¹
- 68% of Gen Zers say a company doesn’t have to be perfect when talking about social justice issues, but it should be open and honest (versus 76% of the general population).⁸⁶
- 67% of Gen Zers want brands to ensure their products and services are designed to serve all consumers across races equally and do not make racism worse such as having racial bias in an internet search engine.⁸⁷
- Gen Zers are two times more likely to say they personally have been greatly or moderately affected by climate change.²⁸
- As of March 2021, 28% of young people in the U.S. rank civil rights/racial discrimination/social justice as one of the top three social issues of interest to them.⁶³

TIMELY TOPICS IN SOCIAL IMPACT

Rising influence of Gen Z and Millennials

Gen Z and social impact (continued)

- Many are willing to pay more to make sustainable choices. 64% of Gen Zs would pay more to purchase an environmentally sustainable product versus 36% who would choose a cheaper product that is not as sustainable.⁸⁰
- Gen Z is expected to make up 27% of the global workforce by 2025.⁸⁵
- 64% of Gen Zers believe companies have a role to play in addressing social justice issues versus 66% of the general population.⁸⁶
- 50% of Gen Zers have done research to see what companies have done to make progress against the commitments they made to social justice issues over the past year versus 45% of the general population.⁸⁶
- 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.⁸⁶
- 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.⁸⁶
- 91% of Gen Zers say they use social media channels to learn about and participate in issues they care about.⁸⁶
- Since COVID-19 began, three out of four Gen Zers have either taken an action on a cause they care about (47%) or would like to (29%).⁸⁷
- 75% of Gen Zers are concerned that the impacts of COVID-19 are made worse by racism in America with over half (53%) saying they are very concerned.⁸⁷

TIMELY TOPICS IN SOCIAL IMPACT

Rising influence of Gen Z and Millennials

Millennials and social impact

- Top five societal concerns among Millennials:
 1. Cost of living (36%)
 2. Climate change (25%)
 3. Health care/disease prevention (21%)
 4. Unemployment (20%)
 5. Crime/ personal safety (18%)⁸⁰
- Millennials will make up 75% of the workforce by 2025.⁸⁰
- 69% of Millennials in the U.S. are highly interested in sustainable investing compared to 44% of Boomers.⁸⁸
- 84% of Millennials give to charity, donating an annual average of \$481 across 3.3 organizations.⁸⁹
- 90% of Millennials say they're driven to donate because of a "compelling mission or cause."⁹⁰
- Due to COVID-19, 60% of Millennials in the U.S. are now highly interested in giving to philanthropy.⁸⁸
- 71% of Millennials have taken immediate actions to try to have a positive impact on their community.⁸⁴
- 53% of Millennials are parents.⁹¹
- 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 (versus 70% U.S. average).⁹²
- Nearly 40% of Millennials have chosen a job because of company sustainability. Less than a quarter of Gen X respondents and 17% of Baby Boomers said the same.⁹³
- Three out of four Millennials choose to buy an experience rather than something desirable.⁹¹
- 91% of Millennials would switch from a product they typically buy to a new product from a purpose-driven company.⁹⁴

TIMELY TOPICS IN SOCIAL IMPACT

Rising influence of Gen Z and Millennials

Millennials and social impact (continued)

- 42% of Millennials would start or deepen their relationship with a business who has products/services that positively impact the environment or society.⁹⁵
- 72% of Millennials are influenced to purchase by external sources—articles, blogs, Instagram personas or celebrity endorsements—compared to only 36% of those 55 and older.⁹⁶

TIMELY TOPICS IN SOCIAL IMPACT

Disaster relief and response

Environmental-related disaster giving

- In 2021, the world was besieged by a remarkable \$47 billion in weather disasters.⁹⁷
- The total damage wrought by weather disasters was \$329 billion, making 2021 the third-costliest year on record (adjusted for inflation) for weather-related disasters.⁹⁷
- As of July, the U.S. has experienced more large wildfires in 2021 than any other year since 2011. During the early months of fire and drought season in 2021, 74,000 acres burned.⁹⁸
- Disaster relief was not the program area with the smallest median cash giving, as in past years. Disaster relief grew not only in terms of median cash (as reviewed in year-over-year trends), but also in terms of its share of total community investments.²
- The Federal Emergency Management Agency (FEMA) distributed \$11.2 billion for U.S. disasters in 2018, a \$4.4 billion decrease from 2017, which was a record-breaking year for natural disasters in the U.S.⁹⁹
- Among disaster assistance strategies, 64% of dollars were for response and relief, 17% were for reconstruction and recovery and only 2% each were for resilience and preparedness efforts in 2018.⁹⁹

Health-related disaster giving

- Candid recorded \$1 billion for COVID-19 relief in 2021 through 6,283 awards from 229 U.S. donors.⁹⁹
- In FYE 2021, 7% of total grant dollars was COVID-19-related. In FYE 2020, it was 12%.¹⁰⁰
- As of July 2022, nearly 6.4 million people around the world have died from COVID-19, and there have been over 572 million cases globally.¹⁰¹
- Health, human service and education organizations received the highest shares of funding.¹⁰⁰
- More than one in five funding dollars (22%) for COVID-19 were directed to organizations based outside the U.S.¹⁰⁰
- Disaster relief funding specifically for COVID-19 declined by 31%.⁵¹

TIMELY TOPICS IN SOCIAL IMPACT

Disaster relief and response

Economic crisis

- The war in Ukraine is fueling a global food crisis. As of April 2022, the food price index is up 58.5% compared to the years 2014–2016.¹⁰²
- 65% of food banks are seeing more people seeking help from food banks, food pantries and other meal programs.¹⁰³
- Inflation amounted to 8.6% year over year from May 2021 to May 2022—the fastest pace in 40 years.¹⁴
- Consumer prices were up 9.1% from June 2021 to June 2022.¹⁴
- 86% of consumers expect inflation to change their shopping decisions, and 41% are less likely to donate at POS as the cost of goods increases.¹⁵
- Gen Zs (29%) and Millennials (36%) selected cost of living (housing, transportation, bills) as their greatest concern.⁸⁰
- The Phoenix food bank’s main distribution center gave food packages to 4,271 families during the third week in June, a 78% increase over the 2,396 families served during the same week last year.¹⁰⁴
- 91% of employees say their company’s purpose makes them feel like they are in the right place during ongoing challenges such as the pandemic and economic risk.¹⁹

Ukraine crisis

- The prevalence of charity in Ukraine has increased rapidly since the beginning of the full-scale Russian invasion with 63.5% of Ukrainians reporting an increase of charities present.¹⁰⁵
- As of August 2022, over 1,378 grants worth \$1,358,986,816 have been given to support the ongoing crisis in Ukraine.¹⁰⁶
- US CEO Council has pledged more than \$75 million to support resettlement organizations and non-profits aiding those impacted by the growing refugee crises in Ukraine and Afghanistan.¹⁰⁷
- Congress has approved \$40 billion in aid for Ukraine and other countries affected by the conflict—the sixth aid package since the war began.¹⁰⁸
- The war has disrupted global agricultural exports from Russia and Ukraine, two grain exporting powerhouses that accounted for 24% of global wheat exports by trade value, 57% of sunflower seed oil exports and 14% of corn from 2016 to 2020.¹⁰²

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