



2024 Social Impact Stats

A COMPENDIUM OF
CAUSE PARTNERSHIP,
CSR AND PURPOSE DATA

Introduction

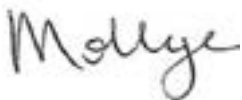
In our new resource, For Momentum's 2024 Social Impact Stats compendium, we have curated the latest data and trends in social impact partnerships to help you create impactful and measurable partnerships. This comprehensive compendium is packed with insights to help you raise more funds, improve cause activations and build stronger relationships with your partners.

Our agency's purpose is to bring nonprofit and corporate practitioners like you together to collaborate, raise funds and increase awareness for the most pressing causes of our society.

Despite the immense challenges we've seen in our world, from wars to climate disasters to hunger crises, we continue to have hope because of the incredible partnerships we are honored to be a part of every day that continue to drive meaningful progress.

All of us working together to make a difference is what drives our strategy and our execution of the Social Impact Stats compendium. We aim to bring practical, actionable data into one convenient resource practitioners can use at every step of their work to create best-in-class partnerships that accelerate change.

In partnership,



Mollye Rhea

President & Founder

For Momentum, A Social Impact Agency



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SECTION 1

Social Impact Partnership Dynamics and Trends

SOCIAL IMPACT PARTNERSHIP DYNAMICS AND TRENDS

Corporate partner funding trends

- When polled in August 2023, corporations predicted relative stability in giving to nonprofit partners and the number of partners supported in the year ahead.¹⁻¹
 - » 28% of CSR leaders expected an increase in giving in the year ahead compared to 2022.
 - » 54% of CSR leaders expected no changes in the number of nonprofit partners supported in 2023 vs. 2022.
 - » 60% of CSR leaders expected no changes in the overall giving to nonprofit partners in 2023 vs. 2022.
 - » Over one-third of CSR leaders expected the number of partners their company supports to increase over the next year.
- Corporate giving accounted for 6% of all charitable contributions in the U.S. in 2022 at \$29.48 billion. The remaining sources of contributions were individuals (64%), foundations (21%) and bequests (9%).¹⁻²
- Corporate giving increased by 3.4% from 2021 to 2022 compared to an 18.2% increase from 2020 to 2021.¹⁻²
- 29% of companies surveyed increased their grantmaking budget in 2023, a significant decrease from previous years:¹⁻³
 - » 41% in 2022
 - » 47% in 2021
 - » 41% in 2020
- The predominant funding type of community investment in 2022 was direct cash from the corporation, with 95% of companies using that as a funding vehicle, followed by foundation cash (77%) and non-cash contributions (70%).¹⁻⁴

**\$29.48
billion**

Total corporate giving in dollars, which accounted for 6% of all charitable contributions in the U.S. in 2022.¹⁻²

SOCIAL IMPACT PARTNERSHIP DYNAMICS AND TRENDS

Corporate partner funding trends (continued)

- Total median community investments across companies from 2020–2022 were:¹⁻⁴
 - » 2022: \$36.8 million
 - » 2021: \$36.6 million
 - » 2020: \$42.9 million
- Total corporate community investments as a percentage of pre-tax profit from 2020-2022 were:¹⁻⁴
 - » 2022: 0.96%
 - » 2021: 0.78%
 - » 2020: 1.36%
- 36% of companies determine their annual giving levels using a “percentage of” approach by dedicating a certain percentage of revenue or pretax profits for citizenship and philanthropic efforts (as opposed to a fixed annual budget).¹⁻⁵
- Corporate citizenship leaders expected resource constraints (time, money, staff) to be the largest obstacle in 2023, as well as internal and external pressure to respond to issues.¹⁻⁵
- 38% of corporate citizenship executives surveyed said their departments’ lack of resources—not only money, but also time and staff—posed the biggest obstacle to reaching their goals in 2023.¹⁻⁵
- In 2023, the lowest percentage of companies increased their grantmaking budget since 2020, declining from a high of 47% in 2021 to a low of 29% in 2023. This trend is likely a reflection of the uncertain economy.¹⁻³
- Corporate foundations were less likely to experience decreases in their grantmaking budget in 2023, aligning with the belief that foundations can provide the benefit of stability in turbulent times.¹⁻³
- The economy impacts employee engagement budgets less than grantmaking budgets. In fact, 25% of survey respondents have higher employee engagement budgets.¹⁻³

38% of corporate citizenship executives surveyed said their departments’ lack of resources—not only money, but also time and staff—posed the biggest obstacle to reaching their goals in 2023.¹⁻⁵

SOCIAL IMPACT PARTNERSHIP DYNAMICS AND TRENDS

Influences on nonprofit partner selection

- Companies today typically support multiple philanthropic priorities and work with several nonprofit partners on their key issues.¹⁻⁶
- 87% agree CSR is becoming more of a requirement for companies rather than a nice-to-have.¹⁻⁶
- The following social issues were cited as priority areas in 2023 for the companies surveyed:¹⁻³
 - » Environmental sustainability: 56%
 - » K-12 education: 53%
 - » Food insecurity: 49%
 - » Job training/ workforce development: 46%
 - » Racial justice /equity: 44%
 - » Higher education: 38%
 - » Disaster relief: 34%
 - » Mental health: 32%
 - » Community revitalization: 32%
 - » Healthcare: 32%
 - » Gender equality: 30%
 - » Humanitarian crisis relief: 25%
 - » Financial inclusion: 24%
 - » Early childhood education: 22%
 - » Climate justice: 16%
 - » Arts: 15%
 - » Other: 12%
 - » COVID-19: 4%
 - » International development: 3%
- The top 5 areas with increased granting focus from companies in 2023 are:¹⁻⁷
 1. Locally focused causes and nonprofits where employees live and work
 2. BIPOC-led organizations and causes focused on equity and justice
 3. Grants aligned with the strengths of the business
 4. Initiatives mitigating the negative impacts of the economy on underserved populations
 5. Organizations addressing systemic problems like homelessness and food insecurity
- Companies increased their STEM program budget allocation by 13% between 2020 and 2022.¹⁻⁴
- The percentage of companies making international contributions increased from 68% in 2020 to 78% in 2022.¹⁻⁴
- 88% of corporate respondents surveyed agree that being a purpose-driven company drives profits, and 97% agree it drives employee morale.¹⁻⁶
- Corporate partnership leaders rank these as the top 3 most valuable benefits their company wants to receive from their cause marketing partnerships:¹⁻¹
 1. Providing support to local communities (55%)
 2. Increasing company/brand favorability (40%)
 3. Generating tangible impact on mission space and improving employee engagement (tied at 36%)

SOCIAL IMPACT PARTNERSHIP DYNAMICS AND TRENDS

Influences on nonprofit partner selection (continued)

- The top 5 social issues companies are prioritizing are:¹⁻³
 1. Environmental sustainability (56%)
 2. K-12 education (53%)
 3. Food insecurity (49%)
 4. Job training and workforce development (46%)
 5. Racial justice/equity (44%)
- In 2023, racial justice/equity was indicated as a priority issue by 44% of respondents compared to 50% in 2022.¹⁻³
- Top 3 audiences influencing a company's nonprofit partner selection:¹⁻⁶
 - » Employees (79%)
 - » Community (75%)
 - » Senior management/leadership (61%)
- Companies rank these in their top 3 factors for partnership selection:¹⁻⁶
 - » Brand/mission alignment (65%)
 - » Fit with giving guidelines/goals (54%)
 - » Initiatives with tangible and immediate impact (44%)
- Corporate partner decision-makers rank the following as the 3 most important measures of partnership success:¹⁻⁶
 - » Generating impact toward the nonprofit's mission (91%)
 - » Success stories that show impact (89%)
 - » Employee engagement (83%)
- 83% of companies feel public pressure to demonstrate authentic partnership.¹⁻⁶

- The top 3 partnership engagements companies participate in with their nonprofit partners are:¹⁻⁶
 - » Employee engagement activities (92%)
 - » National partnerships with nonprofits (83%)
 - » Local partnerships with nonprofits (83%)

Corporate partnership leaders rank these as the top 3 most valuable benefits their company wants to receive from their cause marketing partnerships:¹⁻¹

1. Providing support to local communities (55%)

2. Increasing company/brand favorability (40%)

3. Generating tangible impact on mission space and improving employee engagement (tied at 36%)

SOCIAL IMPACT PARTNERSHIP DYNAMICS AND TRENDS

PARTNERSHIP EXECUTION TRENDS

Sales timelines

- The largest group of nonprofit professionals who work in cause-marketing partnerships (44%) state that securing a new corporate commitment takes an average of 11–20 touchpoints (emails, calls or meetings).¹⁻⁸
- 67% of nonprofit survey participants say it typically takes 4–12 months after the initial conversation to sign an agreement. Of this percentage, most (37%) fell in the 4–6-month period.¹⁻⁸
- 20% of all nonprofit survey participants say signing an agreement could take more than 1 year following the initial conversation.¹⁻⁸
- Large nonprofits report a longer sales cycle, with 38% reporting a 7–12-month period to secure a partnership agreement following the initial conversation.¹⁻⁸
- 64% of Best in Class (BIC) cause campaigns say a 4–12-month time frame is needed for effective strategy and execution planning.¹⁻⁹
- Two-thirds of Best in Class (BIC) cause campaigns that raised \$1M or more have been in the marketplace for 5 or more years.¹⁻⁹
- The partnership sales process takes time. Over 80% of multi-year integrated partnerships require 1 year or more of discussions to close. Typically, the more complex the partnership, the longer the close.¹⁻¹⁰
- Nonprofit respondents rank 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 6 months).¹⁻¹⁰

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SOCIAL IMPACT PARTNERSHIP DYNAMICS AND TRENDS

PARTNERSHIP EXECUTION TRENDS

Guaranteed minimums

- Almost 8 in 10 (79%) of nonprofit professionals who work in cause-marketing partnerships state that their organizations require a guaranteed partnership minimum.¹⁻⁸
- The opposite is true for companies. Almost 8 in 10 corporate professionals (79%) who work in cause marketing partnerships state that their companies do not partner with nonprofits who require a guaranteed partnership minimum.¹⁻¹
- Of the companies who do partner with nonprofits who require a guaranteed partnership minimum (21%), the minimum varies widely.¹⁻¹
- Of the nonprofits requiring a guaranteed partnership minimum, 64% indicate that the amount varies, while only 15% say the guaranteed minimum is always the same.¹⁻⁸
- Of the nonprofits that require a guaranteed partnership minimum that varies (64%), the majority (41%) say that the guaranteed minimum is \$50,000 or less.¹⁻⁸
- The nonprofits with guaranteed partnership minimums that vary have a large range that averages \$100,000.¹⁻⁸
- Only 9% of nonprofits indicate their guaranteed partnership minimum is higher than \$200,000.¹⁻⁸

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SOCIAL IMPACT PARTNERSHIP DYNAMICS AND TRENDS

PARTNERSHIP EXECUTION TRENDS

Common cause campaign activations and challenges

- Nonprofits indicate their most frequently used partnership campaign activations are corporate funding/corporate grants (60%) and POS donations at the register or digital checkout (57%). Commercial co-venture and employee engagement were nearly tied as the third most common partnership campaign activation element.¹⁻⁸
- Corporate partnership leaders say their most frequently used campaign activations are corporate funding/corporate grants (53%) and employee engagement (49%). Organic social media marketing (38%) ranks third.¹⁻¹
- 55% of respondents rank being able to leverage digital strategies and emerging technologies as important to the future of Best in Class (BIC) cause campaigns.¹⁻⁹
- Senior leadership, marketing/communications and PR are the top 3 departments involved in approvals, planning and execution of almost all partnerships with nonprofits.¹⁻⁶
- Over 50% of respondents report 8 or more departments, plus outside agencies, are involved in partnership activities.¹⁻⁶
- The 4 biggest challenges from the corporate partner perspective when executing cause marketing partnerships are:¹⁻¹
 1. Alignment and coordination between internal departments (40%)
 2. Managing relations with and expectations of partners (37%)
 3. Funding for campaign activations (29%)
 4. Distribution of funds between national and local initiatives (29%)

55% of respondents rank being able to leverage digital strategies and emerging technologies as important to the future of Best in Class (BIC) cause campaigns.¹⁻⁹



SECTION 2

Point of Sale
and
Digital Cause
Marketing
Campaigns

POINT OF SALE (POS) AND DIGITAL CAUSE MARKETING CAMPAIGNS

Landscape

- More than \$749 million was raised in the U.S. in 2022 by the 77 POS campaigns that raised \$1 million or more, a 24% increase from 2020.²⁻¹
- In 2024, retail sales are forecasted to increase 2.5% - 3.5% to \$5.23 - \$5.28 trillion.²⁻²
- Even though retail prices have been on the rise, companies across all industries expect to impose smaller price increases this year. Overall, companies plan to raise prices an average of about 3% this year, down from about 5% in 2023 and as much as 7% to 9% in 2022.²⁻¹⁰
- Among ShoppingGives merchants, average sales with donations (per merchant) were up 67% YOY in 2022.²⁻³
- Among ShoppingGives merchants, the average amount of donations per store was up 58% YOY from 2021 to 2022.²⁻³
- Businesses with a focus on giving back saw a significant increase (22%) in average order value compared to those without.²⁻³
- 26% of merchants indicated that the most important factor in identifying which nonprofits to support with a cause marketing campaign is customer alignment with the cause.²⁻³
- 57% of nonprofits rank POS donation at register/digital checkout as one of the most frequently used campaign activations.²⁻⁴
- Nearly half (47%) of nonprofit partnership professionals cite POS donation at the register or at digital checkout as an activation element of their best-in-class cause campaign.²⁻⁵



22%
Businesses with a focus on giving back saw a significant increase (22%) in average order value compared to those without.²⁻³

POINT OF SALE (POS) AND DIGITAL CAUSE MARKETING CAMPAIGNS

Landscape (continued)

- Of nonprofit partnership professionals who produced \$1 million+ POS campaigns in 2022, 60% didn't feel their programs were impacted by inflation, while 26% believed that inflation caused their campaigns to raise less.²⁻¹
- 67% of POS campaigns raising \$1 million or more in 2022 used round-up programs, a 43% increase from 2020.²⁻¹
- Totals by year for POS campaigns raising \$1 million or more:²⁻¹
 - » 2022: \$749+ million
 - » 2020: \$605+ million
 - » 2018: \$486+ million
 - » 2016: \$441+ million
 - » 2014: \$422+ million
 - » 2012: \$389+ million
- Top 5 POS cause programs in 2022:²⁻¹
 - » eBay for Charity: \$163 million raised globally for tens of thousands of charities
 - » Albertsons Companies Foundation: \$66.7 million raised for their "Nourishing Neighbors" initiative supporting multiple causes
 - » Walgreens: \$50 million raised for Comic Relief's Red Nose Day
 - » Costco Wholesale: \$48+ million raised for Children's Miracle Network Hospitals
 - » PetSmart: \$46+ million raised for PetSmart Charities
- The most requested dollar amounts among POS campaigns raising \$1 million or more in 2022:²⁻¹
 - » \$1: 65%
 - » \$5: 55%
 - » Open-Ended: 33%
 - » \$3: 5%

67% of POS campaigns raising \$1 million or more in 2022 used round-up programs, a 43% increase from 2020.²⁻¹

Consumer perspective

- In 2022, 88% of people were asked to donate at checkout in the previous year. 55% of those asked donated at least once at checkout.²⁻⁶
- The top 5 causes consumers supported (among POS campaigns raising \$1 million or more) in 2022:²⁻¹
 - » Children's health
 - » Youth services
 - » General health
 - » Hunger
 - » DEI
- The top 3 consumer preferences for donating to charity at checkout:²⁻⁶
 - » Prompt on the PIN pad (44%)
 - » Dropping change into a coin canister (37%)
 - » At the self-checkout (33%)
- The top reasons people give at the register:²⁻⁶
 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"
- Younger consumers (18-to-24-year-olds) are the most likely across age groups (53%) to say they would be more inclined to buy from a brand that shares profits with a charitable cause.²⁻⁹
- 34% of U.S. consumers are more likely to purchase a product if the brand advertises that a portion of the proceeds will be donated to a charitable cause.²⁻⁹
- 51% of customers prefer to donate at the register in-store compared to 18% who prefer to donate online. 25% have no preference.²⁻⁷
- 74% of consumers reported feeling more positive or neutral about retailers who offer the chance to donate at the register in 2023, compared to 75% in 2022 and 84% in 2021.²⁻⁷
- Nearly half (48.7%) of consumers prefer to round up their bill to the nearest dollar when donating at the register.²⁻⁷
- The type of product being purchased can influence giving behavior. People are more likely to donate for practical items than for luxury goods.²⁻⁸

34% of U.S. consumers are more likely to purchase a product if the brand advertises that a portion of the proceeds will be donated to a charitable cause.²⁻⁹



SECTION 3

Partnership Stakeholder Perspectives

PARTNERSHIP STAKEHOLDER PERSPECTIVES

EMPLOYEE PERSPECTIVE: ENGAGEMENT, RETENTION, VOLUNTEERISM AND GIVING

Employee engagement

- Over 90% of companies support employee engagement, now the most universal type of partnership activity.³⁻¹
- The needs of employees (79%) outweigh the needs of the community (75%) and consumers (44%) in terms of the audience companies most want to influence with their cause activities.³⁻¹
- Low employee engagement costs the global economy an estimated \$8.8 trillion, accounting for 9% of global GDP.³⁻²
- In the first quarter of 2024, U.S. employee engagement dropped to 30% (down from 33% in 2023) among full- and part-time employees. This decline represents 4.8 million fewer employees engaged in their work and workplace, marking the lowest reported level of engagement since 2013.³⁻³
- 59% of the world's employees are quitting quietly. This means they are disengaged at work, putting in minimum effort and disconnected psychologically from their employer.³⁻²
- 36% of CSR professionals report employee engagement as the most valuable benefit their company aims to receive from their cause marketing partner.³⁻⁴
- 49% of CSR professionals report employee engagement as one of their most frequently used cause campaign activations.³⁻⁴
- 61% of employees globally say when considering a job, they expect the CEO to speak publicly about controversial issues they care about. However, this expectation had the largest drop (-10%) with U.S. employees, from 61% in 2022 to 51% in 2023.³⁻⁵
- 71% of employees globally say societal impact is a strong expectation or deal breaker when considering a job. This is up 2% from 2022.³⁻⁵

Low employee engagement costs the global economy an estimated \$8.8 trillion, accounting for 9% of global GDP.³⁻²

PARTNERSHIP STAKEHOLDER PERSPECTIVES

EMPLOYEE PERSPECTIVE: ENGAGEMENT, RETENTION, VOLUNTEERISM AND GIVING

Employee engagement (continued)

- Employees who participate in corporate purpose programs through volunteering, giving or taking positive actions are 52% less likely to leave their company.³⁻⁶
- 78% of companies report employees being aware of and passionate about CSR and 65% believe it impacts employee retention.³⁻¹
- Organizations with high levels of belonging see a 50% decrease in turnover and 75% fewer sick days.³⁻⁷
- 74% of employees say when considering a job, they want the opportunity to do work that will shape the future in some meaningful way. This increases to 78% for younger workers ages 18–42.³⁻⁵
- 84% of employees will only work at purpose-driven companies/brands.³⁻⁸
- Over 90% of employees who work at companies with a strong sense of purpose say they're more inspired, motivated and loyal.³⁻⁹
- 70% of employees say their work defines their sense of purpose.³⁻¹⁰
- 74% of Gen Z workers rank purpose ahead of a paycheck, higher than any other generation.³⁻¹¹
- Companies whose employees believe they are at a mature phase of purpose have stronger retention. 58% of these employees report that they are not looking for a new job.³⁻⁸
- 71% of workers globally say coworkers have influenced them in their 20s on their employer's involvement in societal issues.³⁻⁵
- Percent of employees who say they are more likely to work for a company if the organization supports and demonstrates a commitment publicly to:³⁻⁵
 - » Human rights–73%
 - » Healthcare access– 73%
 - » Climate change–62%
 - » Racial justice –64%
 - » Union formation–61%

Employees who participate in corporate purpose programs through volunteering, giving or taking positive actions are 52% less likely to leave their company.³⁻⁶

PARTNERSHIP STAKEHOLDER PERSPECTIVES

EMPLOYEE PERSPECTIVE: ENGAGEMENT, RETENTION, VOLUNTEERISM AND GIVING

Employee engagement (continued)

- 9 out of 10 people say they are willing to make less money if they can do more meaningful work.³⁻⁷
- 88% of Millennials find their jobs more fulfilling when their employers provide CSR opportunities.³⁻¹²

Employee volunteering and giving

- 75% of companies that offer giving and volunteering opportunities have 2 times more engagement than companies that offer one or the other.³⁻¹³
- 97.5% of respondents agree they feel a greater sense of belonging to their organization after a volunteer event.³⁻¹⁴
- 2023 saw a 57% increase year-over-year in corporate employee volunteer participation.³⁻¹⁵
- Corporate volunteer growth is a global trend. The global average volunteering participation rate rose to 9.2% in 2023, a 57% increase from the previous year's participation rate of 5.9%.³⁻¹⁵
- In 2022, total employee volunteer engagement increased, which means more employees participated, but the number of hours employees volunteered remained the same.³⁻¹³
- Location-based volunteering is at 3.6 times the level it was in 2022 and 8.6 times the level it was during the height of the pandemic in 2020.³⁻¹⁵
- 35% of companies donate \$10 per hour of volunteering services, while 21% donate \$25 per hour.³⁻¹⁶
- Employee volunteers are loyal and generous:³⁻¹⁵
 - » 75% of volunteers only track time with 1 nonprofit
 - » 35% of volunteers donate their own money and time
 - » For every \$1 a donor gives, a volunteer gives \$1.36

Employee volunteers are loyal and generous:³⁻¹⁵

- » **75% of volunteers only track time with 1 nonprofit**
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PARTNERSHIP STAKEHOLDER PERSPECTIVES

EMPLOYEE PERSPECTIVE: ENGAGEMENT, RETENTION, VOLUNTEERISM AND GIVING

Employee volunteering and giving (continued)

- When team volunteering opportunities are part of a company's volunteer engagement strategy, the employee participation rate increases 7.5 times on average compared to those without these opportunities.³⁻¹⁵
- Companies see 12 times the participation when providing flexibility by promoting both volunteer opportunities created by the company and opportunities initiated by employees.³⁻¹⁵
- Approximately 60% of companies offer rewards such as dollars employees can donate to the nonprofit of their choice in exchange for volunteer hours. Rewards are correlated with further engagement, with the average number of volunteer hours per volunteer 50% higher in companies that offer rewards.³⁻¹⁵
- 92% of companies offer year-round employee giving, an increase of 11% from 2021.³⁻¹³
- Companies fund 45% of donation dollars, including matching gifts and rewards.³⁻¹³
- In 2022, the average employee donation was \$720 (a decrease of \$104 since 2021), and the average company match was \$740.³⁻¹³
- Employees who made multiple donations gave 7 times more than employees who made 1 donation.³⁻¹³
- Top 5 industries with the highest employee volunteer participation rates:³⁻¹⁵
 1. Energy, utilities and waste (13%)
 2. Finance (13%)
 3. Insurance (11%)
 4. Software (11%)
 5. Retail (10%)

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- » **Energy, utilities and waste (13%)**
- » **Finance (13%)**
- » **Insurance (11%)**
- » **Software (11%)**
- » **Retail (10%)**

PARTNERSHIP STAKEHOLDER PERSPECTIVES

Consumer perspective

- 80% of consumers feel it's possible for a brand to support good causes and make money at the same time.³⁻¹⁷
- 77% of consumers want to purchase from companies with CSR initiatives.³⁻¹²
- 63% of global consumers pay more for brands that act responsibly.³⁻¹⁷
- 8 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.³⁻¹⁸
- Percent of U.S. consumers who say they prefer to buy from companies that reflect their social values:³⁻¹⁹
 - » Gen Xers: 61%
 - » Baby Boomers: 59%
 - » Millennials: 59%
 - » Gen Z adults: 56%
- 70% of consumers want to know what the brands they support are doing to address social and environmental issues, and 46% pay close attention to a brand's social responsibility efforts when they buy a product.³⁻²⁰
- 79% of global consumers across all demographic groups feel that we're heading for environmental disaster unless we change our habits.³⁻¹⁷
- 72% of consumers are worried that governments and public services won't look after citizens in the future, and 54% don't trust business leaders to tell the truth.³⁻¹⁷
- Only 18% of Americans say that the brands they buy represent their values and make them feel a connection.³⁻²¹

80% of consumers feel it's possible for a brand to support good causes and make money at the same time.³⁻¹⁷

PARTNERSHIP STAKEHOLDER PERSPECTIVES

Consumer perspective (continued)

- 37% of people worldwide think that many companies prioritize higher profits over better customer experience.³⁻²²
- The top 5 social issues U.S. consumers care about:³⁻²³
 1. Mental health
 2. DEI
 3. Sustainability
 4. Representation of the disabled community
 5. Economic conditions
- Societal issues that North American consumers have ranked as their most serious global issues are:³⁻²³
 1. War and armed conflict
 2. Depletion of natural resources
 3. Water pollution
 4. Extreme poverty
 5. Human rights
- 37% of global consumers rank NGOs the highest on perceived net performance toward helping meet the UN's Sustainable Development Goals. Consumers rank national governments the lowest at 8%.³⁻²³
- 52% of consumers say they are more likely to buy brands that commit to ending racism.³⁻²⁴
- 69% of respondents believe companies should change the way they operate to address diversity and inclusion.³⁻²⁵
- 76% of consumers believe a company's leaders should reflect the diversity of the communities where they do business.³⁻²⁵
- Workforce diversity, women's rights and racism in America are the inclusion-related issues most consumers want to hear about from brands.³⁻²⁶

76%
of consumers believe a company's leaders should reflect the diversity of the communities where they do business.³⁻²⁵

PARTNERSHIP STAKEHOLDER PERSPECTIVES

Consumer perspective (continued)

- Percent of each generation that regularly donate to charities and nonprofits:³⁻²⁷
 - » 88% of the Silent Generation
 - » 84% of Millennials
 - » 72% of Baby Boomers
 - » 59% of Gen X
- The average age of the U.S. donor is 64.³⁻²⁷
- 79% of members of Gen Z say it is more important to trust the brands they buy or use today than in the past.³⁻²⁴
- 64% of Gen Z and Millennial consumers say brands should make it easier to see their values when making a purchase.³⁻²⁴
- 62% of Gen Z and 54% of Millennial consumers assume a brand is doing nothing or hiding something if it doesn't communicate its actions to address societal issues.³⁻²⁴
- The top 5 social issues companies are most recently prioritizing:³⁻²⁸
 1. Environmental sustainability (56%)
 2. K-12 education (53%)
 3. Food insecurity (49%)
 4. Job training and workforce development (46%)
 5. Racial justice/equity (44%)
- Companies today typically support multiple philanthropic priorities and work with several nonprofit partners on their key issues.³⁻¹
- Brand/mission alignment is the top factor (97%) companies consider in partnership selection.³⁻¹
- The top 5 areas with increased granting focus for companies in 2023 compared to 2022 are:³⁻²⁹
 1. Locally focused causes and nonprofits where employees live and work
 2. BIPOC-led organizations and causes focused on equity and justice
 3. Grants aligned with the strengths of the business
 4. Initiatives mitigating the negative impacts of the economy on underserved populations
 5. Organizations addressing systemic problems like homelessness and food insecurity

Corporate perspective

- Corporate partnership leaders ranked these as the top 3 most valuable benefits their company aims to receive from their cause marketing partnerships:³⁻⁴
 1. Providing support to local communities (55%)
 2. Increasing company/brand favorability (40%)
 3. Generating tangible impact on mission space and improving employee engagement, tied for third (36%)

PARTNERSHIP STAKEHOLDER PERSPECTIVES

Corporate perspective (continued)

- In 2023, 60% of corporate decision-makers who work on cause marketing partnerships stated that they are expecting their overall giving to nonprofit partners to remain stable in the year ahead. Only 28% of CSR leaders expected an increase in giving.³⁻⁴
- 91% of executives believe business must benefit all stakeholders, not just shareholders.³⁻³⁰
- 85% of executives believe that being a purpose-driven company drives profit, and 89% believe it gives companies a competitive advantage.³⁻³⁰
- 87% of executives know that employees expect them to address social and environmental issues.³⁻¹⁶
- 66% of companies say that CSR has become more important since 2022, and DEI is the top CSR priority, cited by 20% of respondents.³⁻³¹
- Products making ESG-related claims averaged 28% cumulative growth over the past 5-year period versus 20% for products that didn't.³⁻³²
- Brands that earn more than half of their sales from products making ESG-related claims have 32–34% repeat rates (which means buyers purchase from the brand 3 or more times annually). Brands that receive less than 50% of their sales from products making ESG-related claims have repeat rates under 30%.³⁻³²
- Over the last 2 years, large organizations made more than 1,000 public DEI commitments and pledged more than \$210 billion to DEI initiatives.³⁻³³
- A company's ability to communicate and deliver upon its mission, vision and values is a top driver of reputation.³⁻³⁴
- Top 3 audiences influencing a company's nonprofit partner selection:³⁻¹
 - » Employees (79%)
 - » Community (75%)
 - » Senior management/leadership (61%)

Top 3 audiences influencing a company's nonprofit partner selection:³⁻¹

» **Employees (79%)**

» **Community (75%)**

» **Senior management/leadership (61%)**

PARTNERSHIP STAKEHOLDER PERSPECTIVES

Corporate perspective (continued)

- 79% of companies that support JEDI causes report focusing more on this cause recently.³⁻¹
- BIPOC-led organizations and causes focused on equity and justice ranked No. 2 among the top 5 areas with increased granting focus in 2022.³⁻²⁹
- 91% of companies report having learning or development priorities around DEI, racial justice or societal issues.³⁻³⁵
- In 2023, racial justice/equity was considered a priority issue to 44% of respondents compared to 50% in 2022.³⁻²⁸
- 95% of companies report having at least 1 employee resource group (ERG) as part of their efforts to create a more inclusive work environment.³⁻³⁵
- Companies highly rated on the S (social) component of ESG have greater female executive team representation on average, and companies with the greatest female executive team representation have better financial results.³⁻³⁶
- Companies with more women on the executive team have better financial results.³⁻³⁶
- Corporate citizenship leaders expected resource constraints (time, money, staff) and internal and external pressure to respond to issues to be the largest obstacles in 2023.³⁻³⁷
- 38% of corporate citizenship executives surveyed say their department's lack of resources—not just money but also time and staff—poses the biggest obstacle to reaching their goals in 2023.³⁻³⁷

38%
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PARTNERSHIP STAKEHOLDER PERSPECTIVES

Corporate giving

- Corporate giving accounted for 6% of all charitable contributions in the U.S. in 2022 at \$29.48 billion. The remaining sources of contributions were individuals (64%), foundations (21%) and bequests (9%).³⁻³⁸
- Corporate giving increased by 3.4% from 2021 to 2022, compared to an 18.2% increase from 2020 to 2021.³⁻³⁸
- 29% of companies surveyed increased their grantmaking budget in 2023, a significant decrease from previous years.³⁻²⁸
 - » 41% in 2022
 - » 47% in 2021
 - » 41% in 2020
- The predominant funding type of community investment in 2022 was direct cash from the corporation, with 95% of companies using this funding vehicle, followed by foundation cash (77%) and non-cash contributions (70%).³⁻³⁵
- Total median community investments across companies from 2020–2022 were as follows:³⁻³⁵
 - » 2022: \$36.8 million
 - » 2021: \$36.6 million
 - » 2020: \$42.9 million
- Total corporate community investments as a percentage of pre-tax profit from 2020–2022 were:¹⁻⁴
 - » 2022: 0.96%
 - » 2021: 0.78%
 - » 2020: 1.36%
- 36% of companies determine their annual giving levels using a “percentage of” approach by dedicating a certain percentage of revenue or pretax profits for citizenship and philanthropic efforts (as opposed to a fixed annual budget).³⁻³⁷
- In 2023, the lowest percentage of companies increased their grantmaking budget since 2020, declining from a high of 47% in 2021 to a low of 29% in 2023. This trend is likely a reflection of the uncertain economy.³⁻²⁸
- Corporate foundations were less likely to experience decreases in their grantmaking budget, fulfilling the promise that they can provide the benefit of stability in turbulent times.³⁻²⁸
- In 2023, the economy impacted employee engagement budgets less than grantmaking budgets. In fact, 25% of survey respondents increased employee engagement budgets.³⁻²⁸
- Companies increased their STEM program budget allocation by 13% between 2020 and 2022.³⁻³⁵
- The percentage of companies making international contributions increased from 68% in 2020 to 78% in 2022.³⁻³⁵



SECTION 4

Disaster
Relief and
Response

DISASTER RELIEF AND RESPONSE

Disasters overview

- In 2023, our planet experienced a record 63 billion-dollar weather disasters (up from 57 billion-dollar disasters in 2020).⁴⁻¹
- The total cost of 2023's billion-dollar weather disasters, \$92.9 billion, was the ninth highest on record in the National Oceanic and Atmospheric Administration (NOAA) database. The list included 19 severe storm events, 2 tropical cyclones, 4 floods, 1 winter weather event, 1 drought and 1 wildfire event.⁴⁻¹
- The U.S. set an all-time record for billion-dollar weather disasters in 2023, with 28, according to NOAA.⁴⁻¹
- In 2023, FEMA responded to more than 100 U.S. disasters.⁴⁻²
- March 2024 wrapped America's fifth warmest and tenth wettest year on record so far, according to NOAA.⁴⁻³
- Despite the horrific Maui wildfires, the U.S. experienced the third-lowest wildfire season in 2023 due to increased rainfall in western areas.⁴⁻⁴
- In stark contrast to the U.S., 2023 was the worst wildfire season ever recorded in Canada, with 45.7 million acres burned.⁴⁻⁵

In 2023, our planet experienced a record 63 billion-dollar weather disasters, (up from 57 billion-dollar disasters in 2020).⁴⁻¹

DISASTER RELIEF AND RESPONSE

Disaster giving

- In 2023, FEMA distributed more than \$1.3 billion to U.S. survivors of disasters to jumpstart their recovery, with communities and states receiving nearly \$12 billion to rebuild infrastructure damaged by disasters.⁴⁻²
- Over \$11.8 billion went toward rebuilding roads, public buildings and infrastructure damaged by disasters in the U.S.⁴⁻²
- Over \$157 billion was given to charitable funding in 2021, but only \$3 billion, or 2%, was disaster-related.⁴⁻⁶
- Over a third of private giving takes place in less than the first 4 weeks of a sudden disaster and two-thirds within 2 months. This giving stops almost completely after 5 or 6 months.⁴⁻⁶
- The \$3 billion in disaster funding donated by foundations, corporations and public charities is split among the following disaster types:⁴⁻⁶
 - » \$2.4 billion to epidemics
 - » \$251.7 million to disasters—general
 - » \$169.1 million—other natural hazards/severe weather (storm, earthquake, wildfires)
 - » \$93 million to human-made accidents
 - » \$34.3 million to complex humanitarian emergencies
- 82.4% of disaster funding went to response and relief strategies in 2021.⁴⁻⁶
- In the U.S., 19% of disaster funding explicitly served children and youth, followed by 17% for ethnic and racial groups.⁴⁻⁶
- Among issue areas that intersect with disasters, health and human services received the most philanthropic funding, followed by education.⁴⁻⁶

Over \$157 billion was given to charitable funding in 2021, but only \$3 billion, or 2%, was disaster related.⁴⁻⁶

DISASTER RELIEF AND RESPONSE

Disaster giving (continued)

- Only 18% of companies ranked disaster relief as a top 3 priority focus area, yet it is a very common fourth focus area. This indicates that although disaster relief is likely not a planned priority, many of those companies do factor disaster responsiveness into their larger community investment strategies and annual budgets.⁴⁻⁷
- In 2023, there was a notable shift away from investing in disaster relief, which had the highest overall growth rate between 2018 and 2021. Slowing growth for investment in disaster relief between 2020 and 2022 (-39%) was to be expected from many companies, given that COVID-19 support was designated as disaster relief, and companies have pivoted to longer-term strategies in the years since.⁴⁻⁷
- 21% of companies offer a matching gift program for disaster relief causes.⁴⁻⁷
- Disaster relief accounts for 7% of total matching-gift budgets (up from 1% in 2009).⁴⁻⁷
- In 2024, 300 million people across 72 countries will need humanitarian assistance as climate change, displacement and conflict push more people to the brink of famine.⁴⁻¹⁰
- 85% of the total population of Gaza, 1.9 million civilians, have been forcibly displaced.⁴⁻¹¹
- An estimated 5.65 million Congolese are displaced inside their country, and another 1 million are living as refugees in other countries across Africa.⁴⁻¹²
- Nearly a third of Ukrainians have been forced to flee their homes since the start of the war. This includes 5.9 million people who are displaced inside the country and 6.3 million Ukrainians who have already sought refuge across Europe.⁴⁻¹²
- 3 countries have appeals for more than \$1 billion in humanitarian aid—the Occupied Palestinian territories, Syria and Yemen.⁴⁻¹⁰

Complex humanitarian emergencies

- The number of people globally that need assistance is growing. In 2023, 364.6 million people required humanitarian assistance and protection, a 33% increase from 274 million people the year before. The COVID-19 pandemic, climate change and conflict are key drivers of this upward trend.⁴⁻⁸
- In 2023, 6% of total charitable contributions went to international affairs organizations for a total of \$33.71 billion.⁴⁻⁹
- From Gaza to Ukraine and across the region, 50 million people are displaced in their own countries or as refugees across borders, leading to overcrowded camps and strained host communities.⁴⁻¹⁰
- More than 40 million people need urgent support, according to the UN's humanitarian partners.⁴⁻¹⁰
- More than 31% of the population of MENA (Middle East and North Africa region) are living under the poverty line, with Yemen, Syria and Egypt having the highest poverty rates.⁴⁻¹⁰

DISASTER RELIEF AND RESPONSE

Global hunger crises

- 49% of companies surveyed report hunger is their No. 1 mission focus when choosing a nonprofit partner.⁴⁻¹³
- More than 2 million people in Gaza now face catastrophic levels of food insecurity, including starvation.⁴⁻¹¹
- The number of food-insecure people from Gaza to Ukraine has increased by 20% across the region over the past 3 years, which totals more than 41 million people.⁴⁻¹⁰
- The UN and partners are appealing for \$46.4 billion to help reach 180.5 million of the 300 million people who are most in need of life-saving assistance, double the amount sought 4 years ago.⁴⁻¹⁰
- Gaza has been among the world's top recipients of aid per capita for years. Before the war, 4 in 5 people depended on international help and as many as 1.84 million people were food insecure, according to the World Food Program.⁴⁻¹⁴

**49% of companies surveyed
report hunger is their No. 1
mission focus when choosing
a nonprofit partner.**⁴⁻¹³

DISASTER RELIEF AND RESPONSE

U.S. hunger crisis

- More than 44 million people in the U.S. face hunger, including 1 in 5 children.⁴⁻¹⁵
- The number of U.S. households that said they struggled to afford food at some point during the 2023 year increased to 17 million in 2022, up over 26% from 13.5 million people in 2021—the biggest annual increase since 2008.⁴⁻¹⁵
- Approximately 49 million people—that’s 1 in 6 people in the U.S.—relied on food assistance from charities in 2022.⁴⁻¹⁵
- Black communities are more likely to face hunger. In fact, in 2022, nearly 23% of Black people in the U.S. experienced food insecurity. This is almost 2.5 times the rate of white people.⁴⁻¹⁵
- In 2022, 29% of Black children lived in food-insecure households. That’s 1 in 3 Black children without reliable access to food.⁴⁻¹⁵

**In 2022,
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insecure
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to food.**⁴⁻¹⁵



SECTION 5

Timely
Topics
in Social
Impact

TIMELY TOPICS IN SOCIAL IMPACT DEI, SOCIAL JUSTICE AND HUMAN RIGHTS

Corporate perspective

- 66% of companies say that CSR has become more important since 2022, and inclusion, equity and diversity is the top CSR priority, cited by 20% of respondents.⁵⁻¹
- 52% of companies focus on JEDI causes when selecting a nonprofit partner.⁵⁻²
- 79% of companies that support JEDI causes report putting more focus on this cause recently.⁵⁻²
- Black, Indigenous and other people of color-led organizations and causes focused on equity and justice rank No. 2 among the top 5 areas with increased granting focus in 2022.⁵⁻³
- Companies that rank in the top 25% of their industry for executive team gender diversity have annual revenue growth approximately 2 percentage points above that of companies in the bottom 25%.⁵⁻⁴
- As of October 2023, approximately 78,133 grants valued at \$16.8 billion have been awarded to advance racial equity since 2020.⁵⁻⁵
- 91% of companies report having learning or development around DEI, racial justice or societal issues.⁵⁻⁶
- 95% of companies report having at least 1 employee resource group (ERG) as part of their efforts to create a more inclusive work environment.⁵⁻⁶
- Companies highly rated on the S (social) component of ESG have greater female executive team representation on average.⁵⁻⁴
- Companies with more women on the executive team have better financial results.⁵⁻⁴

**52% of companies focus on
JEDI causes when selecting
a nonprofit partner.⁵⁻²**

TIMELY TOPICS IN SOCIAL IMPACT

DEI, SOCIAL JUSTICE AND HUMAN RIGHTS

Employee perspective

- While 60% of U.S. executives say that their organizations are making significant progress addressing racism at work, fewer than 30% of non-executive employees say the same.⁵⁻⁷
- 69% of employees say they are concerned about systemic racism and racial injustice in this country, an 8-point increase from the previous year (2022).⁵⁻⁷
- 80% of U.S. employees believe DEI initiatives in the workplace are an effective measure to address racism.⁵⁻⁷
- 65% of U.S. employees say that to address racism and racial injustice, employers must convene conversations about racism and DEI in the workplace, and 68% say business must maintain employee resource or affinity groups.⁵⁻⁷
- 62% of U.S. employees believe companies are doing mediocre or worse living up to their promises and commitments to address racism both within their organization and in the population, an 8-point increase from 2022.⁵⁻⁷
- 60% of U.S. employees say business must take public stands on issues related to racism and racial injustice, and 59% say business must dedicate ongoing funding to support organizations that address social issues such as education and healthcare within communities of color.⁵⁻⁷
- 87% of employees say they would feel more loyal to a company with a track record of prioritizing DEI.⁵⁻⁷
- 88% of employees agree ERGs/affinity groups contribute to a sense of community and belonging at work.⁵⁻⁸
- 95% of CSR leaders believe companies should support employee growth on matters of social and racial justice and equity.⁵⁻⁹
- 73% of employees say they are more likely to work for a company if the organization were to publicly support and demonstrate a commitment to human rights, and 64% say the same about racial justice.⁵⁻¹⁰

88% of employees agree ERGs/affinity groups contribute to a sense of community and belonging at work.⁵⁻⁸

TIMELY TOPICS IN SOCIAL IMPACT DEI, SOCIAL JUSTICE AND HUMAN RIGHTS

Consumer perspective

- 52% of consumers say they are more likely to buy brands that commit to ending racism.⁵⁻¹¹
- 69% of respondents believe companies should change the way they operate to address diversity and inclusion.⁵⁻¹²
- 76% of respondents believe a company's leaders should reflect the diversity of the communities where they do business.⁵⁻¹²
- Workforce diversity, women's rights and racism in America are the inclusion-related issues most consumers want to hear about from brands.⁵⁻¹³
- American Jewish people who feel they have experienced antisemitism give an average of almost 10 times more to charity than those who have not had those experiences.⁵⁻¹⁴
- 1 in 4 Jewish households in the U.S. reports giving to charitable organizations specifically related to Israel-focused causes.⁵⁻¹⁴

60% of U.S. employees say business must take public stands on issues relating to racism and racial injustice, and 59% say business must dedicate ongoing funding to support organizations that address social issues such as education and healthcare within communities of color.⁵⁻⁷

TIMELY TOPICS IN SOCIAL IMPACT GENERATIONAL GIVING TRENDS

- The average age of the U.S. donor is 64.⁵⁻¹⁵
- Percent of each generation that regularly donate to charities and nonprofits:⁵⁻¹⁵
 - » 88% of the Silent Generation
 - » 84% of Millennials
 - » 72% of Baby Boomers
 - » 59% of Gen X
- Percent of U.S. consumers who say they prefer to buy from companies that reflect their social values:⁵⁻¹⁶
 - » Gen Xers: 61%
 - » Baby Boomers: 59%
 - » Millennials: 59%
 - » Gen Z adults: 56%
- 67% of Gen Z and 69% of Millennial employees frequently engage in conversations with their coworkers about important societal issues, compared to 59% of Gen X and 50% of Baby Boomers.⁵⁻¹⁰
- 61% of employees say their coworkers in their 20s have influenced their willingness to pressure their employer to change things they do not approve of a 6-point increase from the previous year.⁵⁻¹⁰
- 62% of Gen Z and 54% of Millennial consumers assume a brand is doing nothing or hiding something if it doesn't communicate its actions to address societal issues.⁵⁻¹¹
- More than 40% of Millennials report engaging in impact investing, compared to only 20% of Baby Boomers.⁵⁻¹⁷
- Less than half of Gen Zs and Millennials—48% and 44%, respectively—believe business is having a positive impact on society.⁵⁻¹⁸
- 68% of consumers say teenagers and college-aged people influence where and how they shop, a 7-point increase from 2022.⁵⁻¹¹
- 70% of Americans aged 18-30 think companies or brands should take a stance on social issues.⁵⁻¹⁹
- Societal concerns by generation:⁵⁻¹⁸

Gen Z:

- » Cost of living (35%)
- » Unemployment (22%)
- » Climate change (21%)
- » Mental health of my generation (19%)
- » Crime/personal safety (17%)

Millennial

- » Cost of living (42%)
- » Climate change (23%)
- » Unemployment (20%)
- » Health care/disease prevention (19%)
- » Crime/personal safety (18%)

Rising influence of Gen Z and Millennials

- 79% of members of Gen Z say it is more important to trust the brands they buy or use today than in the past.⁵⁻¹¹
- 64% of Gen Z and Millennial consumers say brands should make it easier to see their values when they are about to make a purchase.⁵⁻¹¹

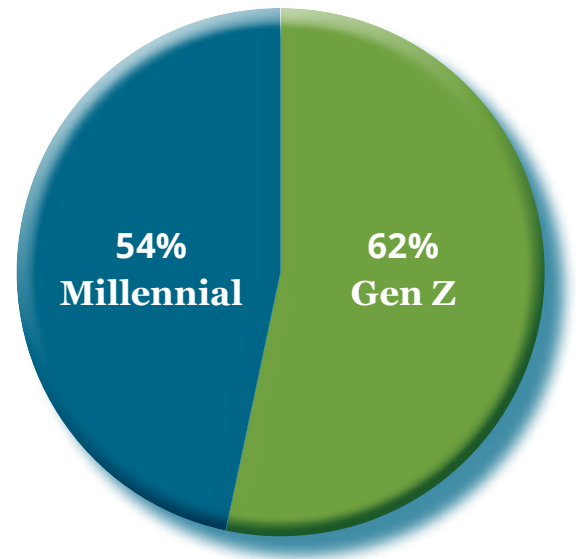
TIMELY TOPICS IN SOCIAL IMPACT GENERATIONAL GIVING TRENDS

Rising influence of Gen Z and Millennials (continued)

- Top social issues of interest, Americans aged 18-30:⁵⁻¹⁹
 - » Women's rights (19%)
 - » Climate change (17%)
 - » Mental health (17%)
 - » Gun safety (15%)
 - » Women's health and reproductive issues (14%)
 - » Wages and increasing minimum wage (14%)

Gen Z and Millennial perspectives on climate change/sustainability

- 7 in 10 Gen Z and Millennial respondents say they actively try to minimize their impact on the environment.⁵⁻¹⁸
- Only 17% of Millennials and 19% of Gen Zs strongly agree large companies are taking action to protect the environment.⁵⁻¹⁸
- 60% of Gen Zs and 57% of Millennials say they have felt anxious about the environment in the past month.⁵⁻¹⁸
- Over half of Gen Zs (55%) and Millennials (54%) say they research a brand's environmental impact and policies before accepting a job from them.⁵⁻¹⁸
- While 6 in 10 Gen Zs (59%) and Millennials (60%) are willing to pay more for sustainable products and services, more than half (53% of Gen Zs/55% of Millennials) think it will become harder or impossible to do so if the economic situation does not improve.⁵⁻¹⁸



62% of Gen Z and 54% of Millennial consumers assume a brand is doing nothing or hiding something if it doesn't communicate its actions to address societal issues.⁵⁻¹¹

TIMELY TOPICS IN SOCIAL IMPACT

AI AND TECHNOLOGY IMPACT ON CAUSE

Corporate perspectives

- 43% of CEOs are using generative AI to inform strategic decisions.⁵⁻²⁰
- 3 out of 4 (75% of) CEOs believe the organization with the most advanced generative AI wins.⁵⁻²⁰
- 69% of CEOs see broad benefits of generative AI across the organization, but only 29% of their executive teams feel they have the in-house expertise to adopt generative AI.⁵⁻²⁰
- 56% of U.S. adults agree that AI integrations into products and services are the future of technology, but only 32% say they agree AI technologies will be developed responsibly.⁵⁻²⁴
- Percentage of U.S. adults who say they are “very” or “somewhat” concerned about the following when it comes to AI:⁵⁻²⁴
 - » My personal data privacy: 74%
 - » Use by foreign powers against U.S. interests: 70%
 - » Spread of misinformation: 70%
 - » Misinformation included in results from search engines that use AI: 68%
 - » The creation of deep fakes: 68%
 - » Job loss across industries: 66%
 - » Possibility that AI applications could learn to function independently from humans: 64%

Social impact and nonprofit perspectives

- 70% of social impact professionals surveyed say it was challenging to collect, create and provide data across the range of social-impact-related activities they work with.⁵⁻²¹
- Fewer than 30% of nonprofits have started using or exploring AI.⁵⁻²²

Consumer perspectives

- Percentage of people who say they used AI applications in the last month, by generation:⁵⁻²³
 - » All U.S. adults: 38%
 - » Gen Zs: 57%
 - » Millennials: 52%
 - » Gen Xs: 37%
 - » Baby Boomers: 23%
- A majority of U.S. adults are not confident they understand AI buzzwords and terms like “runs on AI,” “includes AI” and “made with AI,” among others.⁵⁻²⁴
- The top 3 opportunities that AI presents for charities that excite the public are:⁵⁻²⁵
 - » Faster response to disasters: 28%
 - » Helping more people: 25%
 - » Being more efficient: 16%
- 70% of people believe that efforts should be made to help charities of different sizes and resources access AI.⁵⁻²⁵

TIMELY TOPICS IN SOCIAL IMPACT ENVIRONMENTAL, SOCIAL, GOVERNANCE (ESG)

Corporate perspective

- 18% of CSR practitioners rank supporting their ESG goals as one of the most valuable benefits they receive from their nonprofit partnerships.⁵⁻²⁶
- Despite the blowback against ESG in politics and in the media, 99% of the S&P 500 report on ESG, an increase of 9% since 2022.⁵⁻²⁷
- In 2023, nearly two-thirds (328) of S&P 500 companies said they obtained some form of assurance or verification on their ESG reporting, a 13% increase from the previous year.⁵⁻²⁷
- 65% of top business leaders say that managing climate-change-related risks will play an important part in determining whether they keep their job.⁵⁻²⁸
- 70% of U.S. CEOs say their ESG programs improved their financial performance.⁵⁻²⁹
- 50% of companies say ESG is replacing CSR efforts. In fact, there are more respondents who say their organization has an ESG program than a CSR program—86% versus 71%.⁵⁻¹
- The investment policies of 70% of the limited partners surveyed by Bain & Company and the Institutional Limited Partners Association in 2021 included an ESG approach.⁵⁻⁴
- In addition to benefiting the planet and society, ESG activities have no strong negative correlations with financial outcomes; in fact, they are associated with encouraging revenue growth.⁵⁻⁴
- Positive ESG outcomes are a trait of successful companies, and their sustainability measures correlate with better financial performance.⁵⁻⁴
- Companies with strong ESG activities produce strong ESG outcomes. These activities correlate with improvement in financial and operational results, including higher profitability and revenue growth, customer satisfaction and employee satisfaction.⁵⁻⁴
- 91% of business leaders believe their company has a responsibility to act on ESG issues.⁵⁻³⁰

**70% of U.S. CEOs say their
ESG programs improved their
financial performance.**⁵⁻²⁹

Employee perspective

- Among reputation elements, ESG earns the highest percentage of importance (46%) in influencing desire to work for a company.⁵⁻³¹
- ESG leaders have higher employee satisfaction, and companies with the most satisfied employees grow faster and are more profitable. They have 3-year revenue growth up to 5 percentage points higher and margins as much as 6 percentage points higher than companies with less-satisfied employees.⁵⁻⁴
- ESG activities focused on the workplace help companies do better by their employees. Beyond the basics of fair pay and ensuring a safe work environment, benefits may include career training, mental and physical healthcare, childcare and educational opportunities, all of which boost employee satisfaction, which results in productivity, retention and the employer's ability to attract top talent.⁵⁻⁴

TIMELY TOPICS IN SOCIAL IMPACT CLIMATE CHANGE AND SUSTAINABILITY

Corporate perspective

- Environmental sustainability moved up in rank to No. 1 (previously No. 4) in the top cause areas that companies are prioritizing.⁵⁻³²
- 43% of companies report environment/climate change as the top cause they focus on when selecting a nonprofit partner.⁵⁻²
- 75% of companies that support environment/climate change missions report a significant increase in focus on this cause recently.⁵⁻²
- Governments (40%) and manufacturers (34%) are seen as the largest groups who could make a difference and limit damage from environmental issues.⁵⁻³³
- Pension funds and airlines are the 2 industries with the highest percentage of consumers who

#1
Environmental sustainability moved up in rank to No. 1 (previously No. 4) in the top cause areas that companies are prioritizing.⁵⁻³²

say sustainability is their top purchase

driver.⁵⁻³⁴

TIMELY TOPICS IN SOCIAL IMPACT CLIMATE CHANGE AND SUSTAINABILITY

Corporate perspective (continued)

- 65% of consumers globally believe companies are not doing well at living up to their climate change commitments.⁵⁻³⁵

Reasons why:

- » Too focused on short-term profit (49%)
 - » Only pretending to care (39%)
 - » Leaders fear backlash (31%)
- 87% of U.S. consumers report that it's important that business acts responsibly when it comes to society and the environment.⁵⁻³⁴

Consumer perspective

- Global warming remains No. 1 on the list of consumers' most pressing environmental concerns.⁵⁻³³
- U.S. consumers are switching brands for sustainability reasons across 12 industries analyzed—which created a \$44 billion brand opportunity last year.⁵⁻³⁴

- More than half (58%) of consumers say social and environmental considerations are more influential today than they were a year ago, and half expect this influence to continue growing in 2024.⁵⁻³⁴
- 93% of global consumers surveyed believe that climate change poses a serious and imminent threat to the planet.⁵⁻³⁵
- 3 in 4 consumers are worried about climate change.⁵⁻³⁵
- On climate, consumers trust nonprofit (58%) and government (50%) before business (49%).⁵⁻³⁵
- Only 39% of consumers believe that nonprofits are doing well on partnering with government and business to develop and execute climate change solutions.⁵⁻³⁵
- Of the 67% who say there is a meaningful gap in how climate-friendly their lifestyle is vs. how they would want it to be, 80%



**3 in 4 consumers are
worried about climate
change.**⁵⁻³⁵

give the reason that costs are too high for

climate-friendly products.⁵⁻³⁵

TIMELY TOPICS IN SOCIAL IMPACT CLIMATE CHANGE AND SUSTAINABILITY

Consumer perspective (continued)

- 43% of consumers report it would be harder to act sustainably due to financial or social constraints. Interestingly, this number hasn't changed year over year, indicating that it's a challenge that persists no matter what the economic climate.⁵⁻³³
- While other factors like price, quality and convenience play a large role in influencing consumer decisions, sustainability is now the single most important purchase driver for 15% of all consumers.⁵⁻³⁴
- Consumers considered Eco-Actives, the torchbearers of conscious consumption, are on the rise, making up 22% of the global population.⁵⁻³³
- Eco-Active consumers represent a substantial market, accounting for \$456 billion in spending globally and are expected to continue to grow to be worth

\$1 trillion by 2028.⁵⁻³³

Gen Z and Millennial perspectives

- 90% of people aged 18-44 say it's important that business acts responsibly when it comes to society and the environment.⁵⁻³⁴
- 7 in 10 Gen Zs and Millennial respondents say they actively try to minimize their impact on the environment.⁵⁻¹⁸
- Only 17% of Millennials and 19% of Gen Zs strongly agree large companies are taking action to protect the environment.⁵⁻¹⁸
- 60% of Gen Zs and 57% of Millennials say they have felt anxious about the environment in the past month.⁵⁻¹⁸
- Over half of Gen Zs (55%) and Millennials (54%) say they research a brand's environmental impact and policies before accepting a job from them.⁵⁻¹⁸

U.S. consumers are switching brands for sustainability reasons across 12 industries analyzed—which created a \$44 billion brand opportunity last year.⁵⁻³⁴



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