

THE PARTNERSHIP SHIFT

Evolving Trends in Corporate and Nonprofit Collaborations

A Deep Dive into CSR Professionals' Nonprofit
Partnership Decisions

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ABOUT THE REPORT

Navigating the Partnership Shift

For Momentum has been taking the pulse of corporate partnership trends for over a decade. This year, more than ever, we've witnessed the profound impact of uncertainty and rapid policy changes on the social impact sector, forcing companies and nonprofits to adapt at an unprecedented pace.

Our latest research dives deep into this dynamic environment, revealing how seasoned corporate partnership professionals and their companies are responding to these pressures. We surveyed experts, most of whom have over a decade of experience and 21+ partnerships under their belts, uncovering critical insights into decision making, brand/mission alignment and the growing influence of community needs.

In this extended version, we've bolstered the report with the latest partnership landscape data, from economic implications to DEI impacts, to add context and additional insights beyond For Momentum's survey findings.

This report is your strategic partnership planning compass. It provides data-driven analysis to help you navigate the complexities of the social impact marketplace and forge meaningful, best-in-class partnerships.

Discover how major shifts are reshaping the landscape and learn how to leverage these insights to optimize your strategies and make informed partnership decisions.

Thank you for trusting us over the last two decades to bring you partnership insights.

Mollye Rhea
President and Founder
For Momentum



KEY FINDINGS

SURVEY PARTICIPANTS

- The majority of survey respondents hold positions in CSR with marketing and senior leadership rounding out the top 3 departments represented.
- Participants were highly qualified decision makers with most (61%) having over 10 years of experience and working on 21+ partnerships.
- Survey respondents represented a broad range of industry sectors from retail to B2B.

PARTNERSHIP PROJECTIONS

- The majority of companies suggest that the overall number of partners supported (72%) as well as overall giving to nonprofit partners (73%) are likely to remain stable in 2025.
- Only 14% of companies surveyed plan to decrease the amount they give to their nonprofit partners.
- However, almost a quarter (23%) plan to decrease the number of nonprofit partners supported this year. To help secure new partnerships and maintain existing partnerships, the survey indicates that nonprofits should deliver mission impact and provide meaningful reporting, fresh ideas and strong stewardship.

CORPORATE MOTIVATIONS

- Almost 9 in 10 companies (89%) agree that being a purpose-driven company helps drive profit.
- 89% agree CSR is becoming more of a requirement for companies rather than a nice to have.
- 80% agree there has been increased public pressure on companies to be authentic in their partnership initiatives.

PARTNERSHIP DECISION MAKING

- Approval, planning and execution of nonprofit partnerships requires involvement from an average of 8 corporate departments.
- The corporate departments most heavily involved in partnerships are CSR (49%), Marketing/Communications (47%), Senior Leadership (32%) and PR (31%).
- The majority (68%) of companies choose new nonprofit partners based on the opportunity presented versus being tied to a particular timeframe for decision making.
- Survey data shows a marked increase (from 57% in 2022 to 68% in 2025) in the number of companies moving toward evaluating new partnership opportunities as they arise. This means nonprofits should continuously reach out to present compelling partnership options.
- 2025 data shows that once a company commits to a nonprofit partner, most (58%) retain that partnership between 2-6 years.

NONPROFIT PARTNER SELECTION STRATEGY

- The top 3 stakeholders companies consider when choosing a nonprofit partner are the needs of the community (86%), employees (73%) and senior leadership (67%).
- Over 9 of 10 companies (91%) ranked brand/mission alignment as the most important factor when selecting a partner.
- The top 3 most important factors when selecting a national/global nonprofit partner are brand/mission alignment with the nonprofit (91%), mission match with community and social responsibility goals (85%), and funding for programs with tangible and immediate impact (85%).
- The cost of sponsorship packages is a factor for consideration by 79% of those surveyed. This factor has increased 25% since 2022, a significant change in importance for companies in choosing a partner in 2025.
- Almost half (45%) of companies with national/global nonprofit giving strategies tend to have multiple philanthropic areas of interest and partner with several nonprofits related to these issues.

KEY FINDINGS

NONPROFIT MISSION SELECTION STRATEGY

- The 2025 survey data reveals the top 3 most popular causes when a company is selecting a nonprofit partner are youth development (55%), health (49%) and hunger (43%).
- Education/literacy, disaster relief and mental health tied for 4th (39%). These causes along with environment/climate change (37%) and children's hospitals/health (37%) round out the top 5 causes companies want to support in 2025.
- A third of companies (33%) report supporting Justice, Equity, Diversity and Inclusion, which is 21% fewer companies since our 2022 survey.
- JEDI causes have the single biggest drop in causes that companies are supporting this year, moving from 2nd place to 9th since 2022.
- 36% of companies report increasing their DEI programs over the past year, a 46% drop since 2022. It's important to note that over 1/3 of companies increased DEI programs in the same time period.

PARTNERSHIP PLANNING

- The top 3 ways of measuring the success of partnerships are by the impact toward the nonprofit's mission (95%), employee engagement (89%) and success stories that show impact (88%).
- Event sponsorship and involvement have jumped to 63%, a substantial 28% increase in importance since 2022, signifying companies are more interested in partnering on events.
- Corporate decision makers report a very positive experience on key measures of partnership satisfaction including nonprofit partners understood their reason for participation (98%), delivered on promises (91%), and did a good job at stewardship and relationship building (86%).
- Areas of improvement for nonprofits include bringing unique opportunities and bringing new ideas to their corporate partners.
- Budget has jumped to the top challenge in 2025 likely due to the current economic and social challenges (18% selected it as a top challenge in 2022 vs. 39% in 2025).
- The top reason for ending a partnership is budget restrictions (84%), followed by nonprofits not delivering on promises (70%) and changes in philanthropic objectives (66%).
- Factors a nonprofit can influence in their partnerships include delivering on what is promised, providing ample support and better demonstrating relevance and impact.

EMPLOYEE INFLUENCE

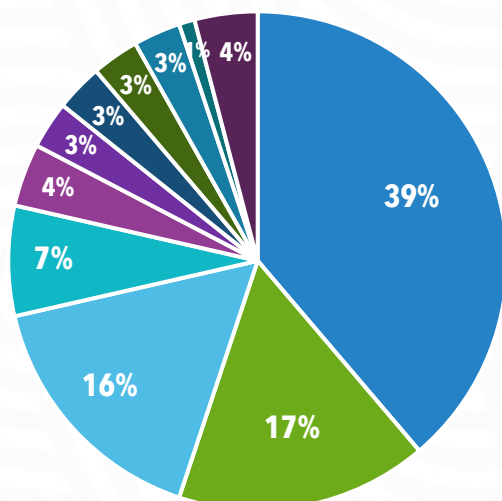
- 81% of companies support employee engagement, down 11% since 2022.
- While employees remain a key stakeholder, it is noteworthy that they have fallen from the most important to the 2nd most important audience when choosing a nonprofit partner compared to 2022 data.
- 89% of companies agree that employees have become more aware and passionate about CSR and that being a purpose-driven company helps employee motivation/morale.
- 77% believe that having the right nonprofit partner helps with employee retention.
- 59% of companies believe it's important to focus on causes that are important to employees even if they are controversial.

SURVEY RESPONDENT DETAILS

SECTION 1

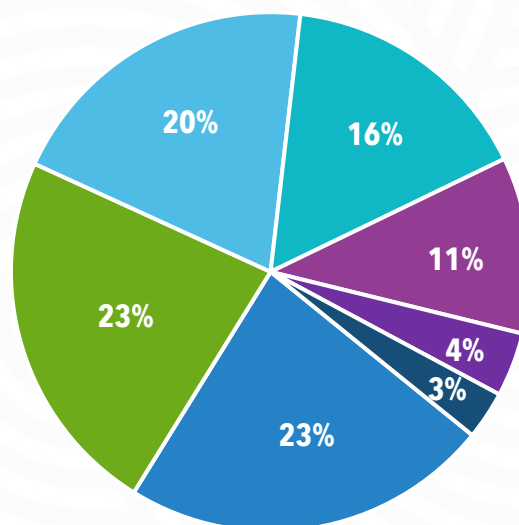
SURVEY RESPONDENTS: DEPARTMENTS REPRESENTED

Departments Represented



■ CSR
 ■ Marketing
 ■ Senior leadership or C-suite executive
 ■ Communications
 ■ Human Resources
 ■ Public Relations
 ■ DEI
 ■ Operations
 ■ Sales
 ■ ESG

Industry Type



■ B2B Service or Product
 ■ Other
 ■ B2C Service or Product
 ■ Consumer Packaged Goods
 ■ Retail: In-store and Online
 ■ Hospitality/Travel
 ■ Restaurant/Food Service

Q1: Which of the following best describes the department or area of your company that you currently represent?
 Q2: Which of the following best describes the industry that you work in?

KEY LEARNINGS

- The majority of survey respondents hold positions in CSR, with marketing and senior leadership rounding out the top 3 departments represented.
- Survey respondents represented a broad range of industry sectors.
- This respondent range confirms that the data is applicable across industries in both B2C and B2B sectors.

PARTNERSHIP PROJECTIONS

SECTION 2

Cause Partnership Outlook

The economic and socio-political uncertainty of 2025 is prompting many to question how partnerships will be affected by the challenges ahead. Our data collected in the first quarter of the year indicates that, despite this uncertainty, companies are largely maintaining stable funding and support for their partnerships. Still, we remain cautiously optimistic, as this year has proven especially difficult to forecast.

Traditionally, most 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) that is largely based off a mixture of stock market performance and revenue. This means economic performance is a key measure to watch in 2025 partnership forecasting.

While recent tariff agreements offer some reassurance, economists continue to anticipate significant disruptions to U.S. growth, inflation, and employment in the coming months ([The Conference Board Economic Forecast for the US Economy](#)). With stock market growth expected to slow, and given its strong correlation with corporate giving, nonprofit partnerships should plan for extended sales cycles and increased pressure to reconsider rigid guaranteed minimums and pricing models.

KEY STATS

90% of respondents said corporate commitment to CSR would remain strong, compared to 92% in 2024. ([ACCP](#))

56% say their companies are increasing their social impact statements and commitments this year. ([Benevity](#))

73% plan to maintain their overall giving to nonprofit partners in 2025. (For Momentum)

72% of companies suggest that overall number of partners supported will remain stable in 2025. (For Momentum)

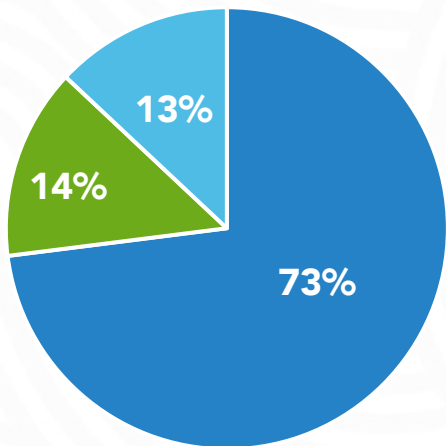


TAKEAWAY

To help secure new partnerships and maintain existing partnerships, nonprofits should provide meaningful reporting and storytelling, bring fresh ideas to their partnership pitches and focus on strong stewardship for current partners.

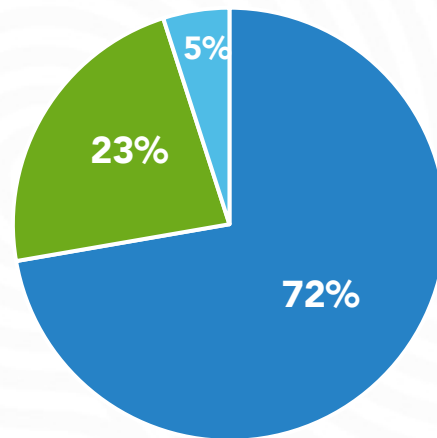
2025 Outlook of Corporate Support for Nonprofit Partners

Overall Giving to Nonprofit Partners



■ Remain Stable ■ Decrease ■ Increase

Overall Number of Nonprofit Partners Supported



■ Remain Stable ■ Decrease ■ Increase

Q1: Based on your current projections, do you expect your company's overall giving to nonprofit partners in 2025 to increase, decrease or remain stable compared to 2024? (Select One)

Q2: Do you expect the overall number of nonprofit partners your company supports to increase, decrease or remain stable in the calendar year 2025 compared to 2024? (Select one)

KEY LEARNINGS

- Data suggests that overall corporate giving to nonprofit partners is likely to remain stable in 2025.
- Only 14% of companies plan to decrease the amount they give to their nonprofit partners.
- 72% of companies reported the overall number of nonprofit partners supported is likely to remain stable in 2025.
- However, almost a quarter (23%) of companies do plan to decrease the number of nonprofit partners supported this year.

CORPORATE MOTIVATIONS

SECTION 3

Trends Driving Corporate Engagement with Partners

Over the last few years, the corporate motivations toward how they choose their nonprofit partners have shifted. In the past, many companies simply donated or sponsored nonprofits out of generosity without a long-term goal in mind. Today, we find that companies have become much more strategic about their social impact. They have moved beyond a simple donation model and into mission aligned partnership initiatives that help them drive business results, namely meeting revenue goals and driving employee engagement.

KEY LEARNING: Revenue and Employee Engagement are key corporate motivators in corporate/nonprofit partnership strategy and planning.

89% of companies agree that being a purpose-driven company helps drive profit. (For Momentum)

25% of companies reported a sales lift during the period in which they ran a nonprofit fundraising campaign. ([Engage for Good](#))

58% higher revenues were reported by companies with a corporate purpose vs. those without a corporate purpose and companies with long-term goals tied to corporate purpose yield higher returns on both R&D and financial performance. ([CECP](#))

43% of senior leaders are planning to increase their CSR investment over the next 12 months and say they are doing so because CSR initiatives provide a direct return on investment. This is the third most common reason, following the strong interest among employees to work for companies with impactful CSR (53%) and consumer preference to buy from such companies (49%). ([Pro Bono Economics](#))

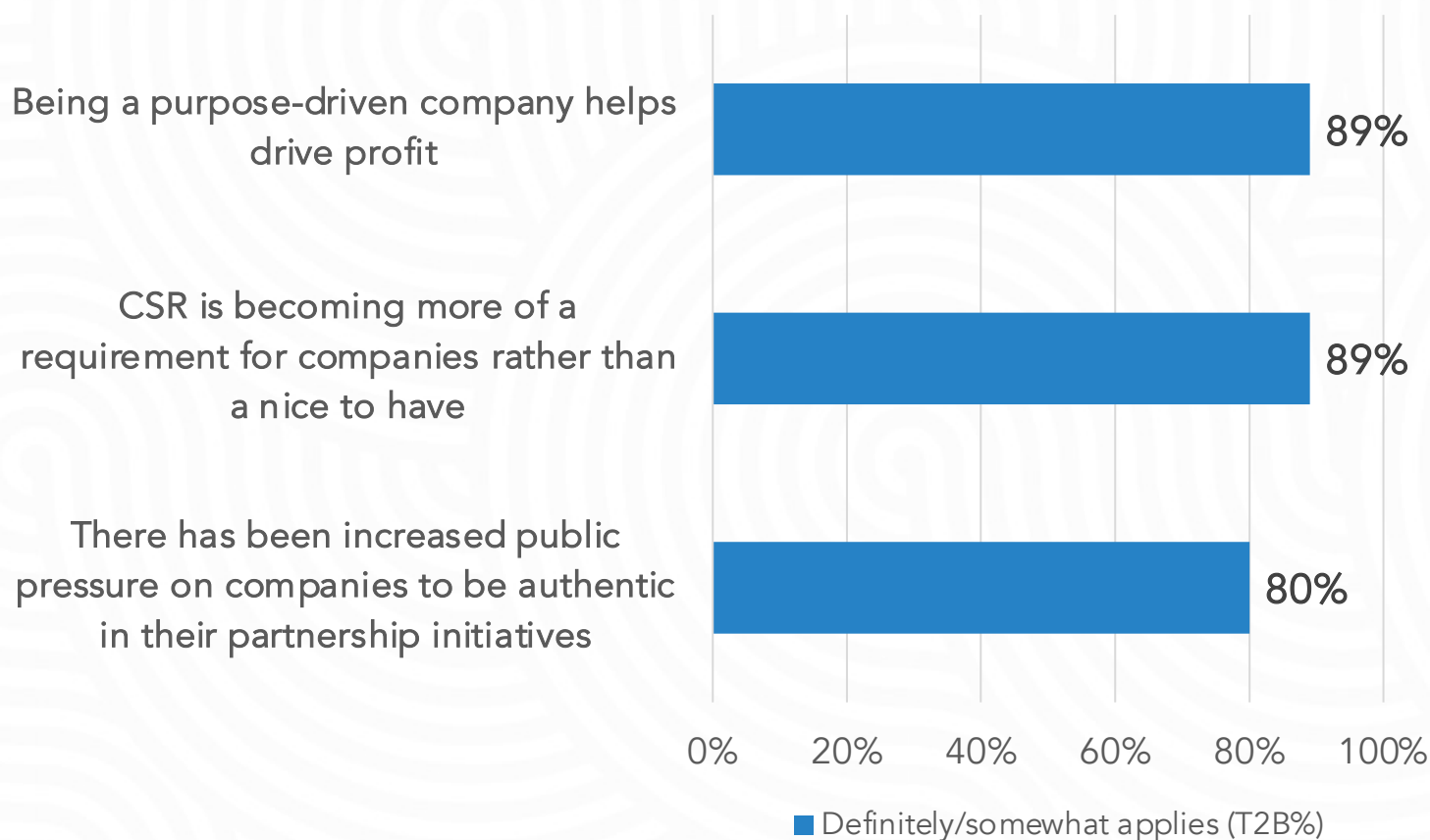
77% of corporate partnerships professionals believe that having the right nonprofit partner helps with employee retention. (For Momentum)

23% more profit is generated by business units with the most engaged employees. ([Gallup](#))



TAKEAWAY: Emphasize a win-win approach in partnership conversations, incorporating compelling data into the partnership plans. This data should clearly demonstrate how the partnership will achieve nonprofit impact while driving revenue and corporate strategic objectives.

Corporate Motivations



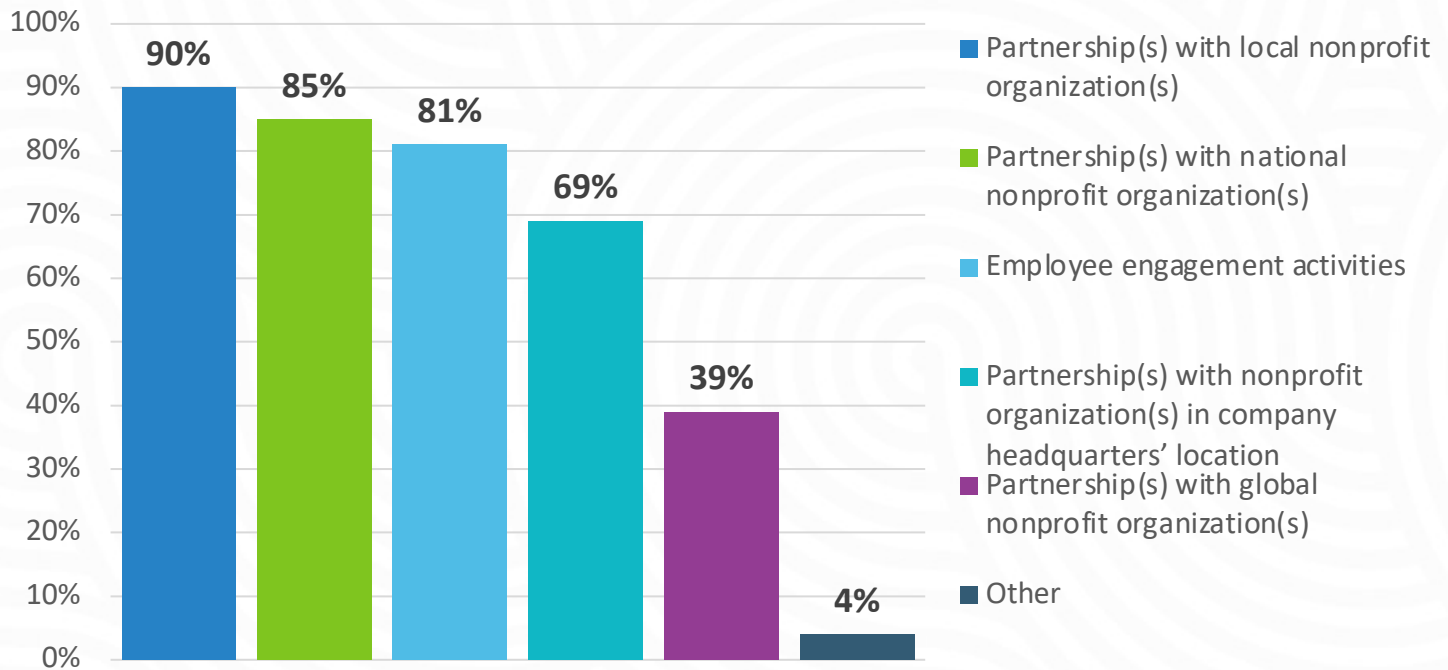
Q: Using the scale below, please indicate how much you agree or disagree with the following statements.

T2B % = Top two agree boxes (definitely/somewhat applies)

KEY LEARNINGS

- Almost 9 in 10 companies (89%) agree that being a purpose-driven company helps drive profit.
- The same amount (89%) agree CSR is becoming more of a requirement for companies rather than a nice to have.
- 80% agree there has been increased public pressure on companies to be authentic in their partnership initiatives.

Corporate Motivation: Types of Partnership Engagement



Q: Which of the following partnership activities that support nonprofits is your company currently involved in?

KEY LEARNINGS

Respondent companies participate in a broad range of partnership activity types.

- 90% of companies participate in partnerships with local nonprofits.
- 85% of companies have partnerships with national organizations
- 81% of companies support employee engagement, down 11% since 2022.
- 69% of companies sponsor or participate in nonprofit events at the company headquarters' location.

Corporate Motivations: Employees



Q: Using the scale below, please indicate how much you agree or disagree with the following statements.

T2B % = Top two agree boxes

KEY LEARNINGS

- 89% of companies agree that employees have become more aware and passionate about CSR and that being a purpose-driven company helps employee motivation/morale.
- 77% of companies believe that having the right nonprofit partner helps with employee retention.
- 61% of companies are offering an Employee Resource Group (ERG).
- 59% of companies believe it's important to focus on causes that are important to employees even if they are controversial.

PARTNERSHIP DECISION MAKING

SECTION 4

Corporate Decision Making Trends

As companies become more strategic about who and when they partner with nonprofit organizations, it's no surprise that we see the number of departments involved in these decisions expand with an average of eight departments involved in the partnership decisions. However, with an increased strategic focus, this also means increased responsibility on these cross-departmental teams to handle a growing list of responsibilities. In fact, the Association of Corporate Citizenship Professionals reports that 72% of CSR practitioners reported that their team has taken on more responsibility in the last year and 61% are working longer hours. ([ACCP](#))

This increase reflects the shifts in partnership decision makers' growing importance without the resources necessarily being given to help them carry out their crucial work. Nonprofits should keep these constraints in mind as they build and approach corporate decision makers.

KEY LEARNING: Companies have more departments involved in partnership decisions, but less capacity to carry out the work.

8 is the average number of corporate departments involved in the approval, planning and execution of nonprofit partnerships. (For Momentum)

3 corporate departments are most heavily involved in partnerships: CSR (49%), Marketing/ Communications (47%), Senior Leadership (32%) and PR (31%). (For Momentum)

72% of CSR practitioners reported that their team has taken on more responsibility in the last year. ([ACCP](#))

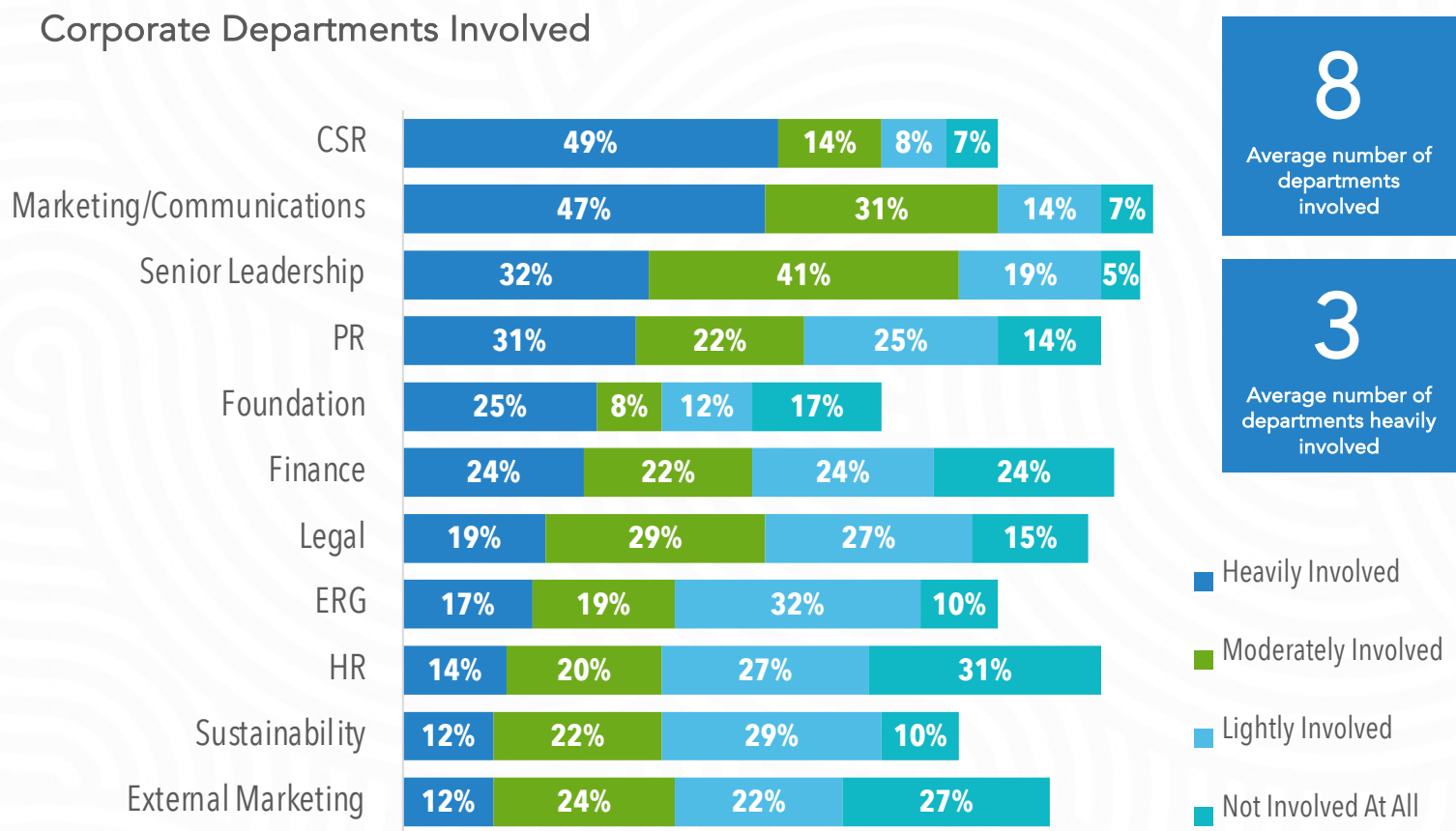
4 is the average CSR team size in an enterprise company of 10,000-50,000 employees. ([Benevity](#))

68% of companies choose new nonprofit partners based on the opportunity presented as it arises versus being tied to a particular timeframe for decision making. This means nonprofits should continuously reach out to present compelling partnership options. (For Momentum)



TAKEAWAY: There are many corporate decision makers to consider in effective partnership planning. Corporate partnership teams are often overworked and nonprofits can help by providing straightforward partnership options and help with implementing the partnership activations.

Partnership Decision Making: Departments Most Involved

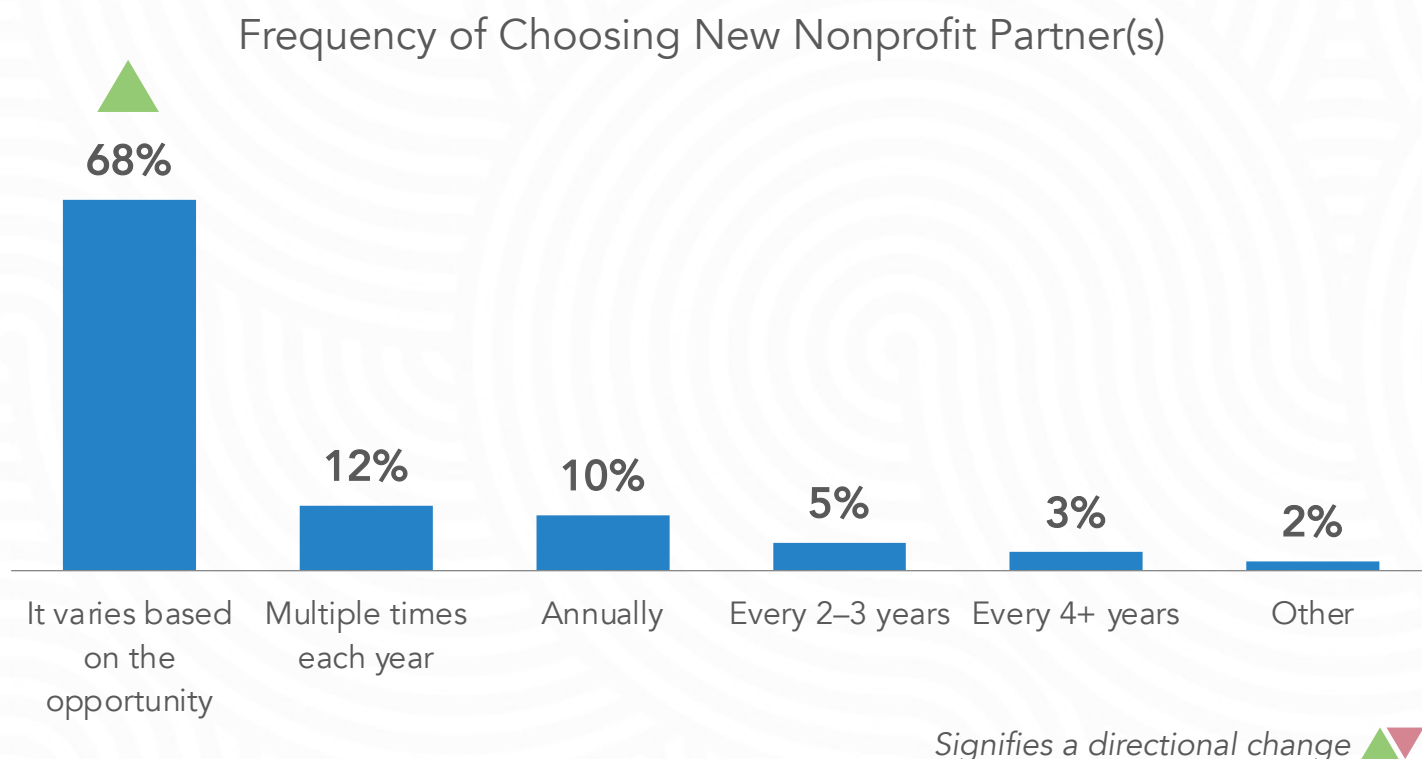


Q: How involved are the following functions or departments in your company when it comes to approvals, planning, and/or execution or partnerships with nonprofit organizations?

KEY LEARNINGS

- The top departments most heavily involved in nonprofit partnerships are:
- 1. CSR (49%)
 - 2. Marketing/Communication (47%)
 - 3. Senior Leadership (32%)
 - 4. PR departments (31%)

Partnership Decision Making: Frequency of Choosing New Partner



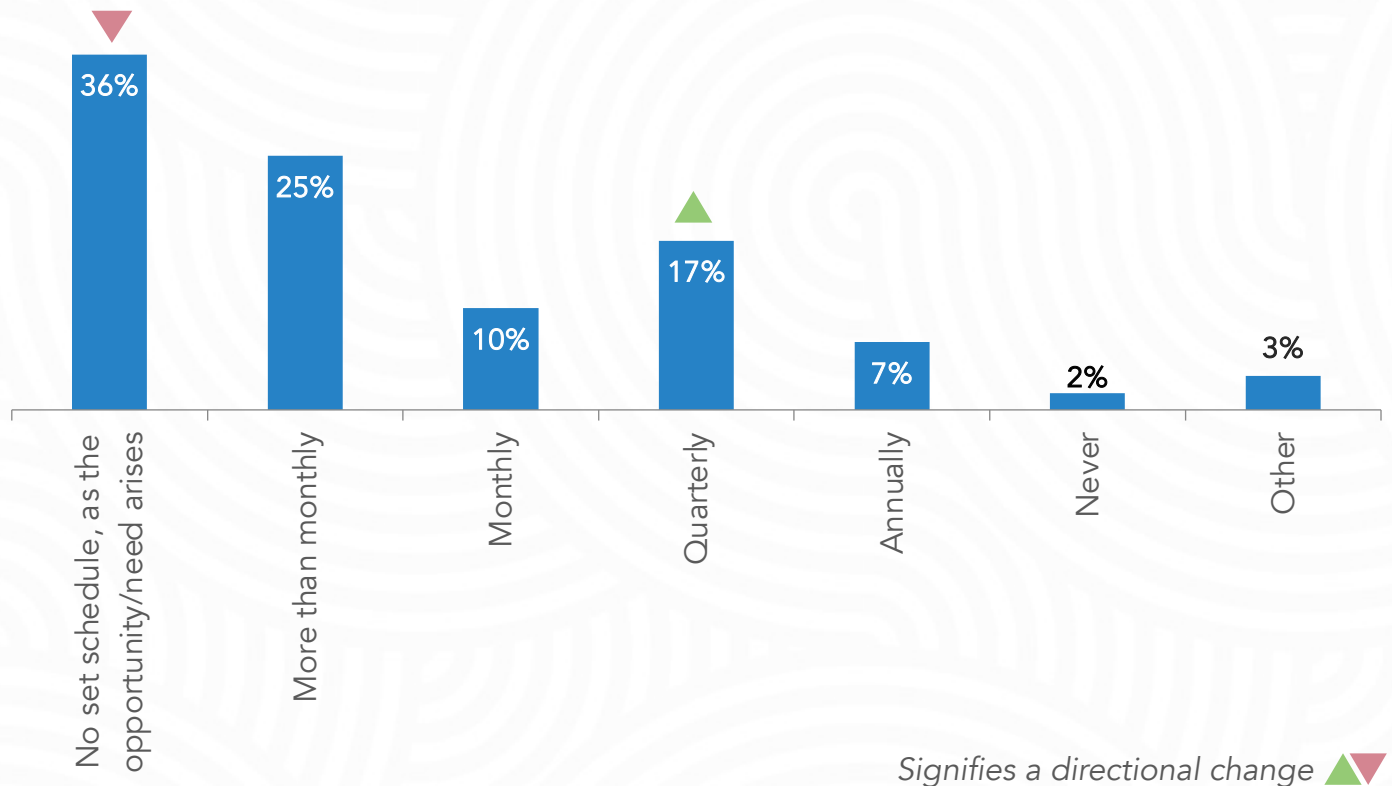
Q: How often does your company typically choose a new nonprofit partner(s)?

KEY LEARNINGS

- The majority (68%) of companies choose new nonprofit partners based on the opportunity presented.
- We have seen a marked increase (from 57% in 2022 to 68% in 2025) in the number of companies that are moving toward evaluating new partnership opportunities as they arise. This means nonprofits should continuously reach out to present compelling partnership options.

Partnership Decision Making: Frequency of Employee Participation in Nonprofit Activities

Frequency of Employee Participation in Nonprofit Activities



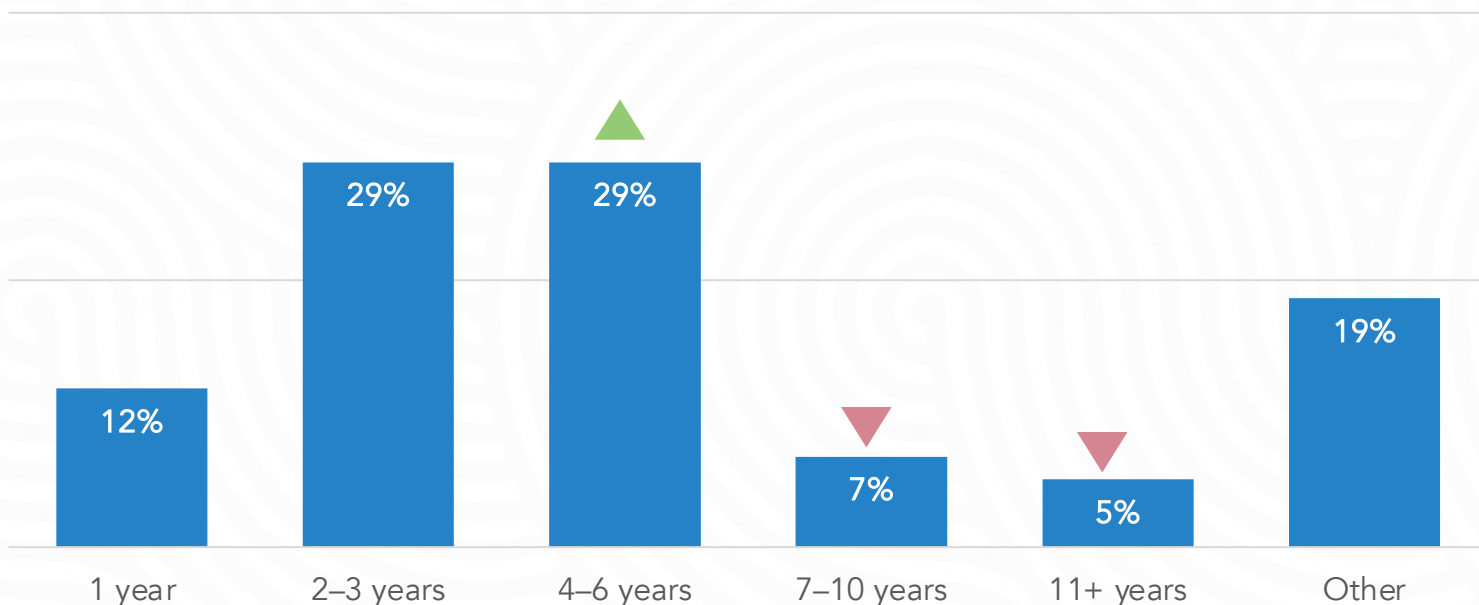
Q: How often does your company typically support employee participation in nonprofit activities?

KEY LEARNINGS

- About a third (36%) of companies support employee participation as the opportunity arises vs. on a fixed schedule. This is down from 43% in 2022.
- Another quarter (25%) of companies support employee participation multiple times a month and another 10% support employee participation monthly.
- Quarterly employee engagement events have more than doubled (8% to 17%) since 2022 indicating this timing frequency is rising in popularity.

Partnership Decision Making: Partnership Retainment

Length of Partnership



Other includes:
Commitment is made for a lifetime, renew regularly, 5+ years min, it depends on the success

Signifies a directional change ▲ ▼

Q: Once you commit to a nonprofit partner, what is the average length of time you retain that partnership?
How often does your company typically choose a new nonprofit partner(s)?

KEY LEARNINGS

- Nonprofit partnerships tend to be long-term commitments.
- 2025 data shows that once a company commits to a nonprofit partner, most (58%) retain that partnership between 2-6 years, with another 12% for 7+ years.
- Directionally, there are changes since the 2022 survey:
 - >A slight increase (6%) in 4-6-year commitments.
 - >A marked decrease (from 23% to 12%) in partnerships over 7 years.

NONPROFIT PARTNER SELECTION STRATEGY

SECTION 5

PARTNER SELECTION TRENDS

Companies are adopting a stronger strategic partnership approach, aligning their philanthropic efforts with their core business values and objectives. This ensures that their giving is not only beneficial to the community but also contributes to their business goals, such as enhanced brand reputation or employee engagement.

KEY LEARNING: The motivations that drive decisions around which nonprofits companies choose to partner with are changing.

1. Needs of the community: Companies are moving beyond simple donations to seek partnerships where they can demonstrate a clear, measurable impact on the community. They want to see how their resources translate into improved quality of life, job creation, better education, or environmental protection, as examples.

>51% of companies now rank the needs of the community as the No. 1 audience they consider when selecting a nonprofit partner. (For Momentum)

2. Brand mission alignment: Companies want to partner with nonprofits around their core business focus and ethical standards. Aligning with impactful community initiatives boosts brand image and fosters customer loyalty. Consumers are increasingly willing to support and even pay more for products and services from companies that demonstrate a commitment to social good. Companies want to capitalize on partnerships that help them tell their brand story and capture positive consumer and employee sentiment.

>Over 9 out of 10 companies (91%) ranked brand mission alignment as the most important factor when selecting a partner. (For Momentum)

>91% of leaders say they are making sure their programs support their corporate strategy and values. ([Benevity](#))

3. Cost of sponsorship packages: As economic and socio-political uncertainty rises, budgets and the cost of sponsorship packages are top of mind for companies. Flexibility around costs are more important than ever. This is a good time for nonprofits to reconsider guaranteed minimums and work with companies on entry level options that may fit their budget needs vs. writing them off for not being able to sign on to the highest-level package.

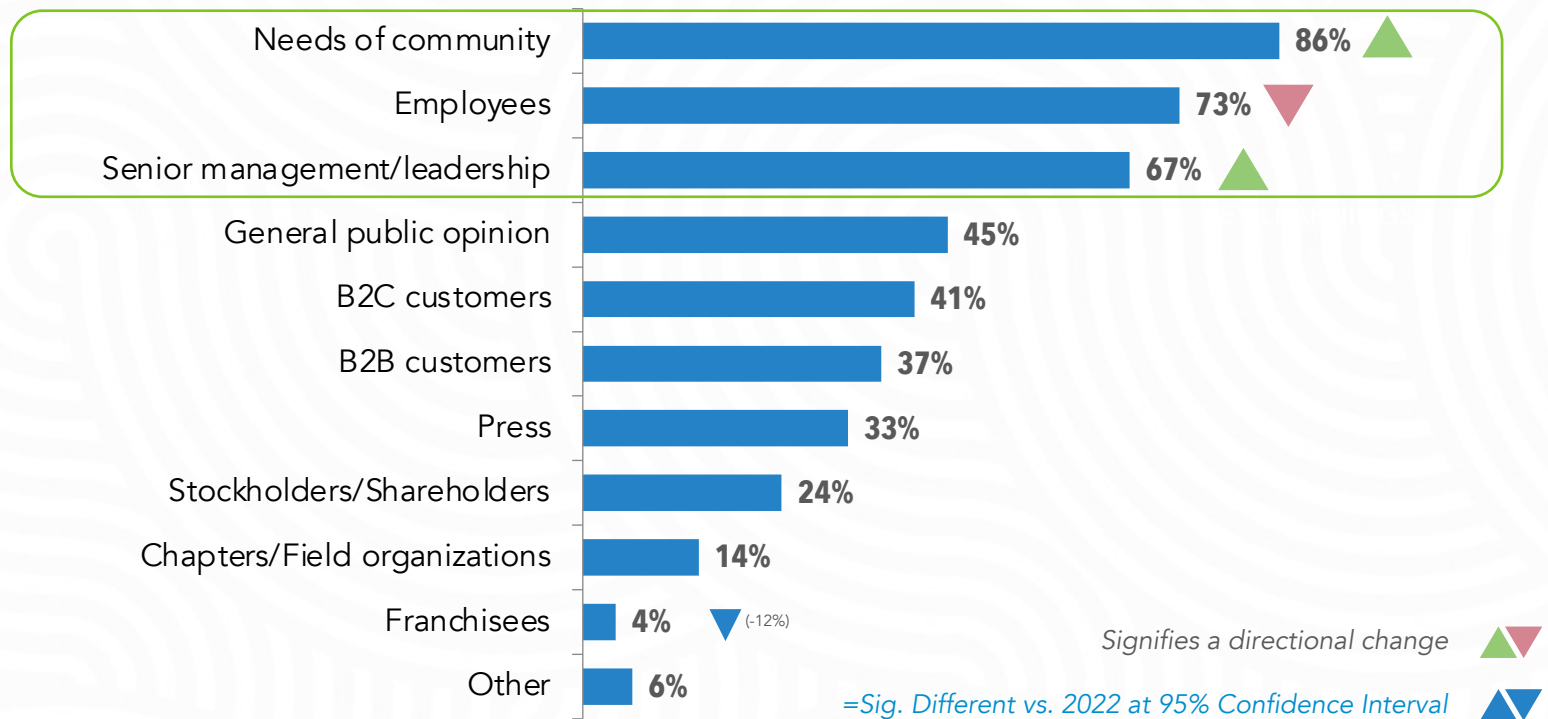
>79% of companies are now considering the cost of a sponsorship packages as a top factor for choosing a partner.. This factor has increased 25% since 2022, a significant change in importance for companies in choosing a partner in 2025. (For Momentum)



TAKEAWAY: Gone are the days when a company is likely to partner with a nonprofit simply because the organization is doing good work. Companies are laser focused more than ever on their bottom line and how a nonprofit's impact goals, audience and programs match with their goals and needs. The most effective partnerships have shared values, strategic alignment and ongoing measurement and feedback.

Target Stakeholders When Selecting National/Global Nonprofit Partner

Stakeholders for National/Global Nonprofit Partnership



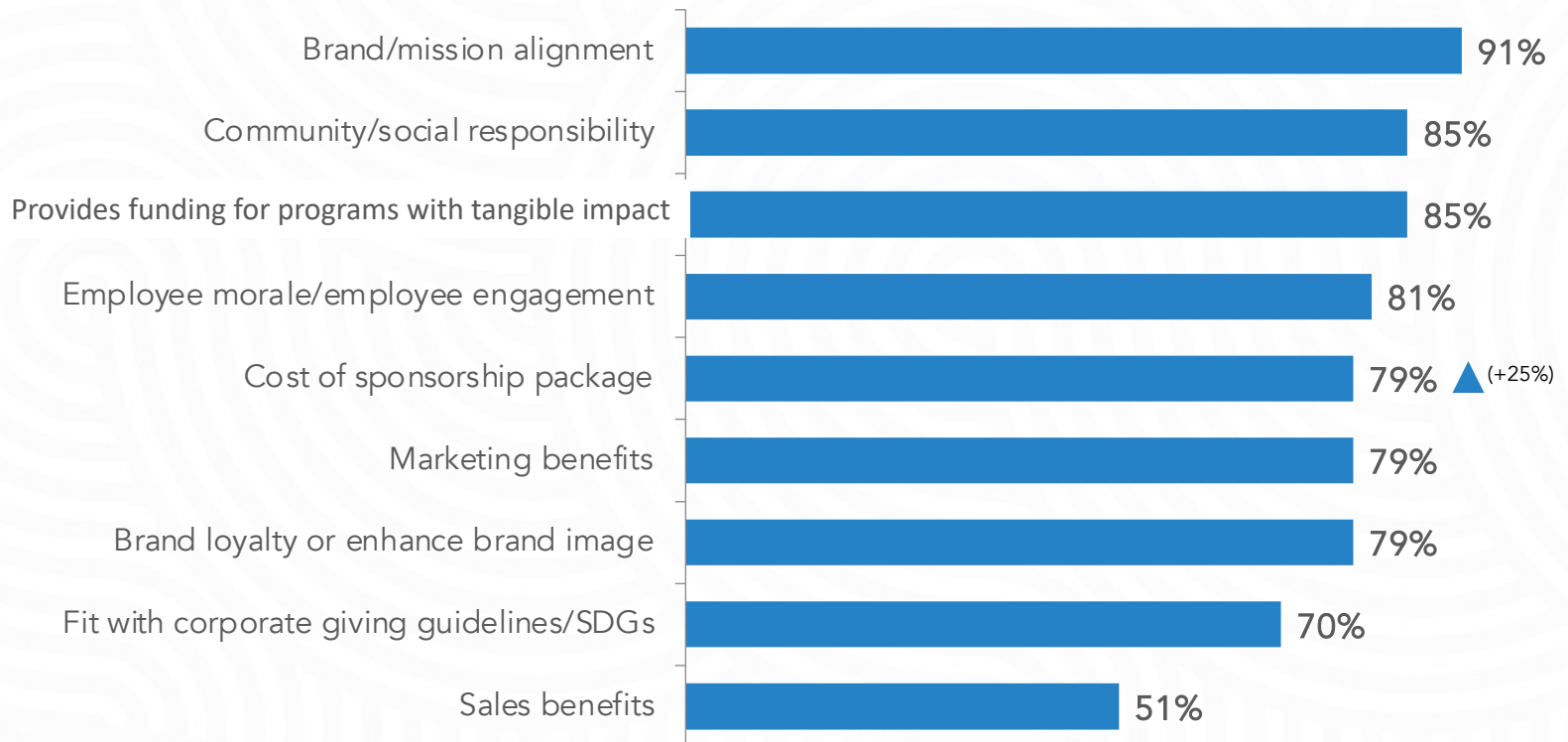
Q: Which audiences or stakeholders do you bear in mind when selecting a national/global nonprofit partner?

KEY LEARNINGS

- The top 3 stakeholders companies consider when choosing a partner are:
 1. Needs of community
 2. Employees
 3. Senior leadership
- These are the same top 3 audiences in our 2022 survey.
- While still a top 3 audience, it is noteworthy that employees have fallen out of 1st to the 2nd most important stakeholder considered compared to 2022 data.
- Both needs of the community and senior leadership have increased slightly more than 5% in importance since 2022.

Nonprofit Partner Selection: Important Factors When Selecting National/Global Nonprofit Partner

Important Factors When Selecting Nonprofit Partner (T2B%)



▼▲ =Sig. Different vs. 2022 at 95% Confidence Interval

■ Somewhat/very important (T2B%)

T2B % = Top two boxes (somewhat/very important)

Q: How important are the following factors or benefits when selecting a national/global nonprofit partnership?

KEY LEARNINGS

- Over 9 out of 10 of companies (91%) ranked brand mission alignment as the most important factor when selecting a partner.
- The top 3 most important factors when selecting a national/global nonprofit partner are:
 1. Brand and mission alignment with the nonprofit (91%)
 2. Match with community and social responsibility goals (85%)
 3. Provides funding for programs with tangible and immediate impact (85%)
- The cost of sponsorship packages is a factor for consideration by 79% of those surveyed. It is noteworthy that this factor has increased 25% since 2022, a significant change in importance for companies in choosing a partner in 2025.

NONPROFIT MISSION SELECTION STRATEGY

SECTION 6

DEI SHIFTS IMPACTING PARTNER SELECTION

Shift in mission or shift in language?

Despite anecdotal evidence suggesting that the core focus on DEI in corporate philanthropy remains, the way it's discussed publicly is evolving. DEI initiatives in corporate philanthropy are facing a challenging environment. While companies appear to be maintaining internal equity work, their external positioning has shifted. The decline in DEI focus, which accelerated in 2025, actually began in 2024. In the summer of 2024, ACCP reported an 11% drop in racial equity, a 15% drop in gender equality, and an 8% drop in health equity focus in their work from their CSR survey respondents. The decline in focus on DEI in partnership work has been declining for well over a year.

A combination of factors are impacting DEI social impact efforts. These include the 2024 election cycle, the influence of shareholder activists and past executive orders, all of which have made DEI a contentious issue. Some large American retailers have significantly scaled back or reversed their DEI programs, while other major companies like [Costco](#), [Goldman Sachs](#), [JPMorgan Chase](#) and [e.l.f. Beauty](#) have publicly reaffirmed or increased their DEI commitments. We believe that despite the DEI headlines, by and large the core mission work of advancing diversity, equity and inclusion initiatives through cause partnerships continues. However, major language shifts are happening in order to protect these longstanding DEI commitments and deflect unwarranted criticisms of the work.

21% fewer companies report supporting Justice, Equity, Diversity and Inclusion since our 2022 survey. The single biggest drop in corporate support, moving from 2nd place to 9th since our last report. (For Momentum)

70% of companies will be quieter about ESG, DEI and climate but still plan to do the work. ([Benevity](#))

36% of companies report increasing their DEI programs over the past year. This is a 46% drop since 2022. (For Momentum)

47% of executives said their DEI commitments remain the same or might even grow. ([Axios](#))

61% of executives said they're weighing whether to remove or reduce DEI-related language from websites, proxy statements and/or outward-facing communications. ([Axios](#))

33% of all consumers have stopped or reduced purchases from brands that have pulled back on DEI. ([Collage Group, 2025](#))

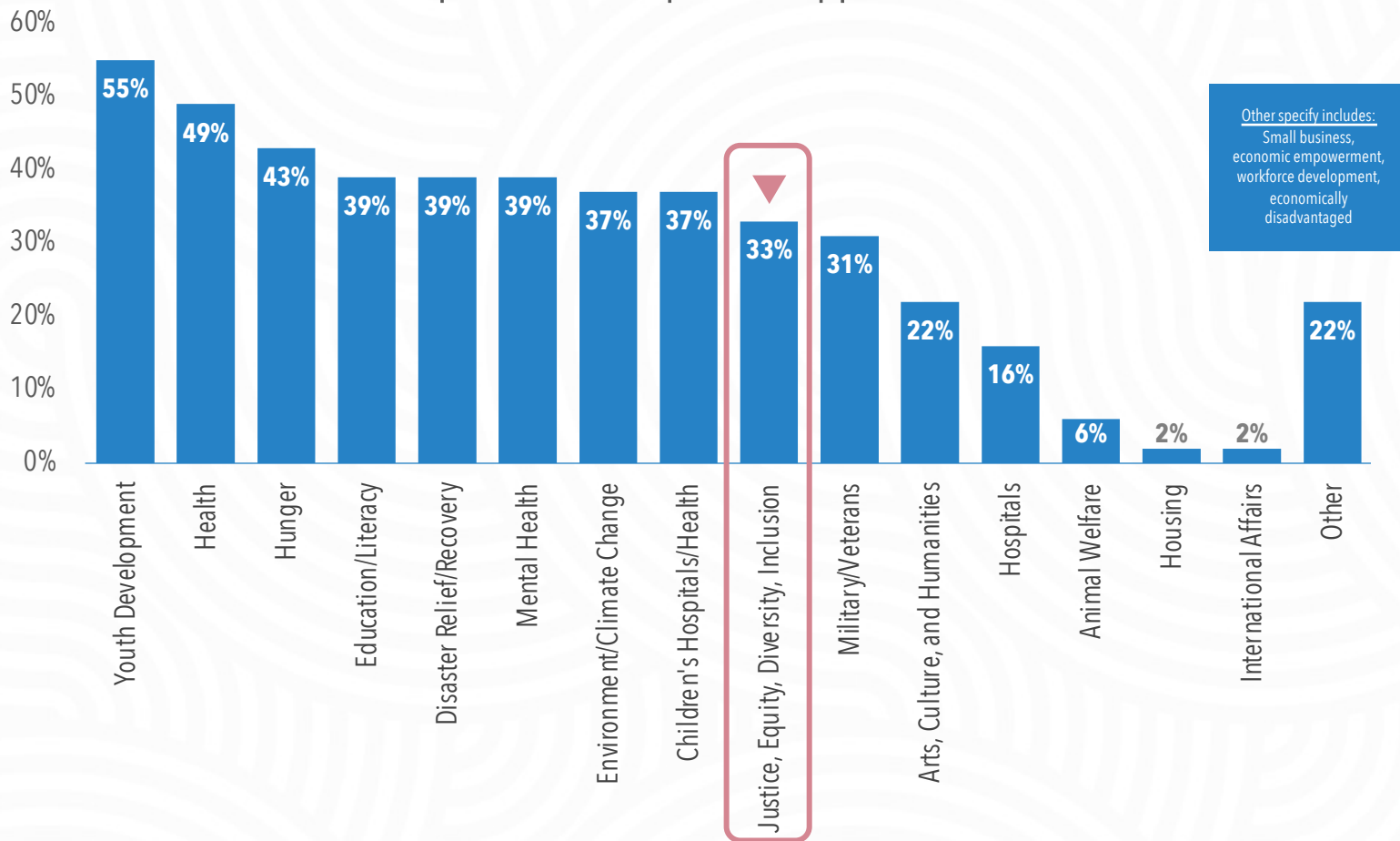


TAKEAWAY

Companies are not abandoning their equity work; they are just more careful about how they position it. Partnership messaging should be agile so that external communications meet ever-changing company policies and flexibility in public-facing activations.

Nonprofit Mission Selection Strategy: Mission Focus

Top Causes Companies Support



Q: Which causes (mission types) do you focus on when selecting any type of nonprofit partner?

Signifies a directional change  

KEY LEARNINGS

- The top 3 causes/mission spaces companies report supporting in 2025 are youth development (55%), health (49%) and hunger (43%).
- Education/literacy, disaster relief and mental health tied for 4th (39%). These along with environment/climate change (37%) and children's hospitals/health (37%) round out the top 5 causes companies want to support.
- Justice, Equity, Diversity and Inclusion had the biggest drops in support moving from 2nd place to 9th (falling 21%) since our last survey in 2022.
- However, 33% of companies are still focused on supporting JEDI causes, maintaining a large portion of companies that continue to support.

PARTNERSHIP PLANNING

SECTION 7

PARTNERSHIP PLANNING TRENDS

PARTNERSHIP TYPES AND TIMING

We see a few trends happening in corporate partnership planning. One, the majority of partners (45%) support several nonprofits across several types of cause areas and a mere 4% only work with one partner. This is good news for nonprofits as it means companies are continuing to support a wide variety of mission spaces.

After a new nonprofit partner has been chosen, 45% of companies activate the partnership within 3 months. We see a slightly quicker activation cycle since 2022 where only 28% were activating as quickly. Nonprofits need to be ready once they approach a company to quickly turn the partnership on.

EXPERIENCE WITH NONPROFIT PARTNER

The success factors that are important to companies have stayed fairly consistent across our surveys. However, it's important to note that companies ranked 7 success factors above 50% in importance in 2022. That has grown to 9 success factors ranking above 50% in 2025. This growing increase in factors for what makes a partnership successful is likely putting pressure on nonprofits. The good news is that nonprofits improved on every key measure of satisfaction from the corporate partner perspective. This indicates that although nonprofits have more required of them, they are hitting the mark and making these increased demands happen.

Impact toward the nonprofit's mission has grown slightly more important from 91% to 95% and still remains the No. 1 way companies assess the success of the partnership. The importance of employee engagement has grown from 83% in 2022 to 89% in 2025 and moved from third place in importance to second. We also saw a huge jump in event sponsorship and involvement jumping 28% in importance to 63% since 2022. We believe this is due to the dip in events during the COVID-19 pandemic and rise in gatherings as it became safer to do so over the last 3 years.

The top 3 ways of measuring the success of partnerships are by:

1. Impact toward the nonprofit's mission (95%)
2. Employee engagement (89%) (up from 83% in 2022)
3. Success stories that show impact (88%)

TOP PARTNER CHALLENGES

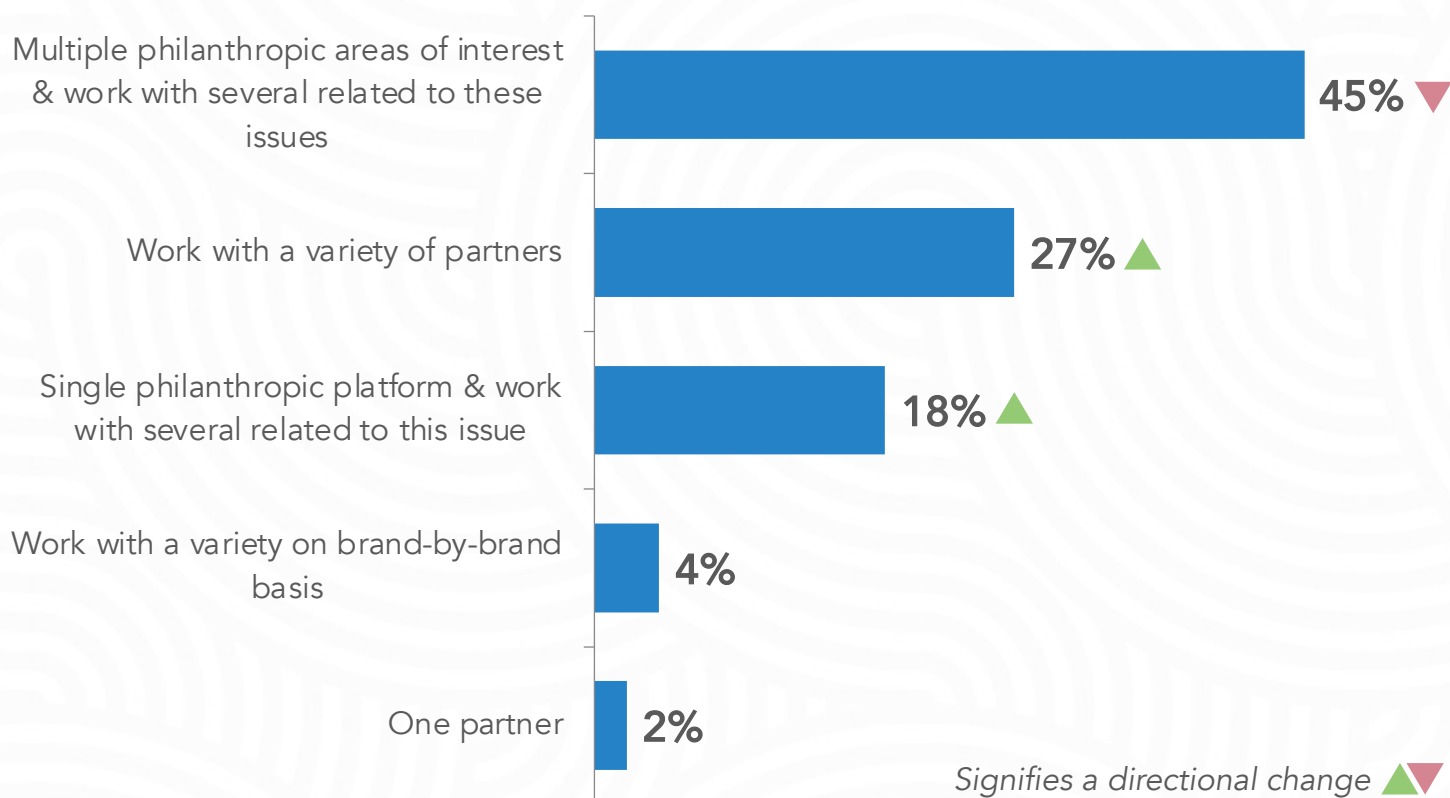
- Budget has jumped to the top challenge in 2025 likely due to the current economic and social challenges (18% selected it as a top challenge in 2022 vs. 39% in 2025).
- The top reason for ending a partnership is budget restrictions, followed by nonprofits not delivering on promises and changes in philanthropic objectives.
- Factors a nonprofit can influence in their partnerships include delivering on what is promised, providing ample support and better demonstrating relevance and impact.



TAKEAWAY: Budget has jumped to the top concern in partnership planning. Flexibility around guaranteed minimums, sponsorship package costs and entry level partnership requirements should all be highly flexible and adaptable. In addition, as companies require quicker activation timelines, planning should consider turnkey activations/programs for partnerships, while remaining agile and able to customize to each partner's specific needs.

Nonprofit Mission Selection Strategy: Corporate National/Global Giving Strategy

Nonprofit Giving Strategy



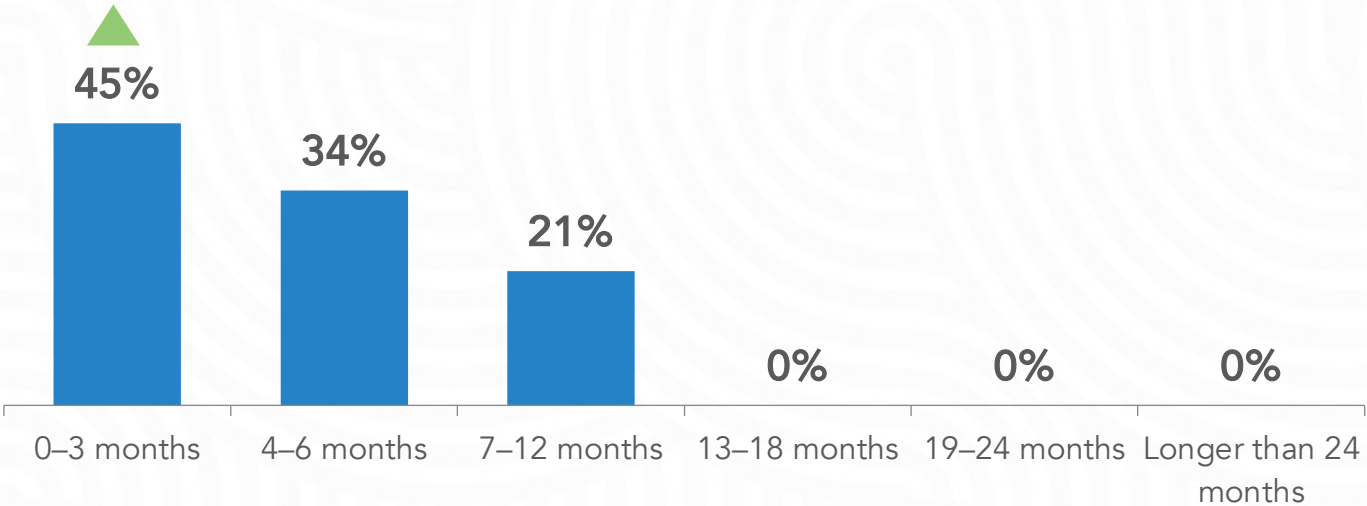
Q: Which of the following best describes your company's overall national/global nonprofit giving strategy?

KEY LEARNINGS

- The majority (45%) of companies support multiple philanthropic priorities and work with several nonprofit partners on their key issues (27%).
- Even though companies working with multiple philanthropic areas of interest is still the top giving strategy, it has decreased 6% since 2022.
- 27% of companies report engaging with a variety of partners (up 7% from 2022).
- 18% of companies report working with several partners on a single philanthropic platform (up 4% 2022).

Partnership Planning: Time to Activate National/Global Partnership

Average Time to Activate Partnership



Signifies a directional change ▲▼

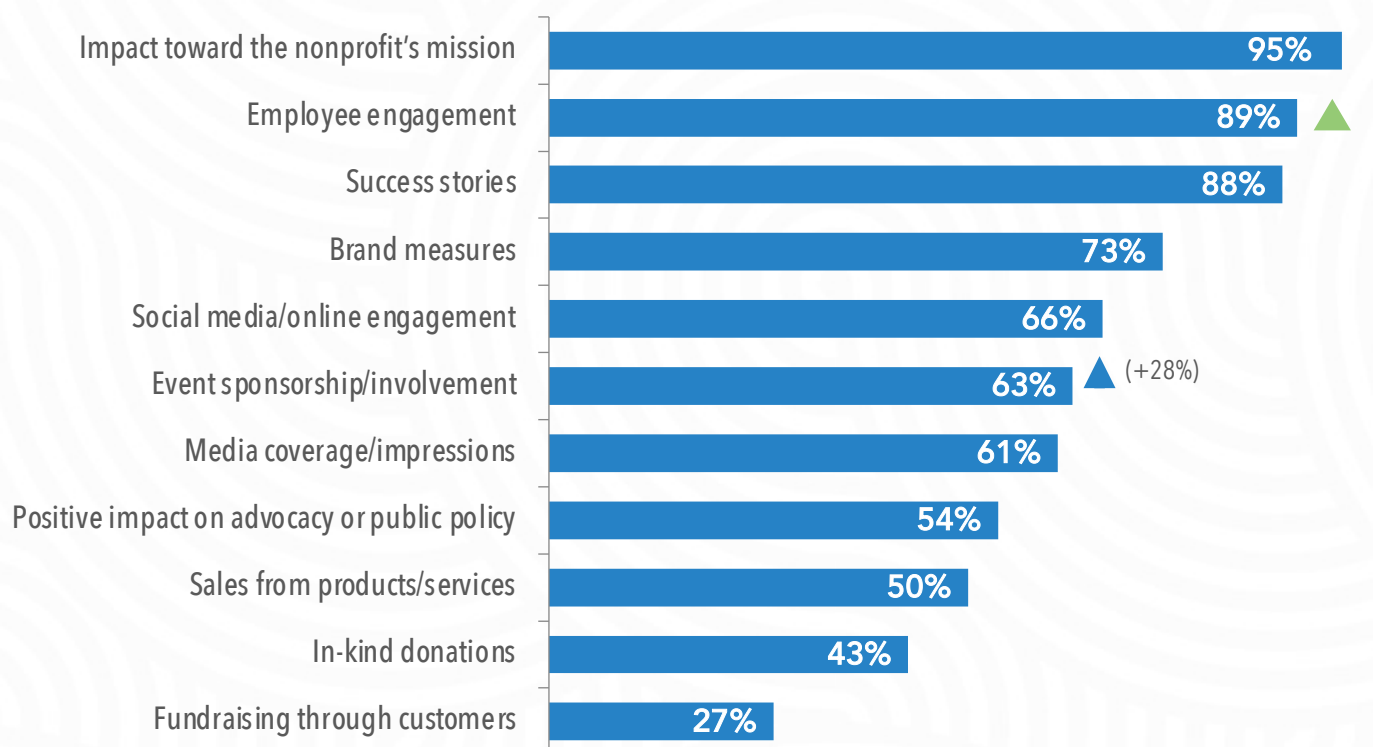
Q: Once a national/global partner has been selected, on average, on how long does it take to activate the partnership?

KEY LEARNINGS

- Partnerships are most commonly activated within 1 year.
- Once a national/global partner has been selected, 45% of companies activate the partnership within 3 months.
- Another third of companies (34%) take between 4-6 months to activate.
- We see a slightly quicker activation cycle since 2022 where only 28% of companies were activating within the same time frame.

Partnership Planning: Important Ways of Measuring Success of Partnerships

Important Ways of Measuring Success of Partnerships



▼▲ =Sig. Different vs. 2022 at 95% Confidence Interval

Signifies a directional change ▲ ▼

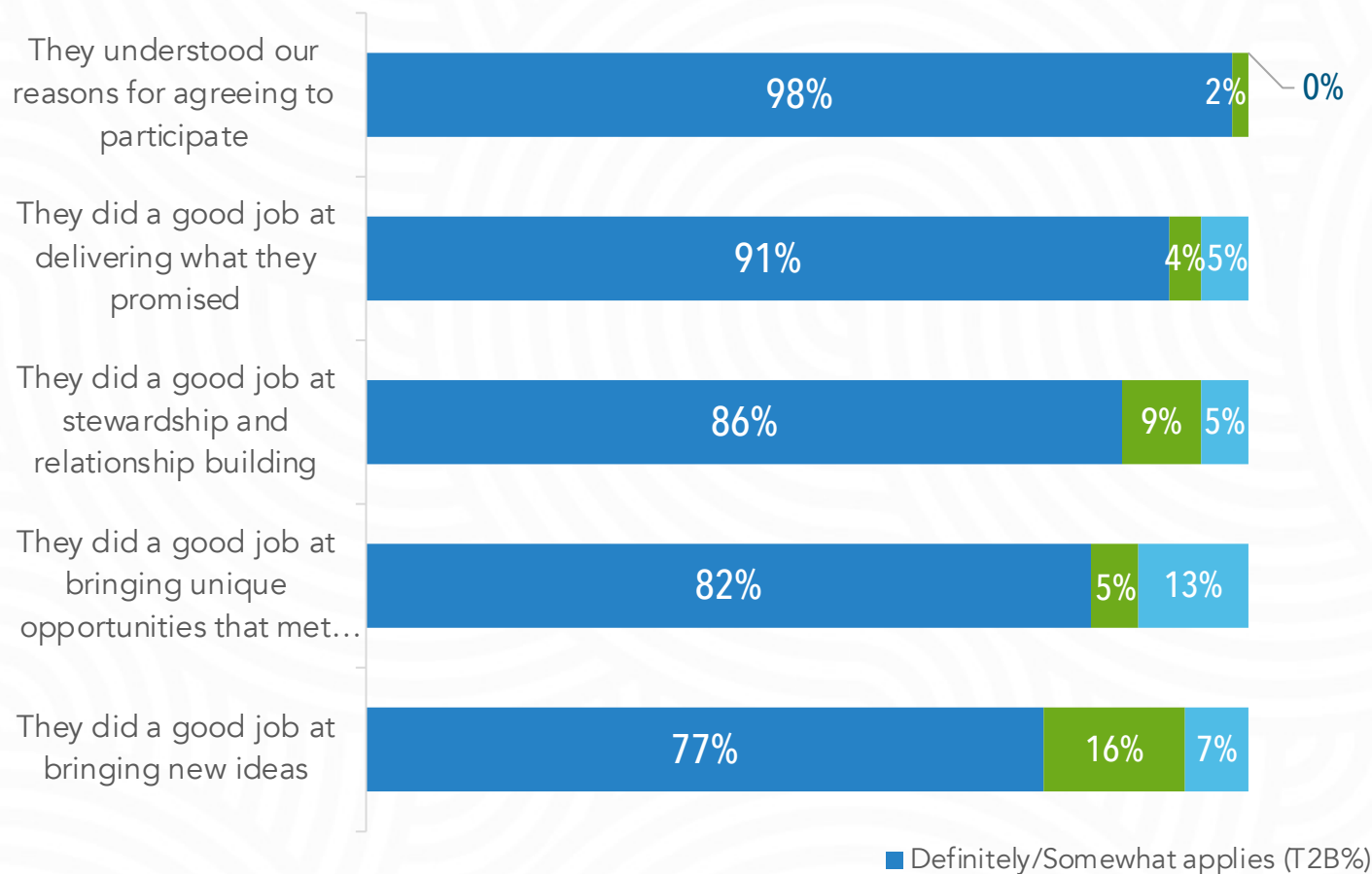
Q: How important are each of the following ways that you can measure the success of your partnerships with nonprofit organizations?

KEY LEARNINGS

- The top 3 ways of measuring the success of partnerships are by the impact toward the nonprofit's mission (95%), employee engagement (89%) and success stories that show impact (88%).
- Employee engagement grew slightly in importance moving from the number 3 spot to the number 2 spot.
- Event sponsorship and involvement have jumped a substantial 28% in importance since 2022, signifying companies are more interested in partnering on events.

Recent Experience With Nonprofit Partners

Recent Experience with Nonprofit Partners



Q: Thinking about your most recent experience with a nonprofit partner, how applicable are the following statements?
T2B= top 2 boxes for definitely/somewhat applies and b2b= bottom 2 boxes for doesn't apply at all/doesn't particularly apply

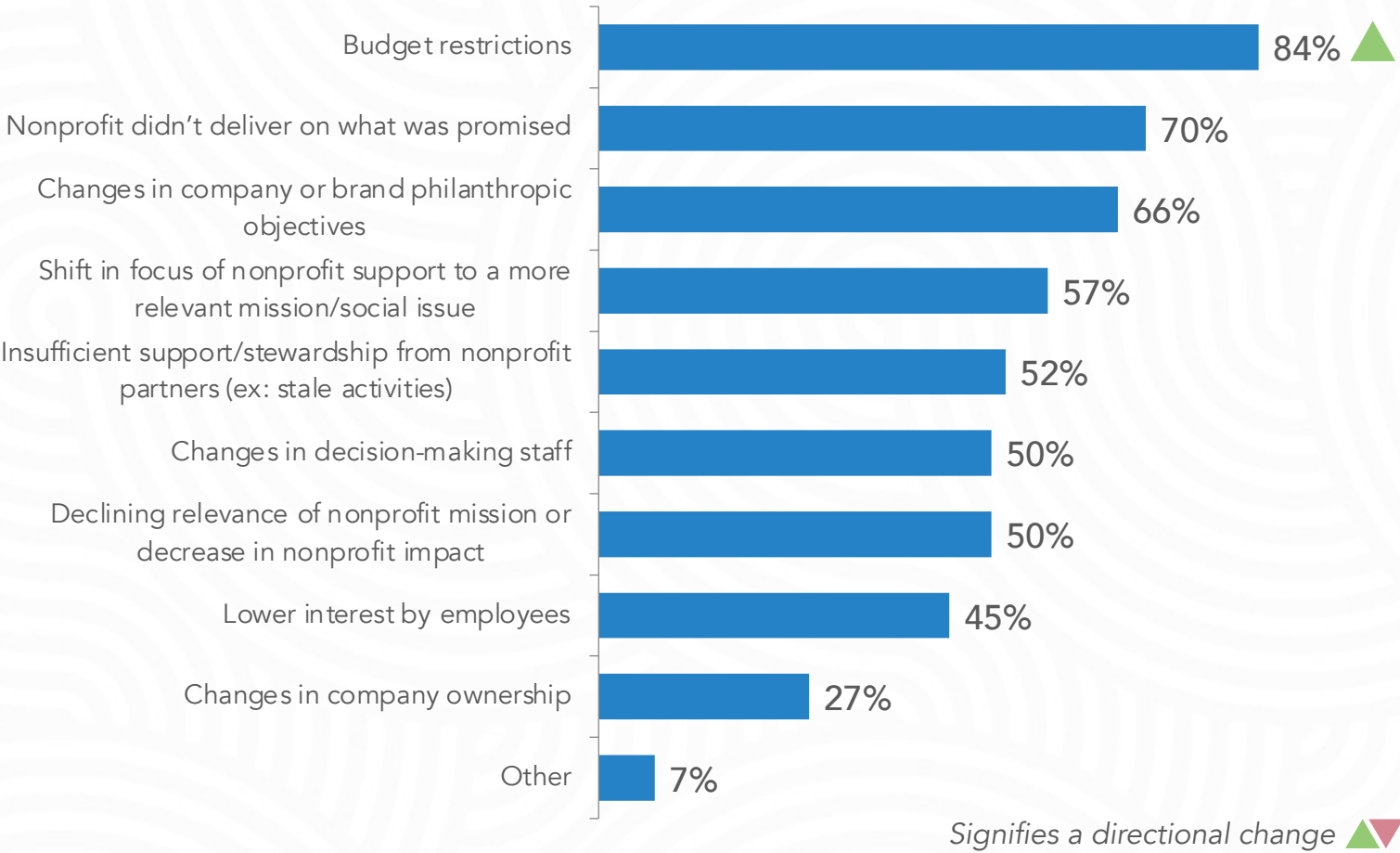
KEY LEARNINGS

- Corporate decision makers report a very positive experience on key measures of partnership satisfaction:
- Nonprofit partners understood their reason for participation
 - Delivered on promises
 - Did a good job at stewardship and relationship building

- Areas of improvement for nonprofits include:
- Bringing unique opportunities
 - Bringing new ideas to their corporate partners

Primary Reasons to End Partnership

Reasons to End Partnership



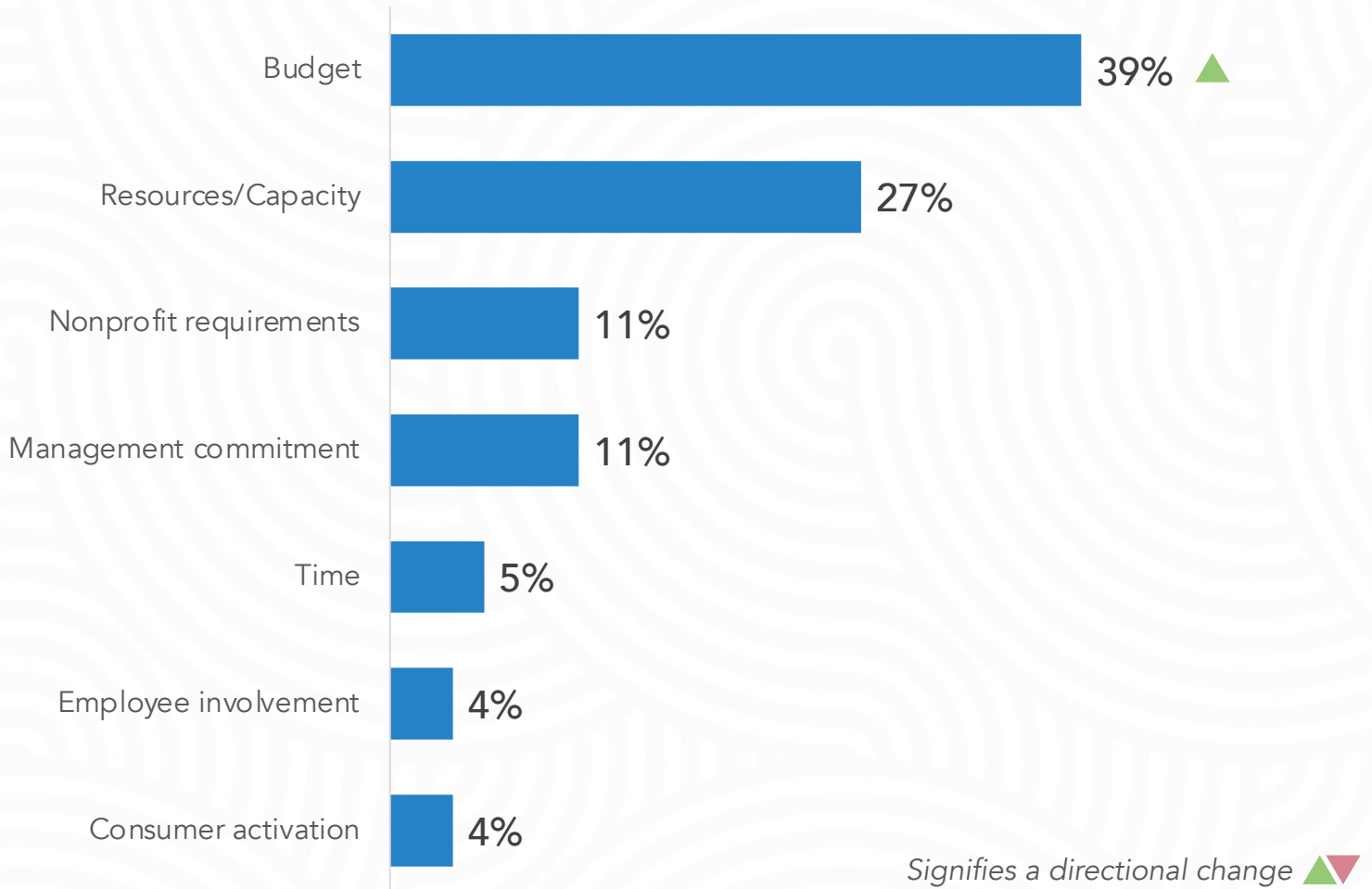
Q: Thinking about your most recent experience with a nonprofit partner, how applicable are the following statements?

KEY LEARNINGS

- The top reason for a company ending a partnership is budget restrictions.
- Factors a nonprofit can influence include delivering on what is promised, providing ample support and better demonstrating relevance and impact.

Activation Challenges

Nonprofit Activation Challenges % Ranked #1



Q: What is the primary challenge that you face when activating a nonprofit partnership?

KEY LEARNINGS

- The No. 1 nonprofit partnership activation challenge is budget (39%).
- Budget has jumped to the top challenge in 2025 likely due to the current economic and social challenges. (Only 18% selected it as a top challenge in 2022 vs. 39% in 2025).
- The company's resources/capacity came in as the second challenge, followed by the nonprofits' requirements.

METHODOLOGY AND RESOURCES

SECTION 8

Survey Methodology



When

- In field February 5-March 10, 2025



Who

- Sample size = 81 Corporate Decision Makers
- 53 Completed
- 28 Partially Completed



Where

- U.S. based companies
- Online quantitative survey

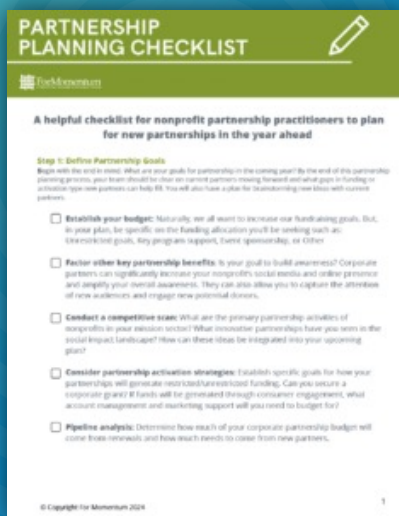
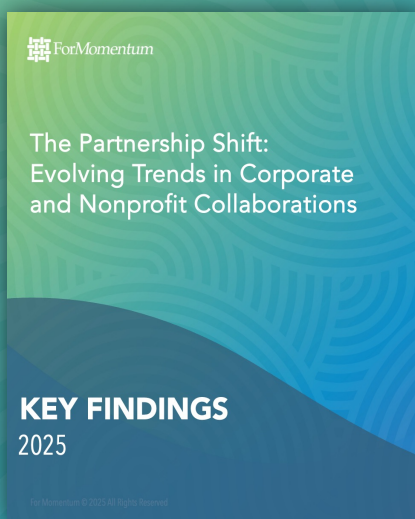
Note:

Statistical testing comparing 2022 vs. 2025 data percentages was performed where appropriate at the 95% (indicated with **bold** arrows. **↕**) and 90% (indicated with non-bold arrows **↕**) confidence intervals.

Third-party research firm Lab42 distributed and tabulated survey results independent of For Momentum.

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