

2024 | ISSUE 13

UK CSR Industry Spotlight

Analysis and data on employee engagement programme trends and corporate philanthropy efforts in the UK. This report marks the 13th issue of the annual YourCause CSR Industry Review and the first edition featuring UK-specific findings.



Impact Reporting



Employee Giving and Volunteering



Grow Engagement



Grantmaking

 YourCause[®]
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THE MISSION

Observations of key learnings and trends throughout this report were analysed through data collected within the YourCause® CSRconnect® and GrantsConnect® platforms. This 2024 report consolidates, and details data collected between January and December 2023.

Our team set out to identify shifts in employee philanthropic behaviour and trends in programme elements offered by companies to their employee population. All findings are dispersed and shared with the employee and social responsibility community to ensure they are equipped with the latest research from this space.

This report provides you with insights and trends of the UK CSR industry that details the different types of activity that organisations and its employees are carrying out to make a positive difference to the causes and communities that mean the most to them. The report serves as a valuable catalyst for enhancing your CSR agenda - emphasising employee engagement through community outreach and employee volunteering.

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WELCOME

I am thrilled to welcome you to our first UK Industry Spotlight, which provides insights into key employee engagement and corporate social impact trends seen across UK businesses and employees.

Whether you are looking to benchmark your social impact programmes against your industry peers or glean insights into how other organisations are driving up participation and extending the reach of their programmes, the data-driven learnings from this report can be of significant value. As a subject matter expert in social responsibility, I look forward to exploring how the changes in employee giving, volunteering, and the broader philanthropic landscape can be translated into action as we all work to inspire engagement and drive meaningful impact within our communities.

The past few years have been challenging to say the least, with record levels of global workplace disengagement, stress, and burnout, geopolitical conflicts, economic uncertainty, natural and man-made disasters, and the emergence of extraordinary new technological advancements in things like Artificial Intelligence (AI) that brings both promising innovation and a consideration of potential risks.

Yet, despite the increased external pressures, we saw steady volunteering and giving engagement, a strong desire to volunteer as teams in the UK, and many employees leveraging matching gifts and incentive programmes, reinforcing the idea that employees see value in prioritising giving back to their communities and those in need.

Organisations made several rapid programme adaptations during the pandemic to keep employees and communities connected, such as the widespread adoption of virtual volunteering. As organisations now look to meet the expectations of in-person, hybrid, and remote work environments moving forward, we were not surprised to see a continued trend toward more in-person volunteer engagement in 2023.

I hope you can take some time to dig into all the incredible insights in this report and reflect on how some of these key trends show up in your own organisation and programmes today. More importantly, I hope you come away with a sense of encouragement and affirmation that the work you are doing through your programmes and the contributions of your people is making a difference, each day.

Thank you for everything you are doing to put humanity back at the centre of this vital corporate social impact work and to inspire good around the world.



Andrew Troup

Director of Giving and Engagement,
Corporate Impact at Blackbaud

WHAT TO KNOW

Before you dive into this Industry Spotlight, it is important to understand a little more about the data and terminology used throughout the report. You can find a full list of terminology in the Glossary of Terms section toward the end. The data evaluated within the Industry Spotlight is based on the activity of UK employees for a subset of clients using CSRconnect and GrantsConnect. This data subset reflects a full calendar year of employee activity spanning January 1 through December 31, 2023, from 124 companies with UK employees. For a full explanation of our analytical approach reference the Overall Methodology section at the end of the report.

Key Terms

Company Match: A type of corporate giving programme in which a company matches donations made by an employee to eligible nonprofit organisations.

Dollars for Doers: A term used to describe a volunteer match programme that rewards volunteers (doers) with a donation on behalf of the company (dollars) to the recipient volunteering organisation in recognition of the employee's volunteer activities.

Company Money: A term used to describe Matching Gifts, Cause Cards, Incentives, and Dollars for Doers.

Employee Engagement: Broken out into three distinct categories: a) donor engagement, defined by those who donated through the company's programme; and b) volunteer engagement, defined by those who have participated in a volunteer event; and c) combined engagement, defined by those who have either donated or participated in a volunteer event. Each engagement rate represents the participation as defined by each category divided by the UK active employee population in 2023.

Incentive: A type of company match for participation in employee engagement programs. Incentives can be earned through volunteer activities, such as team events or individual volunteer activity, or issued individually to an employee based on activity in a program run outside of the CSRconnect system.

Participant: Employees who have volunteered for at least one event through the platform and/or have made a single monetary donation.

Payroll Giving: A scheduled deduction directly from an individual's pay cheque for distribution to a specified nonprofit organisation.

Transaction: A unique donation performed within CSRconnect.

Newly Hired: Data from companies that opted-in including the hire data on the employee profile. Employees at the company hired in 2023.

DATA HIGHLIGHTS

Findings on this page and in this report are based on the activity of UK employees for a subset of clients using CSRconnect and GrantsConnect. This data subset reflects a full calendar year of employee activity spanning January 1 through December 31, 2023, from 124 companies with UK employees.



124

number of participating companies

370,249

employees from participating companies

2,221,789

total donations from participating companies

151,444

total volunteer hours from participating companies



8,505

Volunteer participants



4,404

Donation participants



323

Average annual employee donation



£315

Average annual company match per participant



2.7

Average transactions per donor



17.8

Average hours volunteered per volunteer participant

OVERALL INSIGHTS

Here are some of the key takeaways from our research that we dive into within this spotlight.



In-Person Volunteering Makes a Comeback

94.7% of total volunteer hours were in-person, and the percentage of virtual hours decreased across all employee types. This marks a steady downwards trend since the initial surge of virtual volunteering during the height of the pandemic.



Volunteering is Better Together

About 60% of total volunteering hours within the UK were from team volunteering events. Companies are likely seeing positive effects on employee wellbeing from collaborative and purposeful group volunteering initiatives.



Company Contributions Fuel Philanthropy

Company money, made up of matching gifts and incentive programmes, account for 54% of the total donation distribution. Corporations that leverage these avenues can play a significant role in amplifying the impact of employee donations.



Employees Leverage Payroll Giving

With an average of 9.7 transactions per donor annually and a 11% growth in average annual payroll donations compared to the year before, payroll giving seems to be increasingly popular and the most consistent form of giving for employees.



Big Donors, Smaller Doers

Corporations with more than 100,000 employees globally lead the way in average annual employee donation and company match. However, they appear to find volunteer participation in the UK difficult at less than a 1% engagement rate.

VOLUNTEERING OVERVIEW

Volunteering Engagement by Employee Type

The data reviews UK volunteer engagement rates and average volunteer hours per employee, comparing full time and contractor employees. Full-time workers had more than double the average volunteer hours per year than contractors.

Volunteer by Employee Type

	Contractor	Full Time
Volunteering Engagement Rate	2.84%	2.32%
Average Volunteer Hours	8.4	17.9

Volunteer Hours by Group Size

The table shows the average hours of employees that participated in a group or individual volunteer event. Group size is based on the number of participants: Individual (not a team event), Small Team (2-10), Medium Team (11-50), Large Team (51+).

Volunteer Hours by Group Size

Employee Type	Individual	Large Team	Medium Team	Small Team
Full Time	31	4.4	14.2	9.2
Contractor	13.6	1.5	6.8	8.7

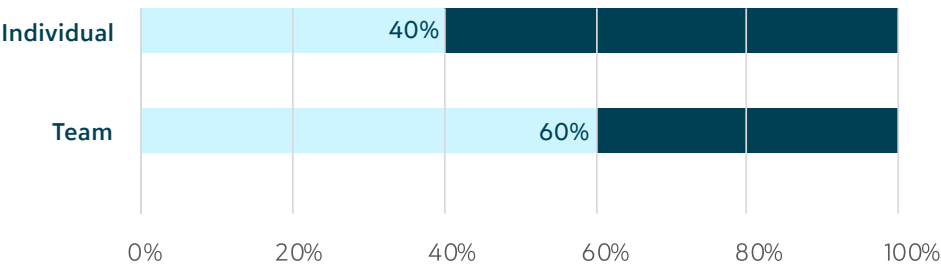
Virtual vs In-Person

In-person volunteer hours continue to increase. The pie chart shows the percentage of virtual vs. in-person for all volunteer hours.



Volunteer Hours by Event Classification

In total, approximately 60% of volunteer hours were in team events, demonstrating that companies are seeing the benefit of connecting employees for purposeful group events. However, the average annual volunteer hours for individual events were 31.3 compared to 12.6 for team events, which means that while they were popular, team activities may not have been as consistent or long-term as individual ones.



The data in this section highlight volunteer engagement levels based on employee type, with full-time employees demonstrating higher levels of commitment. The strong preference for in-person and team-based activities points to the importance of collaboration and connection in fostering a positive employee culture.

These insights can guide organisations in identifying which employee segments to target, where to concentrate their efforts, and which activity types will resonate most with their workforce. Ultimately, strategically applying the learnings from this data can help companies refine their CSR strategies and tailor their volunteer programmes to increase participation and foster more engagement and impact.

GIVING OVERVIEW

Donation Engagement by Employee Type

This table reviews UK donation engagement rates, average annual transactions, and average annual employee donation and company match. Full time employees seem to donate almost twice as much and nearly twice as often as contractors.

Giving by Employee Type	Contractor	Full Time
Donation Engagement (currently active employees only)	3.60%	5.26%
Average Annual Employee Donation	181	326
Average Annual Company Match per Participant	152	318
Average Transactions per Donor	1.5	2.8



Donor Profile

This table compares donations between large donors (employees who donate over £1,000 annually) to small donors (employees who donate under £1,000 annually).

	Contractor	Full Time
Giving Engagement	0.33%	4.86%
Average Annual Employee Donation	2451	113
Average Annual Employer Donation	2231	178
Average Number of Transaction	8.0	2.2



Large donors give more than 20x as much as small donors and have about 4x the number of transactions annually.

One Transaction vs. Multiple Transactions

The data compares 2023 giving for employees who had one transaction compared to employees who had multiple transactions.

	Multiple Transactions	One Transaction
Giving Engagement	1.29%	2.45%
Average Annual Employee Donation	2451	113
Average Number of Transaction	6.0	1.2

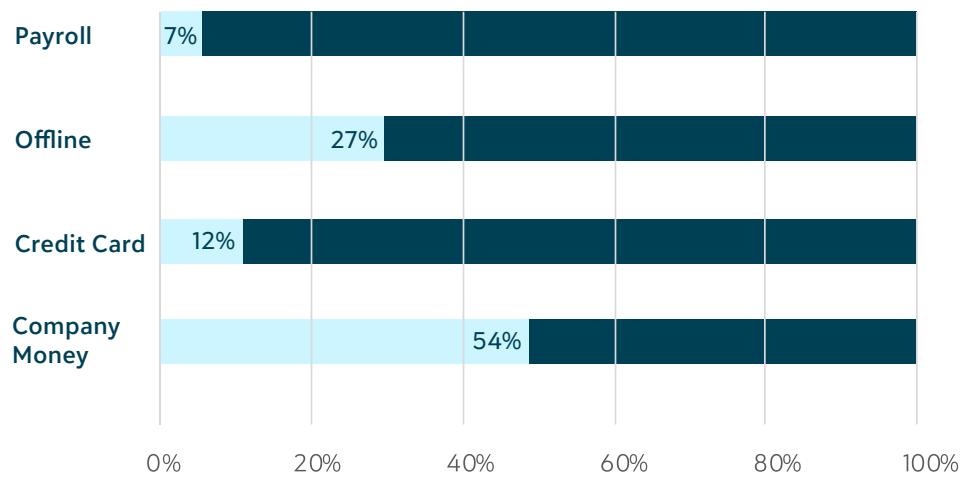


Employees who made multiple donations gave 3x more than employees who made one donation.

Distribution of Average Annual Employee Donations and Company Money

This bar chart shows the percentage of the 2023 total donation amount distributed by giving methods. Employees can donate using the following methods: credit card, payroll, matching, offline giving, Cause Cards, Incentives, or Dollars for Doers. The company money giving method includes donations made through matching gifts, Cause Cards, Incentives, or Dollars for Doers.

Donation Method Distribution



54% of donations come from company money, showing that companies recognise the value of matching gifts and incentive programmes in driving greater charitable impact.



Donation Methods

Donation Engagement

	Average Annual Donation	Average Number of Transactions per Donor
Payroll	412	9.70
PayrollMatch	381	8.46
OfflineMatch	440	1.97
Offline	401	1.95
D4D	370	1.63
CreditCard	184	1.47
CCMatch	196	1.47
Incentive	216	1.31

Payroll giving had the highest average transaction rate per donor. Transactions could be scheduled, recurring donations, or the employees logging multiple one-time donations. It is important to consider multiple giving method options, so employees feel comfortable with how they donate. There was a 11% growth in average annual payroll donations compared to the year before as well.

These findings emphasise the disparities in donation engagement based on employee type, with full-time staff showing greater commitment and large donors making significantly bigger contributions.

Organisations can leverage these insights to help tailor communication to different donor segments, prompt employees with opportunities to donate multiple times in the year, and encourage their workforce to make the most of any available matching gifts or incentive programmes.

By refining their giving strategies and offering diverse donation methods, companies can maximise the impact from the generosity of their employees.

TOP CHARITY CAUSE AREAS

The chart shows the top charity types that UK employees volunteered for and donated to:

Top Five Charity Types for Employee Giving

- 1 HUMAN SERVICES
- 2 HEALTH
- 3 PUBLIC & SOCIETAL BENEFIT
- 4 EDUCATION
- 5 INTERNATIONAL & FOREIGN AFFAIRS

Top Five Charity Types for Employee Volunteering

- 1 HUMAN SERVICES
- 2 HEALTH
- 3 PUBLIC & SOCIETAL BENEFIT
- 4 EDUCATION
- 5 INTERNATIONAL & FOREIGN AFFAIRS



COMPANY SIZE DATA

This section evaluates employee engagement by segmenting companies by their global employee population size. Company size was determined by human resource reports on the number of employee records.

Employee Counts	Active Employees	Volunteer Engagement	Donation Engagement	Combined Engagement	Average Annual Employee Donation	Average Annual Company Match per Participant	Average Transactions per Donor	Average Volunteer Hours
1-3: 1-10,000	14,484	12.93%	8.66%	17.52%	354	269	3.6	13.4
4: 10,001-50,000	40,280	10.52%	5.69%	12.36%	350	328	1.7	11.2
5: 50,001-100,000	30,590	3.08%	3.13%	5.23%	244	271	1.7	14.9
6:100,000+	279,829	0.66%	6.31%	0.77%	393	499	5.9	37.8

Companies between 1-10,000 lead the way in volunteering and donation engagement. Combined engagement decreases with the larger employee size bands, perhaps suggesting the difficulty in engaging employees as effectively in proportion to the size of the workforce.

The largest companies (100,000+ employees) have the lowest volunteer engagement rates for UK employees, but the employees that do participate seem to engage quite deeply, resulting in these companies having the highest average volunteer hours per year. These extremely large size companies also have the largest average annual employee donation and company match.

INDUSTRY SECTOR DATA

The Professional Services sector had the highest combined and volunteer engagement rate by far. The Finance and Insurance sector had the highest donation engagement rate, and the top spot for average volunteer hours, average annual employee donations and company match.

NAICs Sector	Combined Engagement	Donation Engagement	Volunteer Engagement	Average Volunteer Hours	Average Annual Employee Donation	Average Annual Company Match per Participant	Average Transactions per Donor
Administrative and Support and Waste Management and Remediation Services	10.62%	6.23%	9.08%	9.7	352	245	1.9
Finance ad Insurance	1.70%	8.30%	1.26%	23.4	406	378	2.8
Information	13.85%	4.52%	9.82%	9.5	149	133	2.0
Manufacturing	7.35%	3.47%	5.34%	21.0	318	383	2.1
Professional, Scientific, and Technical Services	21.21%	8.15%	19.82%	6.5	80	143	1.4
Retail Trade	9.72%	0.65%	9.36%	3.0	159	253	1.4
Transportation and Warehousing	3.32%	5.47%	2.61%	14.5	108	95	11.2
Wholesale Trade	4.03%	2.07%	2.53%	18.3	157	161	1.5

CONCLUSION

The UK CSR Industry Spotlight provides insight into current trends in employee engagement and corporate social impact initiatives within UK businesses. These findings serve as a powerful resource that organisations can use to benchmark their programmes against industry peers, adapt strategies to increase employee participation, and strengthen connections between their business and the causes they support.

By understanding these key trends, companies can help foster deeper employee engagement and improve their community impact, while ensuring that their CSR efforts are effective and aligned with broader industry practices.

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To learn more about our platforms, feel free to get in touch! We'd love to hear from you.

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OVERALL METHODOLOGY

Commitment to Customer Success

It is our goal to display data on topics influenced by frequently asked questions.

Companies in the Global Good Network™ have access to Blackbaud Community. This is an online peer-to-peer site designed to help clients and YourCause staff engage and connect with one another. The hub hosts a discussion forum, idea bank, and resource centre.

You are here to change the world. We're here to help.

With 15+ years under our belts, we've created products and processes to make administering CSR programmes easier. From planning your launch to continued platform consultation, we help you grow and drive social impact.

Overview

To construct this Industry Spotlight, data was collected from companies with at least two years of usage within the CSRconnect platform and with at least one year of usage within the GrantsConnect platform. The analysis only considered data from January 1, 2023, to December 31, 2023, except where otherwise noted. The data is not a reflection of any one specific organisation, but rather a broad overview of all data collected from users over a period of 12 months.

Data

The complete analysis only considered data captured within the CSRconnect system that is currently stored within the active database. Additional data points referenced within the North American Industry Classification System (NAICS) were used to identify each organisation's industry. At no time was external data used to support the analysis.

One might note there are many differences between previous industry reports and this edition—specifically as it relates to global employees and the donation distribution. Data used is from active CSRconnect and GrantsConnect clients, the underlying customer sample changes every year as we expand our client base and as our clients expand around the globe.

Guiding Principles

- **Transparency:** The topics covered within this Industry Spotlight were influenced by questions most frequently asked of CSRconnect and GrantsConnect customers, prospects, or industry peers. It is our goal to transparently display this data (and consequently, the responses to such questions) within a common document for the industry to observe without bias.
- **Design:** Great design makes plain old data exciting! The creation and purpose of this Industry Spotlight is to bring excitement and enthusiasm to this space by way of the data we uncover. The team responsible for this Industry Review has placed a considerable amount of time creating visual appeal while maintaining data integrity.
- **Foundation Building:** With this edition complete, a foundation of data is now in place to serve as a baseline for future publications and enable our team to determine trends from the prior 12 months. Moving forward, subsequent publications will reference previous Industry Spotlights and seek to analyse possible short and long-term trends.



Limitations and Assumptions

All conclusions are extracted from direct historical data managed internally during the January 1, 2023, to December 31, 2023, time frame.

- Data in this report is from a select subset of clients that had either eight complete quarters of giving data or eight complete quarters of volunteer data dependent on the metric reported. Eight complete quarters was defined by at least ten donation or participant records in each of the last eight quarters, spanning January 1, 2022 - December 31, 2023. These data requirements ensure data reported reflects the industry and not shifts in the YourCause client base.
- The date of a matching gift was synced to reflect the date of the original gift by an employee. This ensured company matching rates reflected matching gifts that may have processed after December 31, 2023.
- The employee base, representing the denominator of engagement rates, represents the sum of the maximum employee counts reported by companies between May 25, 2023 - December 31, 2023. On May 25, 2023, Blackbaud began taking daily records of employee counts for each company within CSRConnect. Maximum was selected to represent the best measure of all employees who could participate in giving and volunteer programmes throughout the year. In future reports, this data will be available January 1 - December 31.
- For employee-specific metrics, such as the engagement rates of newly hired employees or location-based engagement rates, the metrics represent a sample of currently active employees in CSRconnect. Not all clients report employee-level information. These metrics are a “sample” of the overall “population” included in this report.
- Newly hired employees were considered “newly hired” if hired between January 1, 2023 - December 31, 2023.
- Average transaction counts per donor include employee transactions only.
- For industry-wide averages, it is important to note that all ‘zero value data’ were excluded within the calculations, eliminating unintentional adverse impacts on averages. For example, average hours volunteered, or average donation amounts are only representative of employees who participated or donated, respectively.
- Individual users entering large volumes of hours for a participation event may skew average volunteer hours. Individual logged events were capped at a maximum of 336 hours (e.g. a two-week service trip).
- Average volunteer hours represent the average number of total hours logged in a calendar year.
- For this UK spotlight, it is worth noting that the employees in the dataset, while all are based in the UK, most are employed by companies who are not headquartered in the UK, which may result in broadly lower than expected engagement rates.

Industry Categorisation

[NAICS Codes & Understanding Industry Classification Systems](#)

Glossary of Terms

- **Cause Cards:** A programme within CSRconnect, much like a typical gift or reward card, allowing companies to issue qualified participants the ability to donate on behalf of the company to a charity of their choosing.
- **Company Match:** A type of corporate giving programme in which a company matches donations made by an employee to eligible nonprofit organisations.
- **Contributions:** A donation to a common fund or collection.
- **Company Money:** A term used to describe Matching Gifts, Cause Cards, Incentives, and Dollars for Doers.
- **Dollars for Doers:** An incentive programme that rewards volunteers with a donation to an organisation on behalf of the company in recognition of the employee's volunteer activities.
- **Employee Engagement:** Broken out into two distinct categories: a) donor engagement, defined by those who donated through the company's programme; and b) volunteer engagement, defined by those who have participated in a volunteer event.
- **Incentive:** A type of company match for participation in employee engagement programmes. Incentives can be earned through volunteer activities, such as team events or individual volunteer activity, or issued individually to an employee based on activity in a programme ran outside of the CSRconnect system.
- **Offline Giving:** A donation made by cash or cheque transacted outside of the system and logged within CSRconnect by the donor.
- **Participant:** An employee who has volunteered for at least one event through the platform and/or has made a single monetary donation. To calculate participation rates, the formula divides participating individuals by the total eligible individuals per company.
- **Payroll Giving:** A scheduled deduction directly from an individual's pay cheque for distribution to a specified nonprofit organisation.
- **Transaction:** A unique donation performed within CSRconnect Employee Engagement.
- **Newly Hired:** Data from companies that opted-in including the hire data on the employee profile. Employees at the company for less than 6 months of the calendar year.



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Blackbaud unleashes the potential of the people and organisations who change the world. As the leading software provider exclusively dedicated to powering social impact, Blackbaud expands what is possible across the nonprofit and education sectors, at companies committed to social responsibility, and for individual change makers. Built specifically for fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management, Blackbaud's essential software accelerates impact through unmatched expertise and powerful data intelligence. Millions of people across more than 100 countries connect, give, learn, and engage through Blackbaud platforms.

