

Benevity Engagement Study Fact Sheet

Definitions

- **Benevity Engagement Study:** An analysis of the link between engagement in corporate giving and volunteering programs and employee retention.
- **Donation activity:** Any recorded donation of a user's own money to a charity or nonprofit through the Benevity platform. This includes one-time and reoccurring credit card, Paypal, Apple Pay and/or payroll donations made through the Benevity platform, as well as donations made outside of the platform which are submitted through Benevity for employer matching purposes. This does not include donating "reward dollars" which are issued by a company to an employee for things like volunteer time.
- **Volunteering activity:** Any recorded user-entered volunteer time (hours or minutes) that have been approved by a company administrator as eligible to be counted under the terms of their program. This includes entering time for corporate volunteering activities, as well as requesting employer rewards for volunteer activities undertaken outside of the work environment.

Facts About the Study

- This study includes a robust dataset of 2.1 million users from 118 companies
- To qualify for the analysis, users required at least 1 year + 60 days of data. This allowed us to eliminate new user trial or testing behavior during the first 60 days of an employee's program eligibility that may not be reflective of actual self-motivated activity, while retaining a full 1 year for behavioral segmentation.
- Analysis was restricted to users employed by companies with both giving and volunteering programs to allow for a fair comparison where equal opportunities to participate existed.
- Once qualified, segmentation into a cohort is based on employee activity in the preceding 365 days up to either removal from the Benevity platform or still being active as of April 11, 2018 (date of data extract / analysis end point).

Facts About Benevity

- Benevity is the global leader in corporate social responsibility and employee engagement software powering some of the world's most iconic brands, including Apple, Google, Microsoft, Nike, ADP, Hewlett Packard Enterprise, Prudential, SAP, Samsung, Workday, Visa, TELUS, RBC and more.
- Benevity client companies are headquartered in North America, France, Germany, Australia and the UK with offices and employees across every continent.
- Benevity was founded in 2008 and is headquartered in Calgary, Alberta, Canada with four additional offices in Victoria, B.C.; Toronto, Ontario; San Mateo, California; and Gloucester, UK.
- Benevity has a total of 420 team members (and is constantly growing!).
- Benevity was one of the first B Corps in Canada, having been first certified in 2011.
- Benevity offers the most complete global solution with Benevity OneWorld™. It's software is available in 17 languages to more than 4 million users around the world.
- Benevity has processed over 2 billion dollars in donations and 10 million hours of volunteering time to almost 150,000 charities and boasts almost 2 million charities in its database.
- 87 percent of donations processed through Benevity are sent electronically, providing charities and nonprofits with the most accurate, reliable, efficient and cost-effective way of receiving funds. This leads the industry by more than two times.
- Benevity received Series A investment from growth equity firm [JMI Equity](#) in 2015. In 2018, Benevity received Series B investment from [General Atlantic](#) and subsequently acquired UK-based corporate social responsibility consultancy [Trust CSR](#) and California-based grants management provider [Versaic](#).

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