

# Agenda (All times in ET)

- |               |                                                  |
|---------------|--------------------------------------------------|
| 10:00 – 10:05 | Welcome by Co-Chairs                             |
| 10:05 – 10:10 | Data Presentation on Volunteerism Trends by CECF |
| 10:10 – 11:00 | State of the Sector: Nonprofit Panel with Q&A    |
| 11:00 – 11:20 | Audience Q&A with Speakers                       |
| 11:20 – 11:30 | Brainstorming & Feedback for Next Session        |

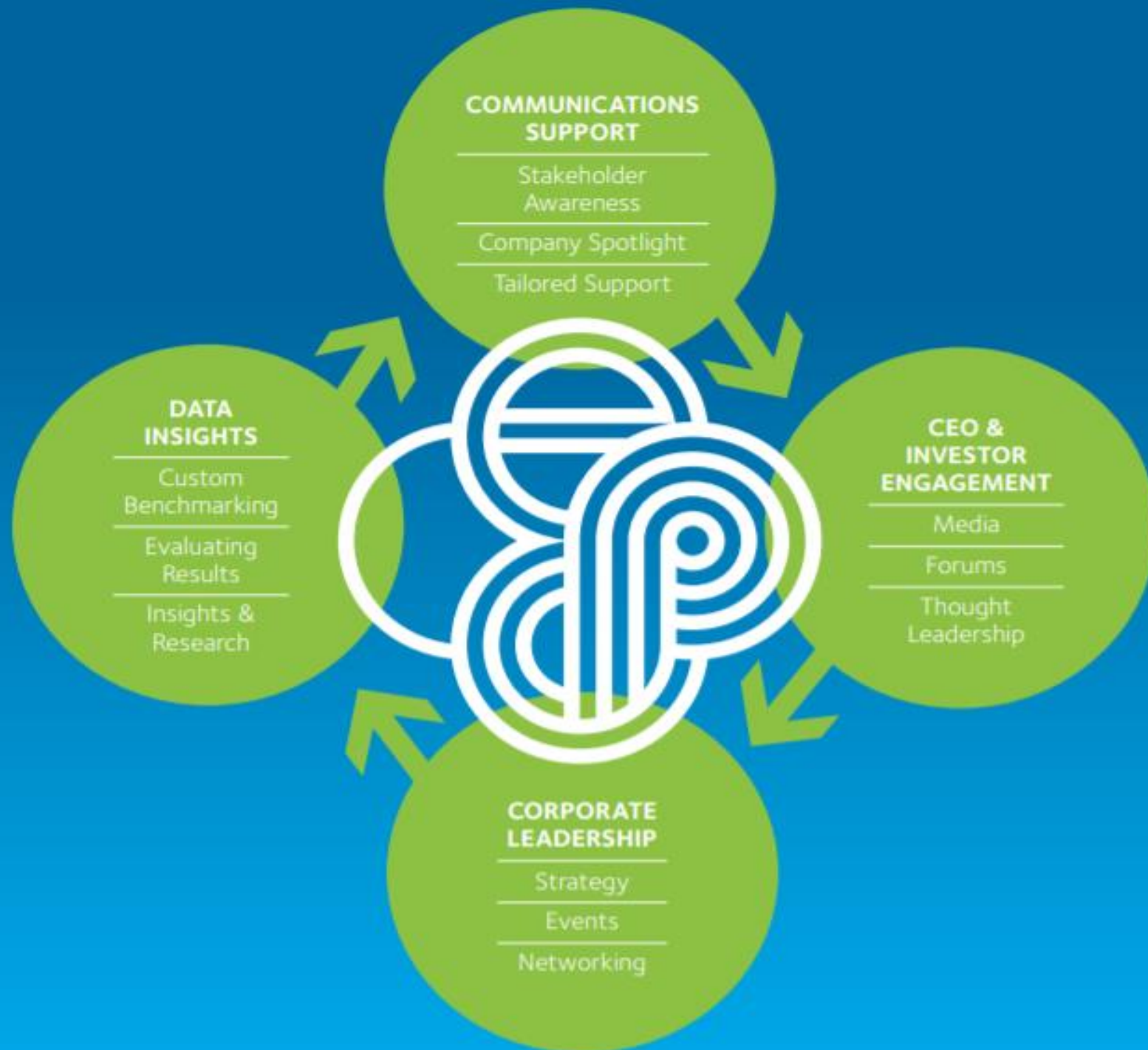
# Latest Trends in Corporate Employee Volunteerism

Presented to Service for Impact Virtual Roundtable

Jinny Jeong, Corporate Strategy & Impact  
Chief Executives for Corporate Purpose (CECP)

July 13, 2021

Chief Executives for Corporate Purpose® (CECP) is a CEO-led coalition that believes that a company's social strategy — how it engages with key stakeholders including employees, communities, investors, and customers — determines company success.







# CECP's Giving in Numbers

## Giving in Numbers 2021: Scale and Impact

**US\$ 6.7T**

REVENUE

**US\$ 36B**

TOTAL  
COMMUNITY  
INVESTMENTS  
(AGGREGATED)

**21M**

VOLUNTEER  
HOURS

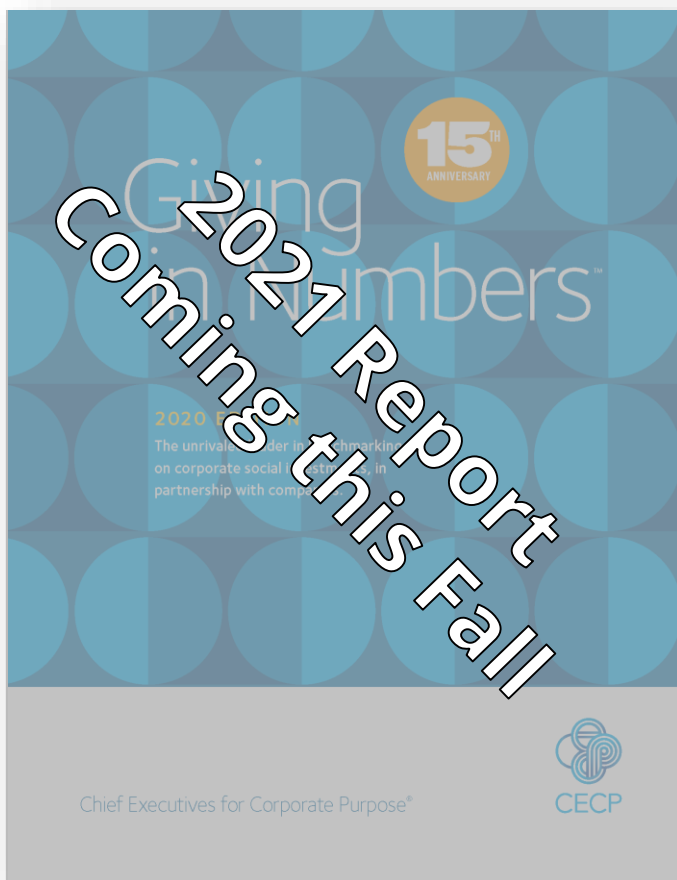
**4,026**

Community  
Investment  
FTES

### New data this next year:

- Monetary data on Total Social Investments
- COVID-19 response
- Changes in virtual volunteering since the start of the pandemic
- Social justice and racial equity allocations
- Total Community Investments to STEM programs

CECP's dataset dates back to **2001**



# CECP Pulse Surveys

The Pulse survey is a weekly question sent to member companies. Pulse surveys allow CECP to gather quick takes on how companies are responding or acting on timely issues. Topics include:

- COVID-19
- DEI/Anti-Racism
- ESG and Sustainability
- Employee Engagement
- and more

A graphic for the CECP Pulse Survey. It features a dark blue background with a faint, stylized circular pattern. The text "CECP Pulse Survey" is centered in white. At the bottom, there is a white bar containing the CECP logo on the right and the text "Copyright © 2021 by CECP" on the left.

CECP Pulse Survey

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**74**

PULSE SURVEYS  
TO-DATE

**3120**

TOTAL  
RESPONSES

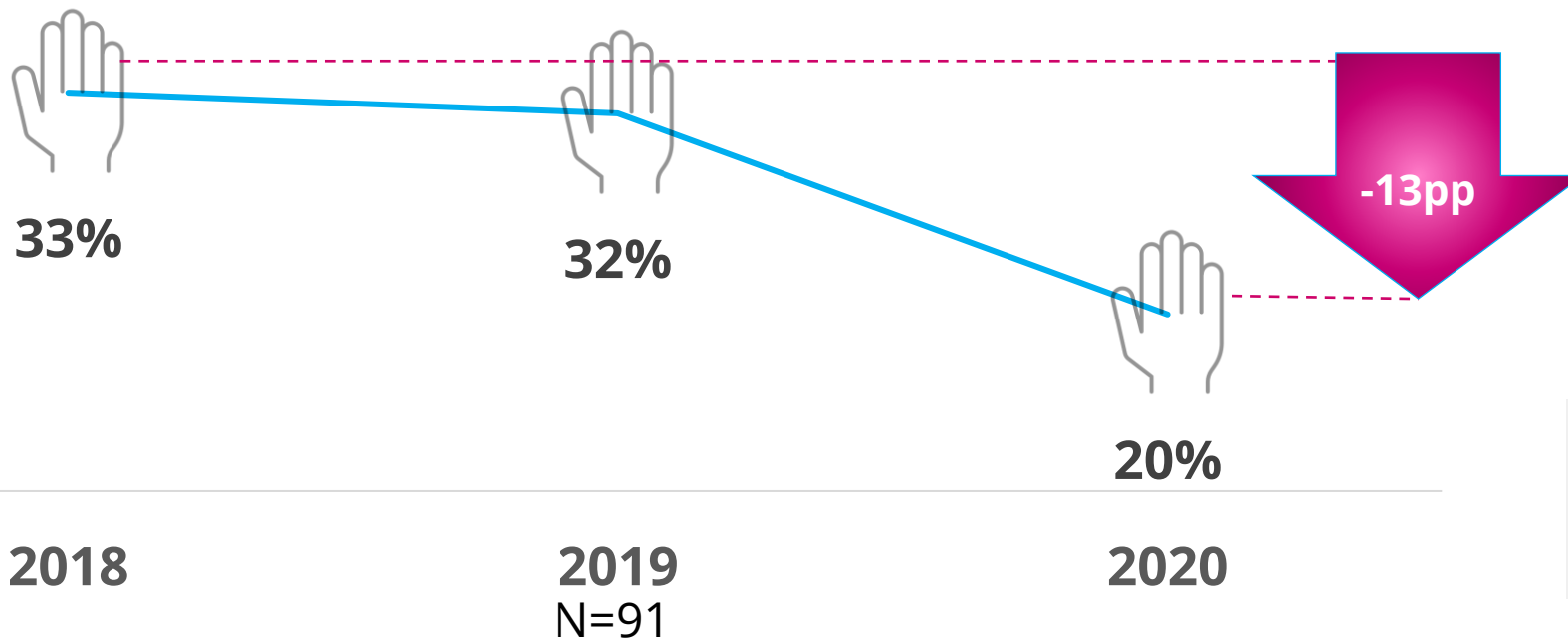
**42**

MEDIAN  
RESPONDENTS  
PER PULSE

Insights from Pulse Surveys are shared with question respondents the following week, prior to anyone else.

# Volunteer Participation Decreased

Volunteer Participation Rate (%), 3-year Matched Set,  
2018-2020

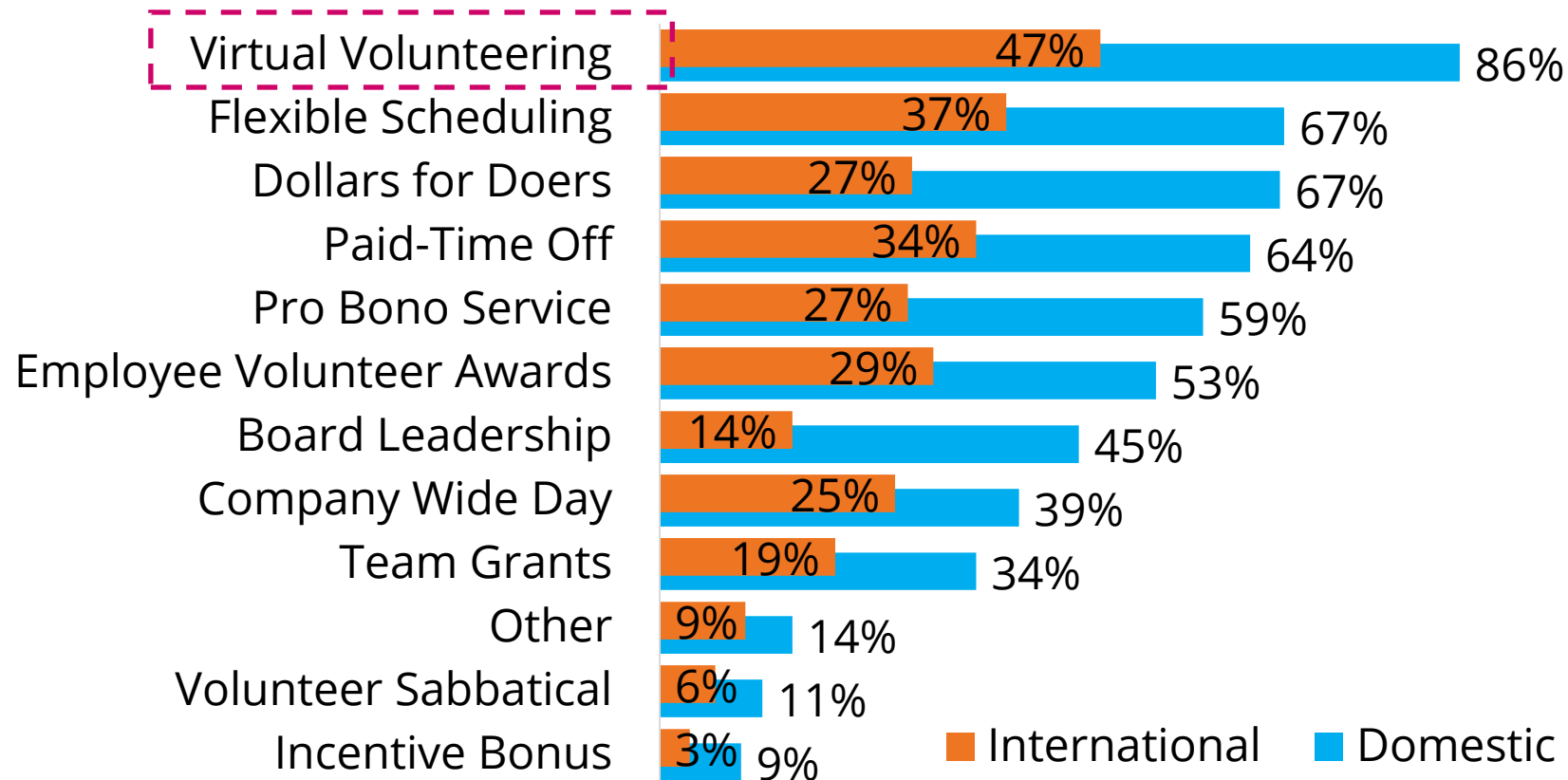


*\*in a 3YMS participation rate in matching gift programs remained steady with 26% in 2018, 22% in 2019 and 23% in 2020.*



# Virtual Volunteering was the Most Common Program Offering

Percentage of Companies Offering Each Program, 2020

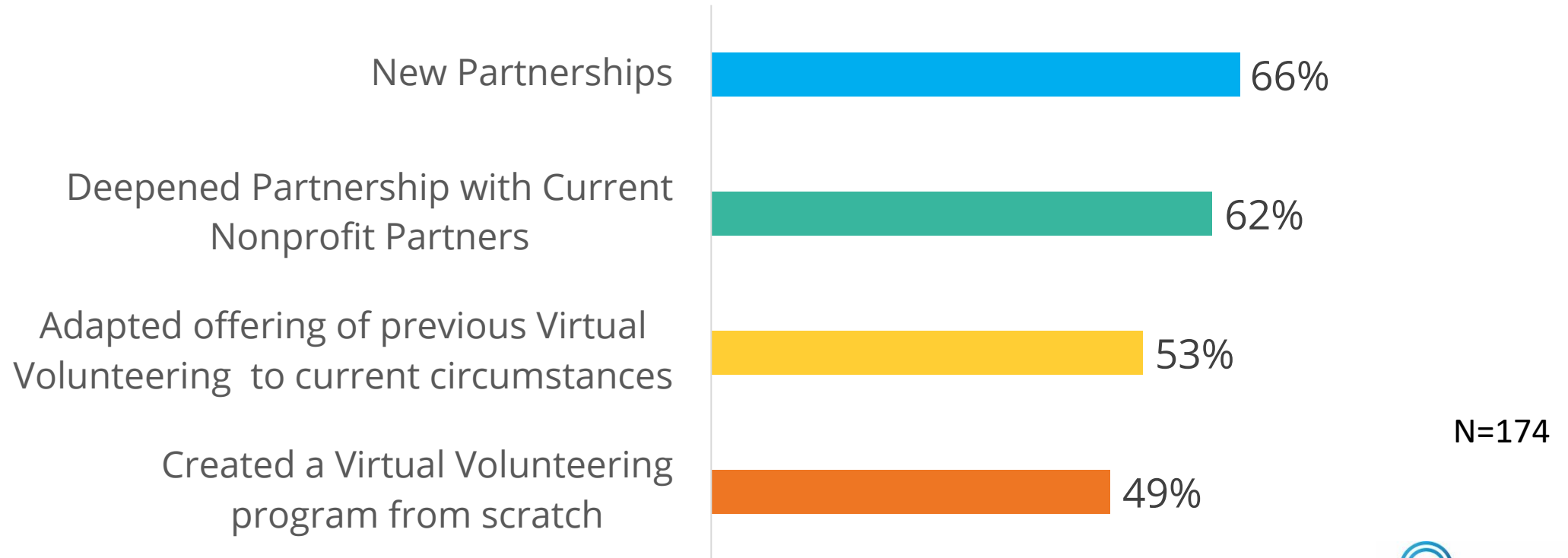


Source: CECP's *Giving in Numbers* dataset. [Definitions available in the CECP Valuation Guide](#). Company specific information is confidential, for internal use only, [use guided by CECP Data Sharing Policy](#)



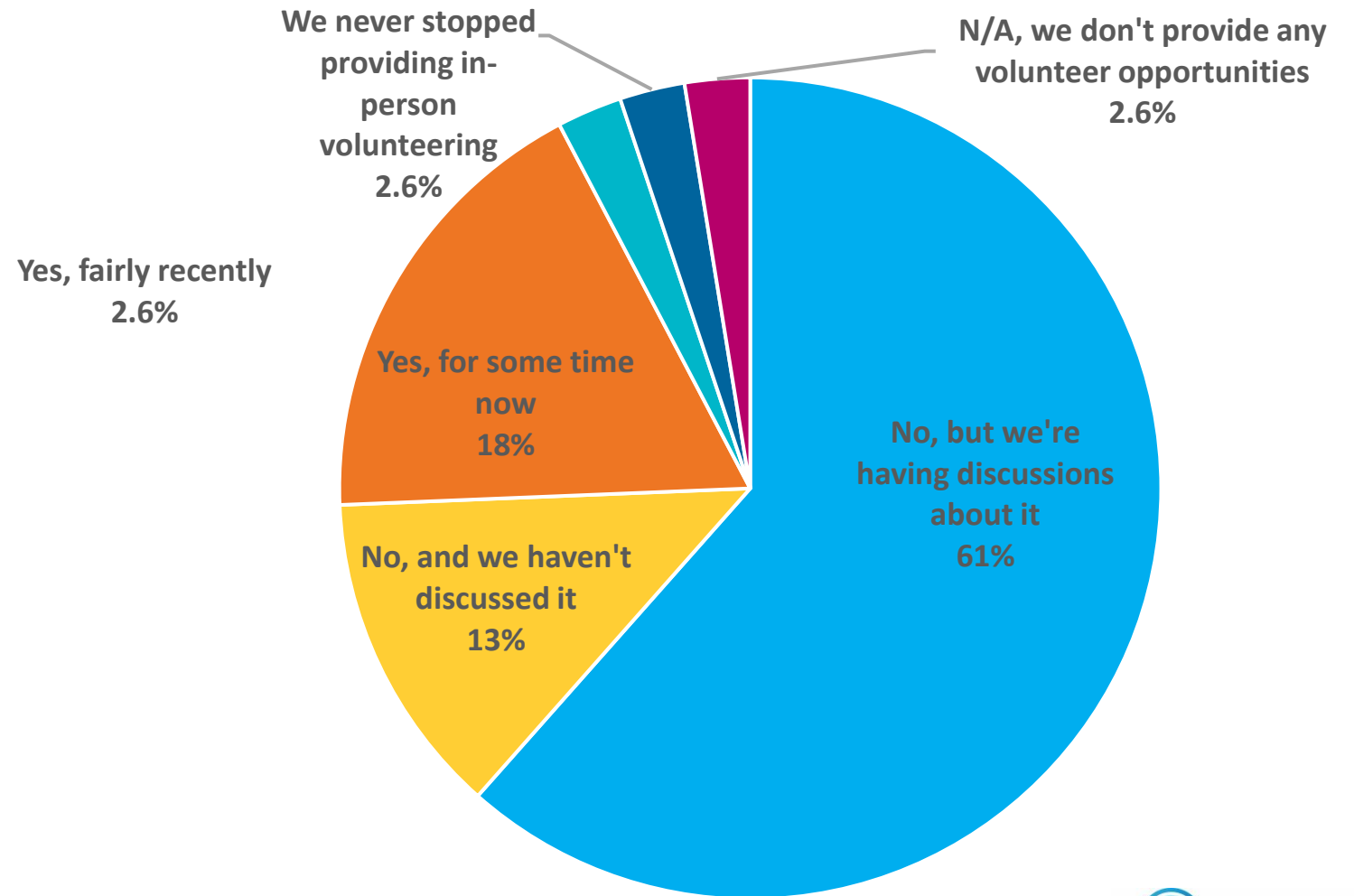
# Virtual Volunteering Repurposed

## Company Actions Related to Virtual Volunteerism



# In-Person Volunteering (April 2021)

*Has your company resumed providing in-person volunteering opportunities?*

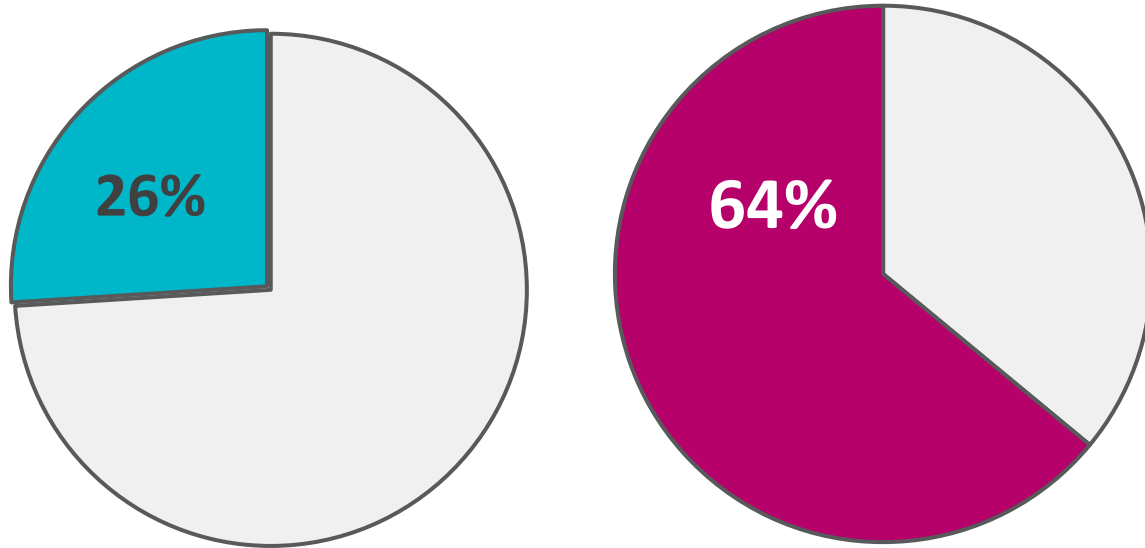


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"Results reflect data pulled on April 13, 2021. These results are drawn from a representative sample of our affiliated companies. When referencing this finding, please list the source as: Chief Executives for Corporate Purpose, Pulse Survey, April 2021. Topic: In-Person Volunteering, field dates: Apr 7, 2021 – Apr 13, 2021."

# Taproot Foundation's 2020 Nonprofit Resiliency Survey

*Nonprofits need operating support especially due to the effects of COVID-19*



**Report a decrease  
in staff size due to  
Covid 19**

**Report a decrease  
in funding due to  
Covid 19**

## **Most common needs of nonprofit organizations:**

- Support in looking ahead, becoming more sustainable
- Troubleshoot existing issues
- Leadership/Coaching
- HR
- Evaluation

## **What companies can do to support nonprofit organizations:**

- Determine top-priority capacity needs for following 6-12 months
- Tap into the skills and expertise of your company's staff and resources to support nonprofits through pro bono support

# Thank You

*Questions?*

Jinny Jeong

*Corporate Strategy & Impact, CECIP*

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# State of the Nonprofit Sector

## ***Guest Speakers***

- Arielle Kandel, Founder & Chief Executive Officer, New Women New Yorkers
- Michele Kotler, Executive Director, Community-Word Project
- John Williams, Co-Founder & Executive Director, Reel Works

# Audience Q&A

# Next Session

November 10, 2021  
10:00am -12:00pm ET

# Brainstorm & Feedback for Next Session

1. How can “value volunteering” and volunteering strategies have a DEI lens?
2. How are companies making the shift to evaluate and redirect funds to organizations focused on social/racial justice?
3. How can we identify the organizations to partner with?
4. What is the role of employee education – Experiential, ERGs, and other resources?