



## Blackbaud's 13th Annual YourCause CSR Industry Review Shows Stable Employee Giving and Volunteering Trends in 2024

June 11, 2025

*Trends Identified from Subset of YourCause® from Blackbaud® Customers, Representing More than 300 Companies with 7M+ Global Employees*

CHARLESTON, S.C., June 11, 2025 /PRNewswire/ -- Blackbaud (NASDAQ: BLKB), the leading provider of software for powering social impact, today released its [13th annual YourCause CSR Industry Review](#), analyzing corporate social responsibility (CSR) program data and employees' philanthropic behavior. This unmatched industry report provides insights and trends from more than 300 companies and their 7M+ employees, using data collected between January and December 2024 within Blackbaud's [YourCause®](#) CSRconnect®, GrantsConnect® and NPOconnect® solutions. Companies evaluated in this report represent a subset of Blackbaud's total corporate customer base.

"This report delivers valuable insights into key employee engagement and corporate philanthropy trends," said Andrew Troup, head of giving and engagement, Blackbaud. "In 2024, engagement in employee volunteering and giving programs remained stable, employee donations were steady, and we saw a notable increase in corporate grant amounts, emphasizing the consistent dedication of companies and employees worldwide. We are simultaneously reminded of the ever-changing global landscape and the commitment from our corporate customers to drive meaningful change."

### Key Findings:

- **Engagement in corporate volunteering and giving remains steady:**
  - In 2024, the average annual employee donation was \$744, and the average total company match was \$730.
  - Average employee donation amounts remained consistent, while median donations saw a minor decline, signaling a potential widening donor gap. Large donors continue to give more, while small to mid-level donors appear to be scaling back their contributions slightly.
  - The average annual volunteer hours per volunteer was 13 hours.
- **Smaller companies continue to lead the way in volunteer engagement:** Companies with less than 1,000 employees saw 63.8% volunteer engagement.
- **Average volunteer hours for large team events increased in 2024:** The average hours for large events increased, especially for companies with more than 10,000 employees, perhaps indicating the popularity of company-wide volunteer days or the use of volunteering within larger scale team-building efforts.
- **Payroll giving leads with the highest engagement rate:** Although more dollars were donated in offline giving, payroll continues to see the highest participation rate across companies, with another increase this year.
- **46% of total donations were funded by company dollars:** Company dollars include matching gifts, Dollars for Doers, Cause Cards and Incentives.
- **Companies with both giving and volunteer programs see higher engagement rates:** Organizations offering both programs continue to see higher engagement levels than organizations offering only one, affirming the value of combined initiatives.
- **2024 saw notable increases in corporate grants:** Compared to last year, the average amount per grant increased by approximately 13%, and the median sum of grants per client increased by around 38%.

For more insights, download the full CSR Industry Review report [here](#).

Blackbaud continues to connect millions of nonprofits to companies and their employees, and provides data and insights to help CSR leaders make decisions about how to build and grow their programs. Learn more about Blackbaud's YourCause CSR solutions for companies [here](#).

### About Blackbaud

Blackbaud (NASDAQ: BLKB) is the leading software provider exclusively dedicated to powering social impact. Serving the nonprofit and education sectors, companies committed to social responsibility and individual change makers, Blackbaud's essential software is built to accelerate impact in fundraising, nonprofit financial management, digital giving, grantmaking, corporate social responsibility and education management. With millions of users and over \$100 billion raised, granted or managed through Blackbaud platforms every year, Blackbaud's solutions are unleashing the potential of the people and organizations who change the world. Blackbaud has been named to Newsweek's list of America's Most Responsible Companies, Quartz's list of Best Companies for Remote Workers, and Forbes' list of America's Best Employers. A remote-first company, Blackbaud has operations in the United States, Australia, Canada, Costa Rica, India and the United Kingdom, supporting users in 100+ countries. Learn more at [www.blackbaud.com](http://www.blackbaud.com) or follow us on [X/Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

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### Forward-looking Statements

Except for historical information, all of the statements, expectations and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties, including statements regarding expected benefits of products and product features. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth;

management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks associated with management of growth; lengthy sales and implementation cycles; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at [www.sec.gov](http://www.sec.gov) or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.

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