

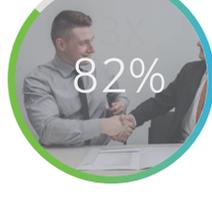
# COVID-19: A Corporate Response Strategy

Companies are doing their part to help customers and employees impacted by the Coronavirus.

During our new normal corporations have been stepping up their game to lend a helping hand to those in need by offering virtual volunteering events for employees looking for ways to make a difference, hosting fundraising campaigns to raise money in support of organizations on the front lines, and giving back to the community in any way they can. The data below is a snapshot of those efforts.



of customers have donations allocated towards COVID-19 efforts.



of campaigns feature multiple nonprofits versus just focusing on one nonprofit in support of COVID-19.



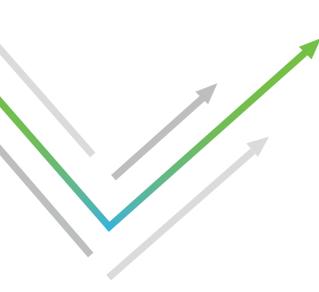
of dollars donated to COVID-19 efforts have been funded from the company's portion of the match program.



Employee choice encourages program participation while supporting the individual's personal causes and passions.

## Aid provided through corporate campaigns.

The support given by corporations and their employees has helped so many communities, organizations, and individuals. In just the past few weeks, our customers have impacted:



- ✓ 5,812 nonprofit organizations
- ✓ 1,673 unique grant programs
- ✓ 402 fundraisers focused on COVID-19
- ✓ 58K donations transacted every business hour during the COVID-19 pandemic

## Backing their employees.

When corporations put their employees' interests first, the engagement just follows. In times of disaster, corporations go above-and-beyond to support the causes their people care about.



Corporations are matching their employees' COVID-19 relief donations at a rate of 1.6 times.



Corporations offering COVID-19 fundraising opportunities are experiencing an engagement level more than 15 times higher than average engagement level.

## Using Engagement Elements.



of those donating through an engagement element are reoccurring donors.



of the employees gave through a COVID-19 giving campaign engagement element.



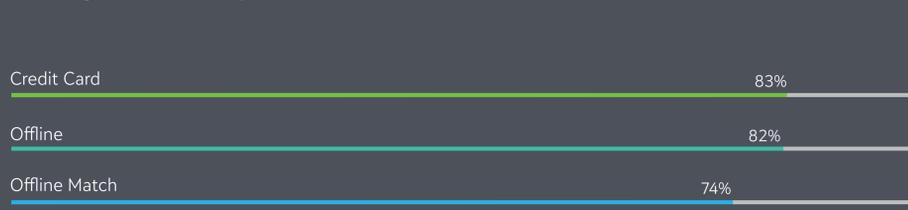
feature COVID-19 specific giving engagement elements within their community.



Engagement elements help drive employees to engage with specific campaigns designated by the CSR team.

## Top giving methods offered during COVID-19.

Employees are experiencing a new normal during COVID-19, with social distancing, shelter in place orders, and stay at home mandates. That means that these new restrictions can make donating to disaster response look a little different, too.



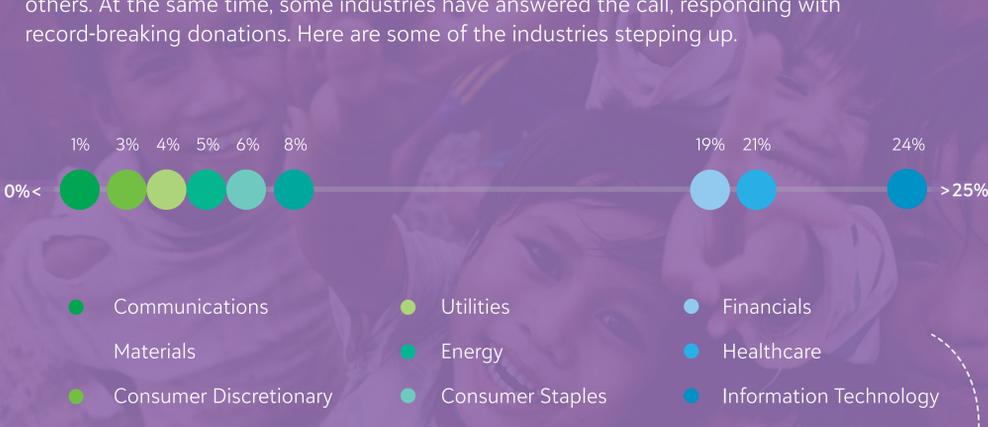
By Donation Type



These giving methods account for 96% of the donations to COVID-19 relief!

## Stepping up their game.

In the face of COVID-19 impact, there are some industries that have taken a harder hit than others. At the same time, some industries have answered the call, responding with record-breaking donations. Here are some of the industries stepping up.



Financials, Healthcare, and Information Technology's COVID-19 donations account for 64% of all COVID-19 focused donations!

% of total industry transaction amount given to COVID-19 support

## Ways employees are staying involved.

Stay-at-home mandates and social distancing have caused our regular volunteer events to take a break. Luckily, with a little creativity and technology, employees are still finding a way to impact their communities with virtual volunteering events.



### MAKE MASKS

With the current COVID-19 pandemic, citizens around the country have experienced a shortage of personal protection equipment (PPE). Individuals need masks more and more to go out to the store, to use public areas, and for healthcare purposes. Help make masks of your own to donate or use at home!



### MENTORING

Join an online community that matches your skills with a peer, student, or child eager to learn from you. The demand for youth, immigration, and small business mentorship is on the rise, so take advantage of the tools you already have in your toolbox and help another person grow at home.



### SKILLS-BASED VOLUNTEERING

Now is the perfect time to use your technical training for good use. Connect with local nonprofits to locate needs in your area. Maybe a nonprofit could use your volunteered legal skills, project management, or even counseling at the moment. Maybe you started your own business and they would like to connect you with families trying to do the same. You may come to find your skills were desperately needed!



### SEND SOME HOPE

This is a difficult time for everyone, whether you have lost someone to the pandemic, you are struggling currently with COVID-19, or you are just experiencing isolation and detachment from your normal day-to-day. Bring joy to families, children, and deployed troops serving our country by handwriting letters of inspiration to keep them positive and remind them there are people out there thinking of them.



### CHILD CARE

Right now, working parents have taken on the impossible task of full-time jobs, full-time parents, and full-time educators. Add the stress of the pandemic and caring for one's child could become a bit overwhelming. Luckily, some great programs are popping up that give parents a break that you can help be a part of. For a short time, you can read, draw, play, explore, and imagine with kids all around the world, while giving parents a much-needed rest, all from your living room.

For more insight into how you can support COVID-19 relief, visit [www.yourcause.com](http://www.yourcause.com).

YourCause + blackbaud

Better Together.

Learn more

\*The data above solely reflects the efforts of COVID-19 relief and accounts for an approximated duration appropriate to disaster impact.