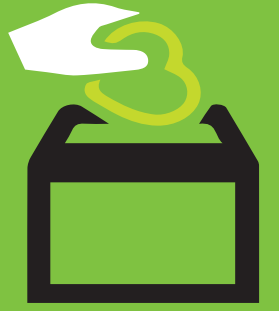


Top Trends from Deloitte's 2021 Workplace Giving Survey

More than 1,000 U.S. working professionals who donated in the last year were surveyed about their workplace giving.

37% donated through their employer's workplace giving program.



TOP REASONS FOR GIVING

Professionals give...

57%



To support a mission they are personally connected with.

51%



To support a mission important to advancing their community.

48%



Because it makes them feel good.

37%

Want the opportunity to donate to specific causes/organizations they care about.



MOST POPULAR CAUSES

In 2020, the most popular donation causes were:

47%

+11%
from 2019



Hunger & homelessness

23%

+10%
from 2019



Education

20%

+11%
from 2019



Social and racial equality

GEN Z & MILLENNIAL DONORS

58%

of young professionals aged 18-34 gave through a workplace program in 2020. (compared to 37% of professionals overall)



of that...

31%



...gave specifically to COVID-19 relief efforts (compared to 19% of professionals overall)