

CAUSE PARTNERSHIP TRENDS

2015 IEG Sponsorship Forecast

In 2014, corporate cause sponsorship spending was up 3.9% to \$1.85 billion. In 2015, IEG predicts that corporate cause sponsorship will grow 3.7% to \$1.92 billion. For context, actual cause sponsorship spend in 2002 was \$816 million.

The Top 5 Cause Marketing Trends of 2014 – Cause Marketing Forum for *Forbes*

1. Impact-focused alliances – corporate partners working with multiple nonprofits to attack an issue from all sides
2. Tackling tough issues - tackling more sensitive social issues to earn consumer trust
3. Gaming for good - cause integration in electronic gaming
4. Real people, real issues - placing everyday people at the center of cause campaigns
5. Give back, get back – providing incentives to consumers who participate in a cause campaign

2014 “Doing Well By Doing Good”– Nielsen’s Global Report on Corporate Social Responsibility

Percentage of consumers willing to pay extra for products and services from companies committed to positive social and environmental impact:

- Global Average: 55% in 2014, up 10% from 2011
- North America: 42% in 2014, up 7% from 2011
- Brands that communicate their sustainability efforts generate 5X the revenue of those that don't.

2014 Millennial Impact Report – Achieve, Sponsored by the Case Foundation

“Companies need to build relationships with Millennial employees from the beginning to spark their passions and create opportunities to engage both their professional and personal interests. Employers should develop a triple platform of involvement – company-wide, department-based and interest-driven – through the workplace.”

- Company cause work influenced them to accept a job: 63% female, 45% male

2014 Brandshare: Edelman’s Annual Consumer Marketing Study

- Societal needs, which the study uncovered as a newly emerged consumer need state, extend beyond traditional definitions of corporate responsibility and sustainability.
- Brands must share their conviction and ensure consumers see they have a clear purpose and vision for the future and that they are using their resources to drive change in the world.
- Societal needs are vital to unlocking sharing behavior, which increases the likelihood of consumers sharing personal information and brand content.

2012 Edelman goodpurpose Study

- 87% of global consumers believe that business needs to place at least equal weight on society's interests as on business' interests
- "Between 2008 and 2010, approximately 42% of internet users said that when quality and price were the same, brands that had a social purpose were more likely to trigger a purchase. In 2012, that figure bumped up 11% to 53%." –via eMarketer.com

2012 Nielsen: Successful Brands Care: The Case for Cause Marketing

46% of global online consumers surveyed said they were willing to pay more for goods and services from companies that are giving back.

2012 SponsorHub: Sponsorships – Bigger, Better, More Diverse

- 74% of marketers invest in philanthropy/cause sponsorships

2011 Cone/Echo Global CR Study

- 93% of consumers want to know what companies are doing to make the world a better place and 91% also want to be heard by companies.
- Unfortunately, 71% report being confused by the message companies use to talk about their efforts and impacts.

2010 PR Week/Barkley PR Cause Survey

- 75% of brands now engage in cause marketing (up from 58% in 2009)
- 97% of business executives believe it to be a valid strategy

CAUSE PARTNERSHIP – AMONG CORPORATIONS AND EXECUTIVES

2013 PurPle Index (MSL Group)

A new ranking of the global Fortune 100 measuring the level of social engagement around a company's purpose-inspired communications placed Walmart in the top spot. Citigroup, GE, Procter & Gamble and Toshiba also make the list of top-five performers.

- GE also leads the rankings in the core areas of both Environment and Health
- P&G leads in Education and Health, and Toshiba in Environment and Human Potential
- Wells-Fargo, while not top 5 overall, leads for Education-inspired purpose initiatives
- Tech-related companies dominate the area of Human Potential

2012 Adam Friedman Associates Global Survey of Senior CSR Executives

Key findings from a survey of Fortune 1000 company senior executives revealed that profits and CSR are closely linked, and these variables are considered when developing strategy.

- CSR is either very or extremely important to the mission of their companies (86%)
- Motivations: company reputation (88%), competitive positioning & social consciousness (71%), profitability (38%), pending or existing legislation (32%)
- Environmental issues (96%), health issues (68%), educational (59%), human rights (55%)

2011 Forbes | Insights Research: Corporate Philanthropy The New Paradigm: Volunteerism. Competence. Results.

- 93% of 311 global executives surveyed (representing large enterprises with annual revenue of more than \$500M) believed their company could "create economic value by creating societal value."
- 84% agreed that "companies need to evolve their giving programs from simply giving money to broader social innovation."

2010 PR Week/Barkley PR Cause Survey

- 75% of brands now engage in cause marketing -UP from 58% in 2009
- 97% of business executives believe it to be a valid strategy
- 85% say that these types of partnerships result in a more positive image of the company/brand
- 80% of Fortune 250 companies now have branded cause programs of some kind.

CAUSE PARTNERSHIP – AMONG CONSUMERS

2015 Cone Communications/Ebiquity Global CSR Study

- Nearly all global consumers expect companies to act responsibly, but ½ need to hear or see proof of a company's responsibility before they will believe it.
- Consumers say they pay attention to two things:
 1. Companies that are going above and beyond with CSR efforts; and
 2. Companies that are being called out for poor CSR performance.
- Consumers are willing to make personal sacrifices for the greater good, even compromise quality, pay more or reduce how much they buy if it will have a positive impact on social or environmental issues.

2015 “Change at the Checkout” – Good Scout Group

“Consumers still love charity checkout campaigns.” Of the 3,030 respondents to the online survey:

- 71% had donated to charity at the register.
- 66% said they donated less than \$2 at the register.
- 55% said they liked being asked to donate at the register.

2014 Cone Communications Digital Activism Study

- Nearly two-thirds (64%) of Americans say they are more inclined to support social and environmental issues in a variety of ways, including volunteering, donating and sharing information, after first “liking” or “following” an organization online.
- Six-in-10 believe tweeting or posting information online is an effective form of advocacy or support.
- Of those who made a donation in the last 12 months, nearly four-in-10 did so via digital channels, such as online (27%) or via mobile device (11%), while 23 percent did so via regular mail.
- In the past 12 months Americans report they have:
 - Made a donation (35%)
 - Watched a video with a social or environmental message (32%)
 - Liked or followed a nonprofit or company social or environmental program (29%)
 - Signed a petition (29%)
- Americans see Facebook as the primary social media channel to participate in and learn about issues they care about:
 - Facebook (67%)
 - YouTube (36%)
 - Twitter (25%)
 - Pinterest (19%)
 - Instagram (16%)

- Americans say they most want to engage online in ways that result in a direct impact on issues, such as voting (71%), signing petitions (70%) and learning about changes they can make in their everyday lives (70%). Other actions they are willing to do online include:
 - Giving feedback directly to companies (66%)
 - Making donations (65%)
 - Watching a video with a social or environmental message (65%)
 - Purchasing a product from a socially or environmentally conscious retailer (62%)
 - “Liking” or following a nonprofit’s or a company’s social or environmental program (60%)

2013 Cone Communications Social Impact Study – The Next Cause Evolution

- Nearly all U.S. consumers say that when a company supports a cause, they have a more positive image of the company (93%) – up from 85% in 2010 and 84% in 1993
- Americans say they are also more likely to trust (90%) and would be more loyal (90%) to companies that back causes
- Whether and to what extent a company supports an issue influences a variety of personal decisions as well, including where to shop or what to buy (82%) and which products and services to recommend to others (82%)

Consumers want to get engaged with corporate social responsibility efforts:

- 88% If given the opportunity, I’d buy a product with a social and/or environmental benefit
- 79% If given the opportunity, I’d donate to a charity supported by a company I trust
- 76% If given the opportunity, I’d volunteer for a cause that a company I trust supports
- 74% If given the opportunity, I’d voice my opinion to a company about its CSR efforts (e.g. provide comments on the company’s website or blog, review products)
- 84% I’d tell my friends and family about a company’s CSR efforts
- 88% If I learned of a company’s irresponsible or deceptive business practices, I’d stop buying its products

In the past 12 months, consumers indicate they have:

- 54% Bought a product with a social and/or environmental benefit
- 65% Made a donation
- 42% Boycotted (refused to purchase) a company’s products/services upon learning it behaved irresponsibly
- 42% Volunteered
- 38% Told friends or family about a company’s corporate responsibility efforts
- 32% Given their opinions and feedback about a company’s responsibility efforts directly to the company
- 29% Researched a company’s business practices or support of social and environmental issues

2013 Cone Communications/Echo Global Corporate Social Responsibility (CSR) Study

10,287 consumers in 10 of the largest countries in the world by GDP were surveyed with “corporate social responsibility” broadly described as “companies changing their business practices and giving their support to help address the social and environmental issues the world faces today.”

- Given similar price and quality, 91% of consumers are very or somewhat likely to switch brands to one that is associated with a good cause.
- 90% If I learned of a company’s irresponsible or deceptive business practices, I would stop buying its product
- 78% If given the opportunity, would donate to a charity supported by a trusted company
- 77% If given the opportunity, would volunteer for a cause that a trusted company supports

- The most effective communication channels for information about social and environmental programs and products: on the product or its package/label (24%), media e.g. stories and interviews in the local paper (18%), advertising e.g. print, broadcast or online (15%)
- 62% use social media to engage with companies around social and environmental issues

2012 Edelman goodpurpose Survey

- 76% of people surveyed believe it is OK for brands to support good causes AND make money at the same time – representing a 33% increase from 2008 and major shift in the acceptance of companies and brands doing well while doing good!
- 82% would recommend a brand that supports a good cause, UP from 64% in 2009 (USA/UK)
- 81% would help a brand promote its products if there was a good cause behind it, UP from 59% in 2009 (USA/UK)
- For the first time EVER in the US, consumers believe “people like me” (35%) are the most responsible for addressing social issues bypassing government and corporations (22%)

2011 Do Well Do Good Public Opinion Survey on Cause Marketing

- 43% think that companies give enough money to charities
- Over 61% said they would buy a new brand if it supported a cause they cared about – down only slightly from last year at 65%
- 63% would be more likely to participate in a cause-marketing program if allowed to choose which charity is selected in-store
- Consumers continue to dislike being asked to donate money at the cash register, with 43% saying they dislike it (26% like it) and only 36% saying it would be likely to persuade them to donate or purchase a cause-related product.
- 38% of consumers say they are willing to punish companies that give little or no money to charities by switching to a competitor and/or selling an investment. The percentages jump to 60% and 68% for companies that are perceived as harming the environment or employing child labor, respectively.

2011 MSLGROUP Social Purpose Index

- 96% say they can identify two to three causes that are important to them personally
- 74% of agree that there is often too much of a disconnect between the causes companies support and the brands and products they sell
- 67% feel that companies only support causes to sell products
- Only 37% have purchased products associated with causes in the past year even though it is the number one way Americans donate to causes

2010 Cone Cause Evolution Study

- 90% of consumers want companies to tell them the ways they are supporting causes
- 88% of Americans say it is acceptable for companies to involve a cause or issue in their marketing. (A 33% increase since 1993 Cone Study)
- 85% of consumers have a more positive image of a product or company when it supports a cause they care about
- 83% of Americans wish more products, services & retailers they use would support causes
- 83% of people are willing to change consumption habits if it can help make the world a better place to live
- 80% of consumers are willing to switch from one brand to another brand that is about the same in price and quality, if the other brand is associated with a good cause
- 64% would recommend a brand that supports a good cause, up from 52% the previous year
- 61% are willing to try a new brand or one they've never heard of if associated with a cause

- 59% would help a brand promote its products if there was a good cause behind it, up from 53% the previous year
- When choosing between two companies that each benefit a cause and sell the same product, similar in price and quality, Americans would rather support a company that:
 - 61% Makes a long-term commitment on its own to a focused issue it will support over time
 - 54% Supports a cause relevant to them personally
 - 53% Allows them to impact the donation by tying it with a purchase
 - 46% Supports a cause where it can have the greatest positive impact based on the nature of the business

2009 PR Week/Barkley PR Cause Survey

- 91% felt it was important for companies to support a cause, up from 86% in 2008
- 75% would try a brand they normally wouldn't because it supported a cause
- 74% of consumers say they purchased a brand because it supported a cause
- 64% would pay more for a brand because it supports a cause that is important to them

CAUSE PARTNERSHIP – AMONG MILLENNIALS

2014 Cone Communications Digital Activism Study

- Nearly half of Americans prefer to see written articles or stories (48%), followed by videos (44%) and pictures (42%). Millennials, on the other hand, seek out more diverse content, with a particular desire to be entertained. This demographic is more likely to be drawn to games or quizzes than older generations (29% vs. 7% ages 55+).
- Millennials are consistently more engaged in social and environmental issues online. For example, Millennials skew significantly higher in their use of mobile apps to learn and participate in issues. They are using apps to:
 - Learn about companies' social or environmental business practices (Millennials 74%, U.S. average 54%)
 - Give feedback directly to companies about social or environmental business practices (Millennials 73%, U.S. average 52%)
 - Learn about ingredients or components in products (Millennials 77%, U.S. average 57%)
- Millennials are most likely to harness online channels to share their passions and look for ways to make a meaningful difference. Seventy-one percent use social media as a platform to discuss issues they care about (vs. 52% U.S. average).
- Once they've learned of issues online, Millennials are more apt to donate (80% vs. 63% U.S. average).
- When choosing organizations and issues to support online, impact trumps brand awareness for Millennials. In fact, more than any other population segment, Millennials say it's more important to have an impact on an issue than be familiar with the organization they are supporting (71% vs. 58% U.S. average).

2014 MSL Group – Future of Business Citizenship

Overall, 73% of the 8,000 millennials surveyed worldwide felt that government can't solve societal issues by themselves, and 83 per cent want to see corporations actively involved.

2014 Millennial Impact Report – Achieve, Sponsored by the Case Foundation

“Companies need to build relationships with Millennial employees from the beginning to spark their passions and create opportunities to engage both their professional and personal interests. Employers should develop a triple platform of involvement – company-wide, department-based and interest-driven – through the workplace.”

- Company cause work influenced them to accept a job: 63% female, 45% male
- A company's involvement with causes ranked 3rd most important factor when applying for a job, after 1) What the company specifically does, sells or produces and 2) The company's work culture
- 87% of Millennials feel encouraged to volunteer or participate in their company's cause work
- 78% of Millennial employees preferred serving with a group of co-workers
- Millennials also preferred doing cause work with employees they work with directly or were in their department, rather than with employees they don't know (62%).
- Of the Millennial employees surveyed, 44% had volunteered their skills through their company to benefit a cause, and 94% of them enjoyed the experience of individualized, skills-based volunteering.
- When given a list of ways to be involved in company cause work, 94% of Millennial employees preferred using their individual skills and talents to help a cause
- How much money did Millennials give in 2013? 28% gave \$100-\$500; 19% gave \$50-\$100; 18% gave less than \$50; 12% gave \$1,000+; 12% didn't give; 10% gave \$500-\$1,000

2010-2014 A Generation For Causes – A Four-Year Summary of the Millennial Impact Project – Achieve, Sponsored by The Case Foundation

- Millennials engage with causes to support people and issues, not to support institutions or organizations. They prefer to perform smaller actions before fully committing to a cause.
- Millennials are influenced by the decisions and behaviors of their peers.
- It is important for nonprofits to create a continuum of volunteer opportunities, from one-time volunteer projects, microvolunteer projects that take little time, and opportunities to volunteer with friends or family, to leadership roles that utilize their professional skills.
- Millennials see assets related to time, money, skills, etc., as having equal value when given to a cause and Millennials consistently view both their network and their voice as two additional types of assets they can offer a cause.
- The top three factors that spur Millennials to engage in a cause are being passionate about the issue, meeting like-minded people, and enhancing their expertise.
- 60% of respondents said they felt most invested in a cause when the nonprofit shared a compelling story about successful projects or the people it helps
- The question organizations must answer is how to inspire Millennials to work through and with the cause, rather than for the organization.
- It's up to the cause to equip Millennials with resources (video, information, statistics) to help them spread the word.

2014 Deloitte Millennial Survey – Big Demands and High Expectations

Millennials are charitable and keen to participate in 'public life'. Of nearly 7,800 Millennials surveyed from 28 countries across Western Europe, North America, Latin America, BRICS and Asia-Pacific, 43% actively volunteer or are a member of a community organization, and 52% have signed petitions.

2013 Cone Communications Social Impact Study – The Next Cause Evolution

Millennials* are the first generation of Americans who have grown up alongside cause marketing. Numbering more than 80 million Americans¹, they are the largest cohort the U.S. has ever seen – and an undeniable force.

- Millennials are hyperaware of, and have high expectations for, CSR efforts to make the world a better place – for themselves and broader society.
- When companies support social and environmental issues, Millennials, like the general population, respond with increased trust (91%) and loyalty (89%), as well as a stronger likelihood to buy those companies' products and services (89%).
- Although economic development is the number one issue Millennials want companies to address, they put less emphasis on it than the general population (36% vs. 44% general population). Younger Americans appear to be slightly more concerned with a variety of causes, ranking poverty and hunger (16%), the environment (15%), human rights (11%) and education (10%) almost equally important.
- Millennials appear slightly more willing to dig beneath the surface to learn about operations and commitments. More than a third (36% vs. 29% general population) has researched a company's business practices and support of issues. They're also more apt to weigh social and environmental commitments when making critical financial choices, including decisions about where to work (78% vs. 71%) and how to invest (64% vs. 60%).
- 29% of Millennials visit social networking sites several times a day, versus 19% of Generation X. Two-thirds report using social media to address or engage with companies around social and environmental issues (64% vs. 51% general population) – and largely to champion brands and the issues those companies support (34% vs. 27%). One-in-five (20% vs. 15%) leverages new media to directly support corporate social impact efforts, from signing pledges to making donations. Millennials will not hesitate to critique either: one-quarter (26% vs. 20%) takes to social media to share negative information about companies they feel aren't living up to their promises.
- Despite their high expectations for social impact, Millennials are consistent with their older counterparts and are somewhat pessimistic about the ability of companies to make significant progress toward social and environmental issues (15% vs. 16% general population). Millennials are also more skeptical of their own capacity to make positive change, with just one-in-five (21% vs. 25% general population) believing their purchases have significant impact."

*Definitions of what birthdates mark the Millennial generation vary, although most experts consider individuals born between the early 1980s and the early 2000s to comprise the generation. Cone Communications' research segmented Americans ages 18-34 to represent the Millennial cohort.

¹ U.S. Chamber of Commerce Foundation (<http://emerging.uschamber.com/MillennialsReport>)

2011 American Millennials: Deciphering the Enigma Generation, a report from Barkley based on research conducted as part of a joint partnership with Service Management Group, The Boston Consulting Group and Barkley

- Millennials are more likely than non-Millennials to develop a more positive image of a company as the result of cause marketing programs (55% versus 48%).
- More Millennials than non-Millennials attempt to buy products from companies who support the causes they care about (52% versus 45%).
- More Millennials than non-Millennials reported finding that corporate programs make cause involvement easier (43% versus 27%)."
- Millennials, more than Non-Millennials, prefer active engagement in cause campaigns, such as volunteering their time (31% versus 26%), cause-support purchasing (37% versus 30%), encouraging others to support a cause (30% versus 22%), and participating in fundraising events (27% versus 16%).

- Thirty-seven percent of Millennials report being drawn to products co-branding with cause campaigns where their purchase is a form of support, such as Tom's Shoes One for One Campaign
- Of Millennials who make direct donations (34 percent), almost half donate through their mobile devices (15 percent), compared with only 5 percent of non-Millennials.

CAUSE PARTNERSHIP – AFRICAN AMERICANS & HISPANICS

2014 Cone Communications Digital Activism Study

- Hispanics are consistently more engaged in social and environmental issues online. For example, Hispanics skew significantly higher in their use of mobile apps to learn and participate in issues. They are using apps to:
 - Learn about companies' social or environmental business practices (Hispanics 70%, U.S. average 54%)
 - Give feedback directly to companies about social or environmental business practices (Hispanics 69%, U.S. average 52%)
 - Learn about ingredients or components in products (Hispanics 68%, U.S. average 57%)
- Hispanic Americans are using online resources to not only learn about issues, but also get others involved. They are more likely to share information about companies' social or environmental practices with their networks (69% vs. 56% U.S. average).
- Hispanics are more likely than the average population to continue to read content and engage with an organization after "liking" or "following" it online (72% vs. 60% U.S. average).
- Hispanics are also taking a unique approach to their online giving. They are less likely than the average population to give directly to a nonprofit organization (34% vs. 47% U.S. average), but are more inclined to give directly to an individual in need (24% vs. 18% U.S. average) or to a company effort (23% vs. 12% U.S. average).

2013 Cone Communications Social Impact Study – The Next Cause Evolution

92% of the U.S. population growth since 2000 is attributed to minorities – many of whom identify as African American or Hispanic¹. With a combined buying power estimated to reach \$2.3 trillion by 2015², African Americans and Hispanics are most definitely no longer niche segments – they're the new mainstream.

African Americans:

- Compared to the general U.S. population, African Americans are more steadfast in their convictions to shop with an eye toward social good: 42% of these consumers say they are "very likely" to switch brands to one associated with a good cause (vs. 37%)
- African Americans indicate a slightly higher inclination to consider CSR when deciding where to work (74% vs. 71%), which products or services to recommend (85% vs. 82%).
- Consistent with the national average, more than half (54%) of African American consumers have purchased a cause-related product. But their optimism about both personal and corporate impact is distinctive. One-third believe they themselves can have significant positive impact on critical social issues through their purchasing decisions (33% vs. 25%). One-in-five feels companies have made significant impact (20% vs. 16%).
- Although advertising is deemed the most effective communication channel to reach them with CSR messages, 55% of African Americans report using social media to engage with companies around CSR (vs. 51% general population).

Hispanics:

- Hispanics are more apt than the general U.S. population to not just purchase products and services associated with causes (94% vs. 89% general population), but also go beyond the register to donate (70% vs. 65%), volunteer (47% vs. 42%) and advocate on behalf of companies (43% vs. 38%).
- More so than the rest of America, they consider a company's CSR commitments and behaviors when deciding where to work (80% vs. 71% general population), how to invest (70% vs. 60%) and which products or services to recommend to others (87% vs. 82%).
- Perhaps fueling their higher degree of engagement, Hispanics are more optimistic about the power of individuals and corporations to effect change. 20% believe companies have made significant positive impact on social and environmental issues (16% broader population).
- More than one-third (36%) believe they themselves can appreciably impact issues through their purchasing decisions (vs. one-quarter, 25%).
- They have less of a singular focus than the general population on economic development (35% vs. 44% general population) and instead rank issues such as the environment (14%), poverty and hunger (13%), human rights (12%) and education (12%) as virtually equal in terms of priority. Indicating a general concern about overall quality of life, this sentiment may be particularly acute as immigration and citizenship status loom large in many Hispanics' lives.
- Exhibiting higher-than-average mobile internet usage, Hispanics' propensity to utilize social media to address CSR is a natural outcome. Nearly two-thirds (62%) reports using social media to engage with companies around social and environmental issues (vs. 51% national average). However, social media is not the channel Hispanics look to first for CSR information. Unlike other Americans who prioritize on-pack messages, traditional media (17%) is the most effective channel to reach Hispanics.

¹ The New York Times, "Whites Account for Under Half of Births in U.S." (http://www.nytimes.com/2012/05/17/us/whites-account-for-under-half-of-births-in-us.html?pagewanted=all&_r=1&)

² Nielsen, "State of the African American Consumer" (<http://www.nielsen.com/us/en/reports/2011/state-of-the-african-american-consumer.html>), "State of the Hispanic Consumer: The Hispanic Market Imperative" (<http://www.nielsen.com/us/en/reports/2012/state-of-the-hispanic-consumer-the-hispanic-market-imperative.html>)

CAUSE PARTNERSHIP – AMONG WOMEN & MEN

2011 Integer Shopper Habits Report

- 24% of women find disease prevention the most compelling of all types of causes.
- 43% of women prefer to buy a brand that makes a donation with every purchase.

2010 Cone Cause Evolution Study

- 95% find cause marketing acceptable (vs. 88% avg.)
- 93% are likely to switch brands (vs. 80%)
- 92% want to buy a product supporting a cause (vs. 81% avg.)
- 61% of purchased more cause-related products in the past year (vs. 41% avg.)

2010 PR Week/Barkley PR Cause Survey

- 88% of men say it's important for a brand to support a cause
- 67% of men would purchase a brand because it supported a cause
- 67% would try a brand they normally WOULD NOT because it supports a cause they care about
- 61% of men have purchased a brand because it supported a cause
- 55% of men would pay more for a brand because it supported a cause.
- Yet, 68% of corporate marketing executives had NO plans to target men with their cause efforts

2013 Cone Communications Social Impact Study – The Next Cause Evolution

- 88% of Americans want to hear about CSR efforts
- 87% believe companies share positive information about their CSR efforts, but withhold negative information
- 60% are confused by CSR messages

2013 Cone Communications/Echo Global Corporate Social Responsibility (CSR) Study

The universal expectation for companies to be responsible is immense and undeniable. Consumers are willing to contribute their dollars, time and social networks to play a role in companies' efforts to abate critical social and environmental issues.

- 92% If given the opportunity, would buy a product with social and/or environmental benefit
- 84% of global consumers would tell friends and family about a company's CSR efforts

2013 Meaningful Brands Index Global by Havas Media

The first global analytical framework to connect human well-being with brands at a business level, measures the impact of the brand's benefits alongside its impact on 12 areas of well-being (such as health, happiness, financial, relationships and community among others) for a full view of its effect on the quality of life. Analytics include 700 brands, over 134,000 consumers, 23 countries.

- Results statistically demonstrate that Meaningful Brands outperform the stock markets by 120% -an out performance on par with the top hedge funds
- Only 20% of brands worldwide are seen to meaningfully positively impact people's lives.
- Most people worldwide would not care if more than 73% of brands disappeared tomorrow.

Commitment to Value: The State of Corporate Citizenship 2012 – Boston College Carroll School of Management Center For Corporate Citizenship

- 80% of all executives, across all business types and industries, confirm that environmental, social, and governance investments create financial value for their companies
- Companies that align corporate citizenship strategy with overall corporate strategy are more likely to achieve important business objectives. With reputation- and corporate culture-related objectives, success was as much as 9 times more likely for those who integrated than for those who did not.

March 2012: A Nielsen Report: The Global, Socially-Conscious Consumer

Two-thirds (66%) of consumers around the world say they prefer to buy products and services from companies that have implemented programs to give back to society. That preference extends to other matters, too:

- They prefer to work for (62%) and invest in (59%) these companies.
- A smaller share of "socially-conscious consumers," but still nearly half (46%), say they are willing to pay extra for products and services from these companies

2012 Cone Communications Corporate Social Return Trend Tracker

Consumers want more than aspirational mission statements. "Purpose is no longer enough, and successful campaigns must demonstrate return for business, brand and society. 'Proving purpose' is the new mantra for effective CSR." - Jonathan Yohannan, Executive VP, Cone Communications

Companies that proactively share the details and results of their CSR efforts will be rewarded with increased consumer trust and purchasing.

- 86% of consumers are more likely to trust a company that reports its CSR results

- 82% say they are more likely to purchase a product that clearly demonstrates the results of the company's CSR initiatives than one that does not
- 40% will not purchase a company's products/services if CSR results are not communicated
- 84% recognize that for a company to make societal impact, it must also realize a business return, such as increased revenue or reduced costs
- 63% don't know where to find information about a company's CSR efforts and results
- 55% don't understand the impact they are having when buying a product from a company that says it is socially responsible.

2011 JWTEthos Social Good Report

With leaders of multinational organizations embracing socially responsible practices as good business strategy, nonprofits taking a page from the for-profit playbook to drive results and a socially conscious generation coming of age, we're seeing new energy and increasingly innovative initiatives in the area of social good. This report explores how macro trends—including the call for radical transparency, rapid urbanization and advancements in technology—are influencing social good initiatives across the globe. For instance, expect less “goodwashing,” more creative strategies for urban renewal and corporations embracing “shared value.”

- 90%: Companies need to do more good, not just less bad
- 89% Millennials, 85% Gen Xers, 71% Boomers: “I think about the impact my decisions and actions have on the world around me.”
- 87%: Brands and big corporations should take responsibility for improving the world
- 84%: Brands and large corporations have a responsibility to improve the local communities in which they do business
- 84%: Brands that are aligned with charitable/social causes need to do a better job of telling me how my donation is benefiting the cause

The Impact of a Corporate Culture of Sustainability on Corporate Behavior and Performance – Harvard Business School Working Paper by Robert G. Eccles, Ioannis Ioannou, George Serafeim 11/25/2011

- Tracking corporate performance for 18 years, sustainable firms outperform traditional firms in terms of both stock market and accounting performance annually by 4.8%.
- Sustainable firms also perform better when considering accounting rates of return, such as return-on-equity and return-on-assets.
 - This outperformance is more pronounced for B2C companies, companies that compete on the basis of brands and reputation, and companies that make substantial use of natural resources.

2013 America's Charities: Trends and Strategies to Engage Employees in Greater Giving

- 80% of employers surveyed are branding workplace giving programs with their own names, themes, and/or logos
- 30% allow employees to post videos, testimonials supporting favorite charities as part of the giving program. 50%+ are likely to incorporate more social media tools into giving activities.
- Paradigm shift from just giving to engagement strategies: Employers surveyed understand this changing environment and are realigning in ways that integrate corporate goals, employee expectations, and opportunities to grow giving.
- Companies and organizations are now devising overall strategies for giving, volunteerism, skills-based pro bono, and engagement. Previously these efforts were typically spread out over the company and not coordinated.

2013 "New Insights into the Correlation Between CSR and Brand Strength" - Sustainable Brands 2013 Plenary Speech by Cynthia Figge

CSRHub, the world's largest aggregator of global CSR information, ran five years of its data against the data of Brand Finance, the global brand analyst – correlating data of 1,000+ companies.

- The study concluded that 28% of brand strength is related to CSR performance.
- Of the 4 categories correlated (employees, environment, community and governance), the highest correlated subcategories are all employee issues. Employee engagement and word of mouth seem to be extremely important in creating brand value.
- Brand strength to CSR correlation doubled in 2012, was relatively constant 4 prior years.

2012 "The Importance of Employee Engagement" Infographic - Dale Carnegie Training and MSW Research

Employee engagement is the emotional and functional commitment an employee has to his or her organization. \$11 billion is lost annually due to employee turnover.

- 71% of all employees are not fully engaged.
- Companies with engaged employees outperformed those without by up to 202%
- One of 3 key drivers of employee engagement:
 - 54% of employees who were proud of their company's contributions to society are engaged. Source: Gallup

Net Impact: What Workers Want In 2012 by the John J. Heldrich Center for Workforce Development at Rutgers, The State University of New Jersey

- 53% of workers and 72% of students say a job where they can make an impact is very important or essential to their happiness, with the students ranking it third and only 1% behind marriage.
- Women consistently express a stronger desire for jobs with impact than men. 60% of employed women say that working for a company that prioritizes social and environmental responsibility is very important to them, compared to 38% of men.

Temkin Group, Employee Engagement Benchmark Study, 2012

Compared with disengaged employees, highly engaged employees are 480% more committed to helping their company succeed, 250% more likely to recommend improvements, 370% more likely to recommend their company as an employer, and 30% less likely to take a sick day.

Taleo Research, Profitable Talent Management, 2011

Increasing the engagement in a 10,000-person organization by 5% can boost the bottom line by an estimated \$40+million.

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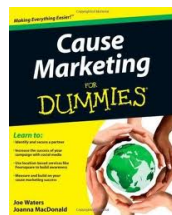
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For Momentum is a nationally-recognized leader in cause marketing, including a [top 5 agency ranking by Corporate Responsibility Magazine](#). Our practical approach and unique insights are fueled by decades of experience in strategic partnership dynamics. We offer strategies and resources that cut through the rhetoric and drive real results.

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Blog named "Top 5"
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**Cause Marketing
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