



# Keynote Conversation

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# CSR Trends



DATA



FUNDING



WELLNESS

# Metrics that matter



## Employee Engagement

- 21% Employee Engagement Worldwide
- 79% Employees who want to work for a socially conscious company
- 50% of companies say that EVPs reduce turnover by more than 50%
- 29% of Gen Xers volunteer; more than any other generation

Source: Points of Light 2022



## Corporate Giving

- 94% of US companies plan to grow or maintain funding in 2024
- \$5 billion + is donated through workplace giving each year
- 22% of employees know about employer matching gifts
- 20% of all U.S. charitable giving comes from companies

Source: CECP 2023



## Diversity, Equity, Inclusion and Belonging

- \$68 Billion contributed to racial equity efforts since 2011
- 95% of all companies have at least one ERG focused on DEIB
- 95% of CEOs believe that DEIB is important. 44% have actionable DEIB strategy
- Diverse teams are 70% more likely to capture new markets

Source: Next Pivot Point 2024

Source: Harvard Business Review



## Regional Trends

- 415 corporate foundations in SE, \$1 Billion in giving
- 28% of US companies say K-12 education is their top priority
- \$136 million earmarked for Human Services by SE companies
- 51% increase in environmental funding from 2020 to 2022 (US)

Source: Philanthropy Southeast 2022

# State of corporate volunteering

Driving impact in a hybrid world



51% of volunteer hours are virtual  
35% of total volunteer hours are Volunteer Acts of Kindness



Volunteer growth is a global trend  
57% year-over-year increase (from 5.9% to 9.2%)



Companies could increase their volunteer participation by an average of 12x if it allows for both company-created and employee-initiated volunteer opportunities

Source: [benevity](#)

# Volunteerism

A CSR strategy isn't just an option, it's a necessity. PWC's 2022 report reveals that 65% of people want to work for a company with a powerful social conscience. Further, 73% of customers want companies to help society and the environment.



Board service

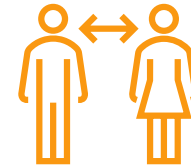


Skills based



Virtual

Direct service



In office



# CSR: Connecting culture and community



# A funders POV

What differentiates your nonprofit from others

## FUNDING PRIORITIES

01.

Spotlight *collaborations* with other nonprofit organizations and other funding sources

02.

Detail opportunities to provide ongoing involvement through *volunteerism*

03.

Emphasize business alignment with *DEIB* processes and programming

# The stewardship mindset

To provide a holistic and integrated experience, resulting in deeper and longer lasting relationships.



**Good, Better, Best**

*Showcase options, be intentional, specific asks, think 360*



**Model, Trust, Inspire**

*Lead by example, become a trusted partner, connect over convince*



**Differentiate**

*Ask more than tell, listen more than talk, research upfront, offer solutions, see the big picture, think year-round*



# The wellness connection

**25%**

of volunteers

say that volunteering has helped them manage a chronic illness such as depression

**94%**

of people

who volunteer say that volunteering improves their mood

**76%**

of people

who volunteer say that volunteering has made them feel healthier

**96%**

of volunteers

say that volunteering enriches their sense of purpose

**95%**

of volunteers

say they are helping make their community a better place

**80%**

of people

who volunteer say they feel they have control over their mental health and depression

**56%**

of new volunteers

felt that volunteering would help their career

**78%**

of volunteers

say that volunteering lowers their stress levels

Source: Project Helping

# What does volunteering have to do with wellness?

Feeling fulfilled in all areas of your life

## Emotional wellness

- Decreases depression and anxiety; Stress relief
- Happiness boost, your brain responds to volunteering – think endorphins and dopamine!

Journal of Happiness Studies

## Physical wellness

- Reduces high blood pressure and decrease likelihood of developing hypertension
- More movement, increases your activity level

## Social wellness

- Alleviates feelings of loneliness and fosters expanded support system
- Experiences a “helpers high” / “warm glow”

## Purpose

- Altruistic volunteerism, humanitarian concerns

Sources: WellRight, verywellmind

# Resources

ATL

Hands on Atlanta

[www.handsonatlanta.org](http://www.handsonatlanta.org)

Philanthropy Southeast

[www.philanthropysoutheast.org](http://www.philanthropysoutheast.org)

NTL

Association of Corporate  
Citizenship Professionals

[www.accp.org](http://www.accp.org)

Points of Light

[www.pointsoflight.org](http://www.pointsoflight.org)

Data

Boston College Center for  
Corporate Citizenship

[www.ccc.bc.edu](http://www.ccc.bc.edu)

Realized Worth

[www.realizedworth.com](http://www.realizedworth.com)

Rocket Social Impact

[www.rocketsocialimpact.com](http://www.rocketsocialimpact.com)

# Stay connected

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