

COVID-19 IMPACT ON CSR

Industry Survey Findings & Insights - May 2020

**OVER
68%**

report that they
have **funded
new nonprofits
to address
urgent needs**



**NEARLY
75%**

report an **increase in
leadership's CSR expectations
or demands** due to COVID-19

60%

of participants report that they are
looking at new issues to support in
their next fiscal year, with the
following breakdown:

- 29%** Education/At-Risk Youth/
Digital Learning Job
- 28%** Food Insecurity
- 22%** Disaster Relief & Frontline Workers
- 19%** Community Revitalization
(Housing, Small Businesses)
- 18%** Training/
Workforce Development
- 17%** Healthcare/
Healthcare Disparities
- 17%** Mental Health

**HELP
EACHOTHER**

82%

report **no staffing resource
changes** to date in their
department due to COVID-19;
12% have decreased staff
and 6% have increased staff

**STOP
THE
SPREAD**

TOP CONCERNS OF CSR PROS MOVING FORWARD

1. Ensuring adequate
budget and resources
2. Gaining awareness
of CSR efforts
3. Dramatic shifts
in strategy

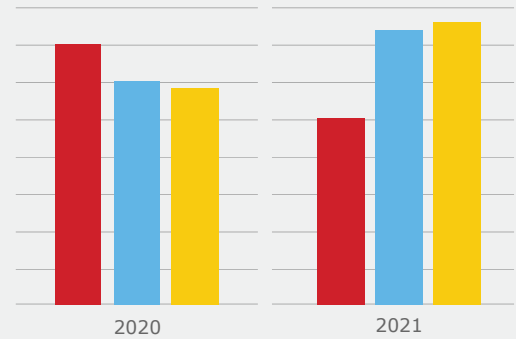


While 70% of CSR budgets increased or remained flat in 2020, many are anticipating a decreased budget in 2021.

Note that the largest group increased in 2020 and the largest group decreases in 2021.

Anticipated Budgets

■ Increase
■ Flat
■ Decrease



INSIGHTS:

- 1** **Seize this moment:** 2020 is shaping up to be a historical year and is a watershed moment for CSR to make a substantive impact. Don't let this moment pass you by. Advocate for your work to stakeholders with demonstrable actions your company is taking in this time of heightened awareness. Be creative and take bold action, while sharing with stakeholders that your company's credibility depends on its ability to live up to its promises.
- 2** **Get smart on issues:** Seek out opportunities to learn about community need in an effort to sharpen your strategy and maximize impact. While many issues like food insecurity and educational equity have long been significant, they have been exacerbated through multiple crises in 2020. To ensure a credible, authentic approach to new cause investments, it's imperative CSR leaders invest in their own education through engagement with issue experts and industry peers. Look to strong nonprofit partners who have skin in the game and can serve as expert problem-solvers.
- 3** **Build your narrative:** Describe what you are doing to respond to 2020's crises clearly and compellingly to connect your community actions back to your company's values. Use data and stories of impact to succinctly describe your company's unique contributions and share the messages internally and externally. Enlist your comms team or outside resources to build a narrative that speaks to both the heads and hearts of your stakeholders.
- 4** **Structure your budgets moving forward so there is flexibility to be responsive:** If there is one thing we know, it is that 2020 will continue to deliver twists and turns that demand flexibility. Think about your current and future budget now in three segments: response, recovery, and reactive. Lay out funds to respond immediately, focus your longer term funding to address root causes of the most important issue(s) and finally, start discussions now to anticipate the next crisis knowing that 2020 is the most volatile time in America since the 60's.
- 5** **Collaborate with other corporations to grow the resource pool for new initiatives:** Think carefully about how your new partnerships will impact your existing priorities. If you identify other funders already supporting your new focus areas, you may not need to divert current funding to new issues. Instead, consider teaming up to provide wrap-around services that are community-based, school-based, or otherwise serving like individuals. By focusing shared expertise and funding on a common set of recipients, companies are expanding their reach without diluting their support for priority organizations or communities.

DROP US A LINE.

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