benevity®

# Unlocking Potential with Benevity Impact Index

This document is proprietary and confidential to Benevity.



**Mike Vickers**
Senior Manager, Client Experience



**Raquel Fraga**
Senior Client Success Manager



**Jules Dorval**
Social Data Science Lead, Benevity Impact Labs

# AGENDA

1. Overview of Benevity Impact Index
2. How it works
3. Insights
4. What's next
5. Q&A

This document is proprietary and confidential to Benevity.

# Overview

This document is proprietary and confidential to Benevity.

# What is the Benevity Impact Index?

benevity This document is proprietary and confidential to Benevity.


16:52
Google
Miercurea Ciuc
Bazilica Șumuleu Ciuc

# How Benevity Impact Index helps you

- **Measure your program maturity**
- **See where your program is excelling**
- **Identify opportunities**
- **Get tactical recommendations**



benevity This document is proprietary and confidential to Benevity.

The time invested in completing the BII is well worth the results and follow-up discussion. The conversations with our CSM have been so helpful for brainstorming new ideas.



— NewRez, Program Manager

benevity This document is proprietary and confidential to Benevity.

# How the Benevity Impact Index works

benevity This document is proprietary and confidential to Benevity.

# Step 1
# Take the assessment

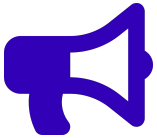



benevity This document is proprietary and confidential to Benevity.

# Benevity Impact Index categories



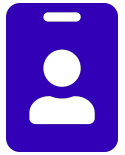
Internal culture and investment



Program communication



Grantmaking and community investment



Employee engagement



Customer engagement



Reporting and storytelling



Crisis response



Ambassadors and employee resource groups

benevity This document is proprietary and confidential to Benevity.

# Step 2
# Get your report

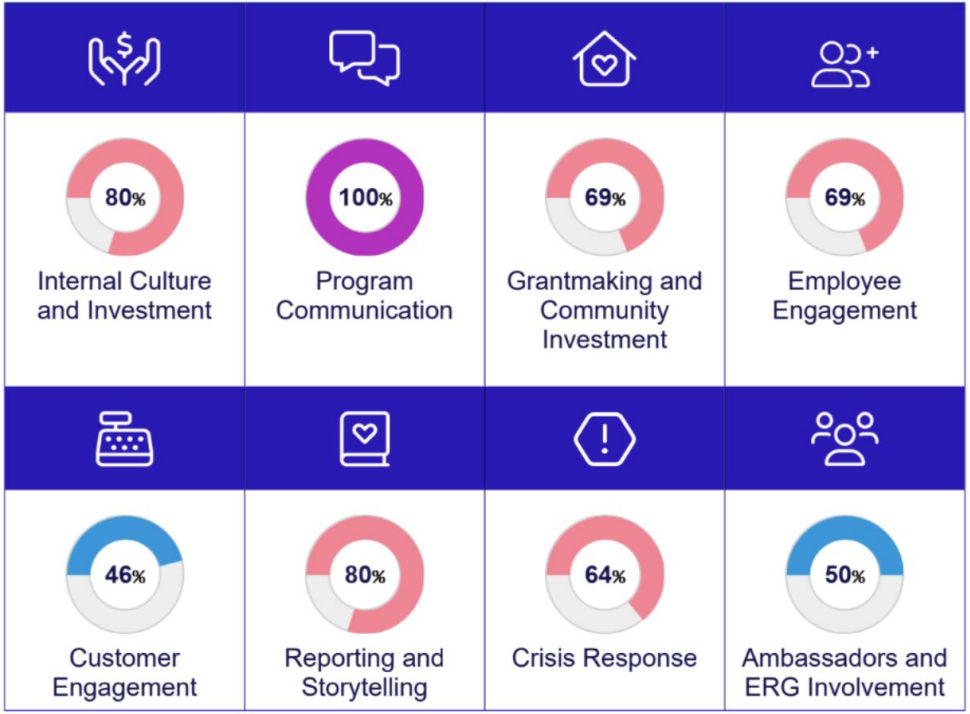



benevity This document is proprietary and confidential to Benevity.

# Step 2
# Get your report

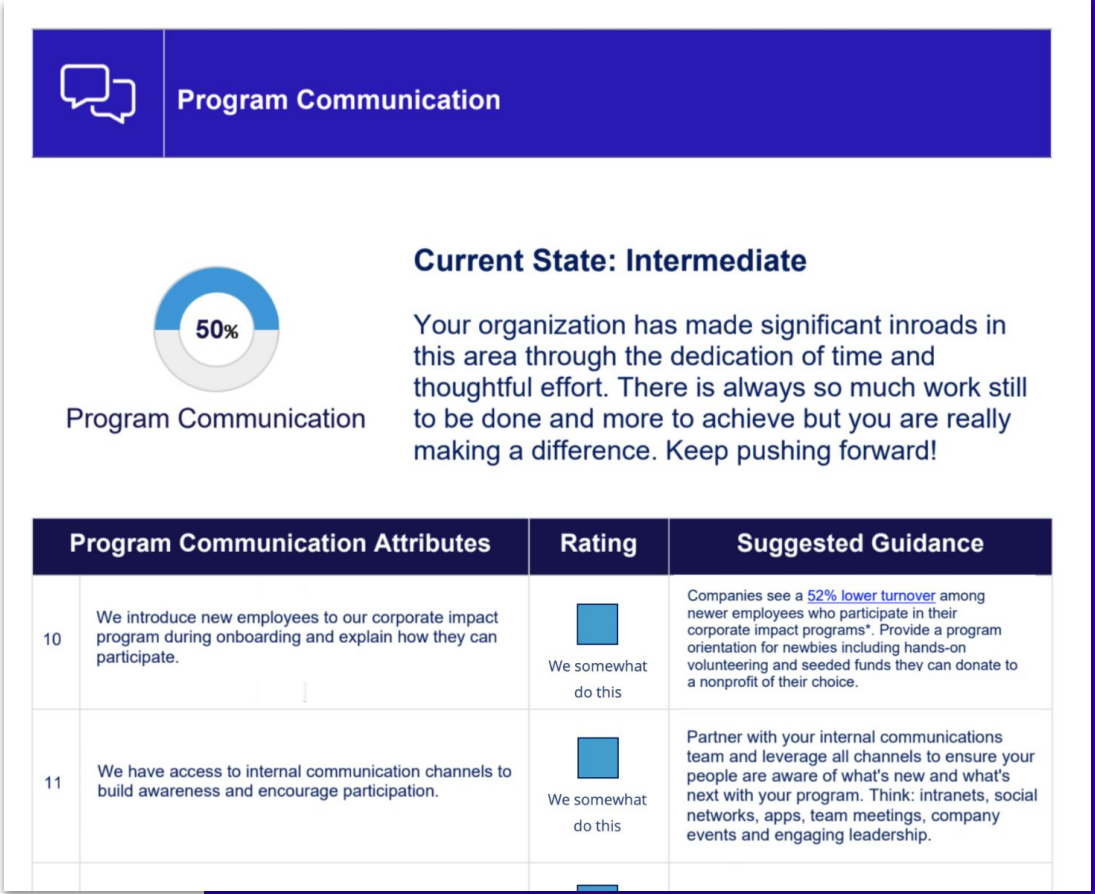
## Section Overview

Below are the scores calculated for each of the self-assessment sections. The scoring legend and brief descriptions on the prior page will provide a sense of where these scores land on the maturity arc.




benevity This document is proprietary and confidential to Benevity.

# Step 2
# Get your report



## Program Communication




Program Communication

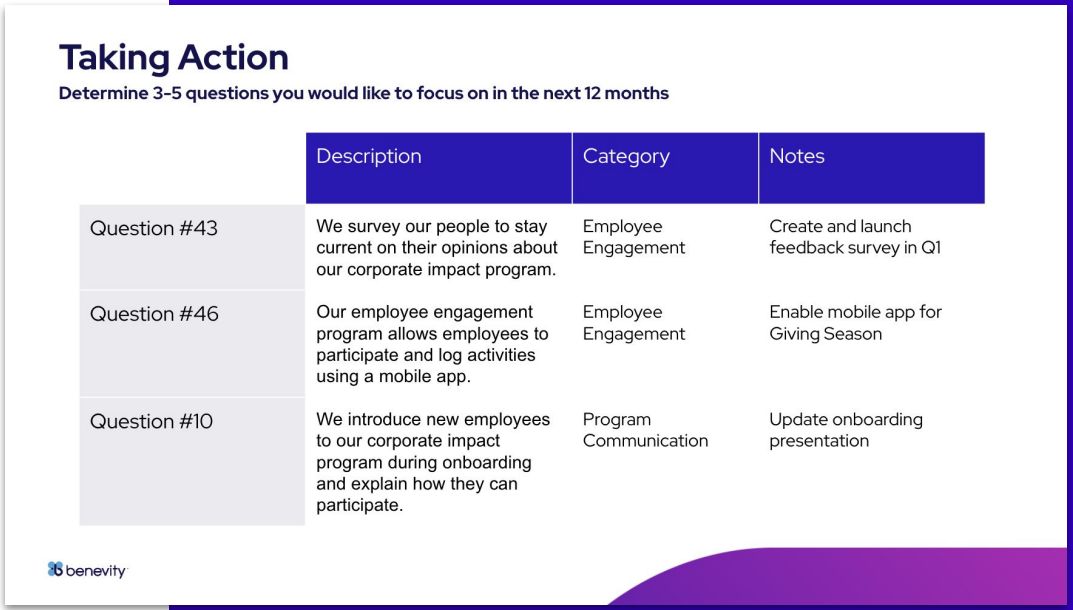
### Current State: Intermediate

Your organization has made significant inroads in this area through the dedication of time and thoughtful effort. There is always so much work still to be done and more to achieve but you are really making a difference. Keep pushing forward!

| | Program Communication Attributes | Rating | Suggested Guidance |
|---|---|---|---|
| 10 | We introduce new employees to our corporate impact program during onboarding and explain how they can participate. | We somewhat do this | Companies see a 52% lower turnover among newer employees who participate in their corporate impact programs*. Provide a program orientation for newbies including hands-on volunteering and seeded funds they can donate to a nonprofit of their choice. |
| 11 | We have access to internal communication channels to build awareness and encourage participation. | We somewhat do this | Partner with your internal communications team and leverage all channels to ensure your people are aware of what's new and what's next with your program. Think: intranets, social networks, apps, team meetings, company events and engaging leadership. |

benevity This document is proprietary and confidential to Benevity.

# Step 3
# Book a Benevity Impact Index workshop



## Taking Action

**Determine 3-5 questions you would like to focus on in the next 12 months**

| | Description | Category | Notes |
|---|---|---|---|
| Question #43 | We survey our people to stay current on their opinions about our corporate impact program. | Employee Engagement | Create and launch feedback survey in Q1 |
| Question #46 | Our employee engagement program allows employees to participate and log activities using a mobile app. | Employee Engagement | Enable mobile app for Giving Season |
| Question #10 | We introduce new employees to our corporate impact program during onboarding and explain how they can participate. | Program Communication | Update onboarding presentation |

benevity

benevity This document is proprietary and confidential to Benevity.

# 4 ways to use Benevity Impact Index

1. Start a discussion with your company's leadership
2. Improve employee engagement and satisfaction
3. Facilitate strategic planning
4. Foster a culture of continuous improvement

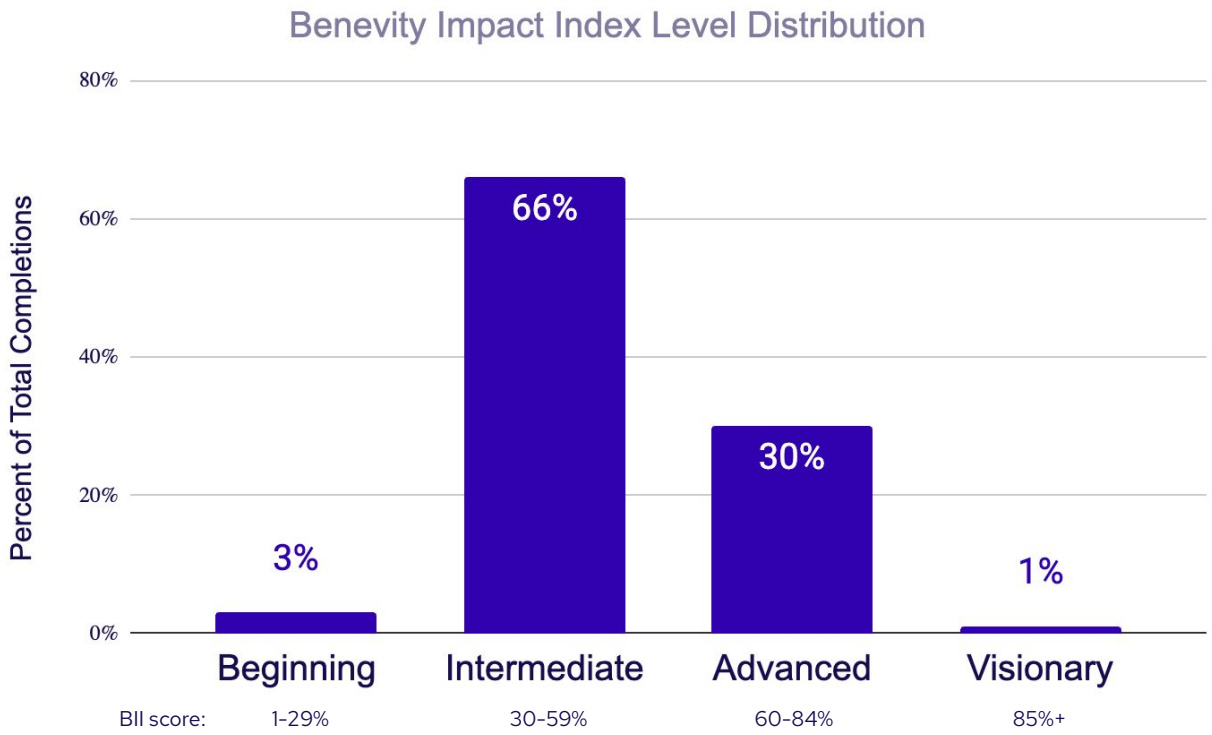
benevity This document is proprietary and confidential to Benevity.

# Insights

benevity This document is proprietary and confidential to Benevity.

# Self-assessed overall maturity level

197 clients

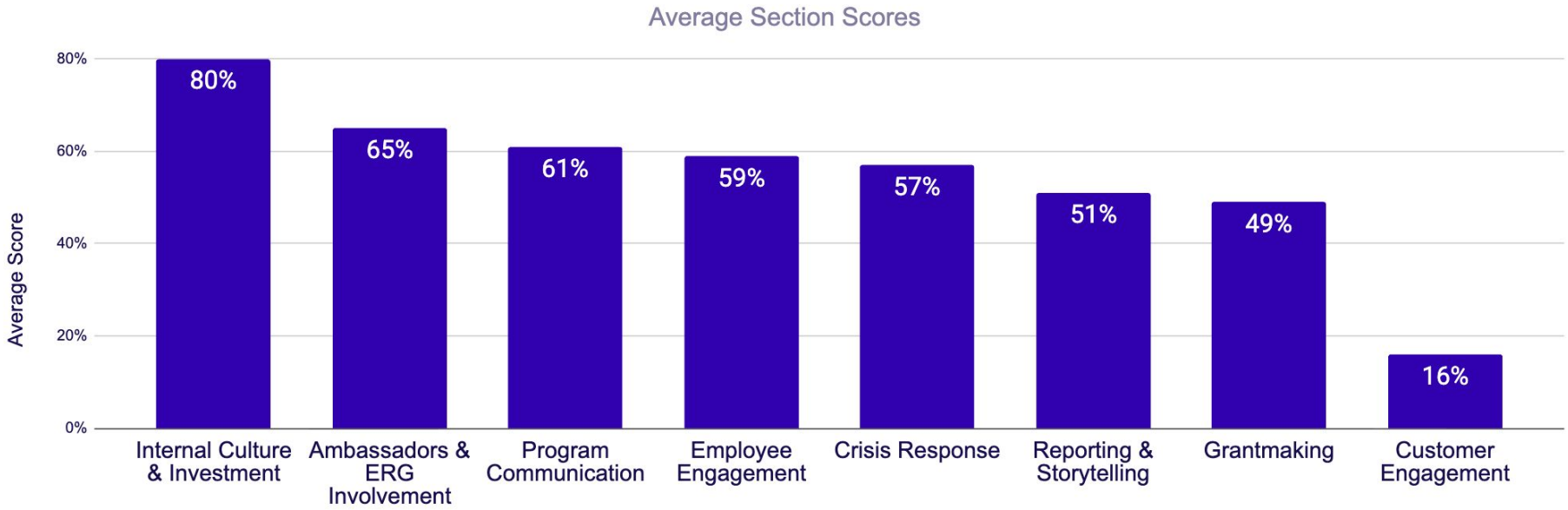




This document is proprietary and confidential to Benevity.

# Self-assessed category maturity levels

197 clients

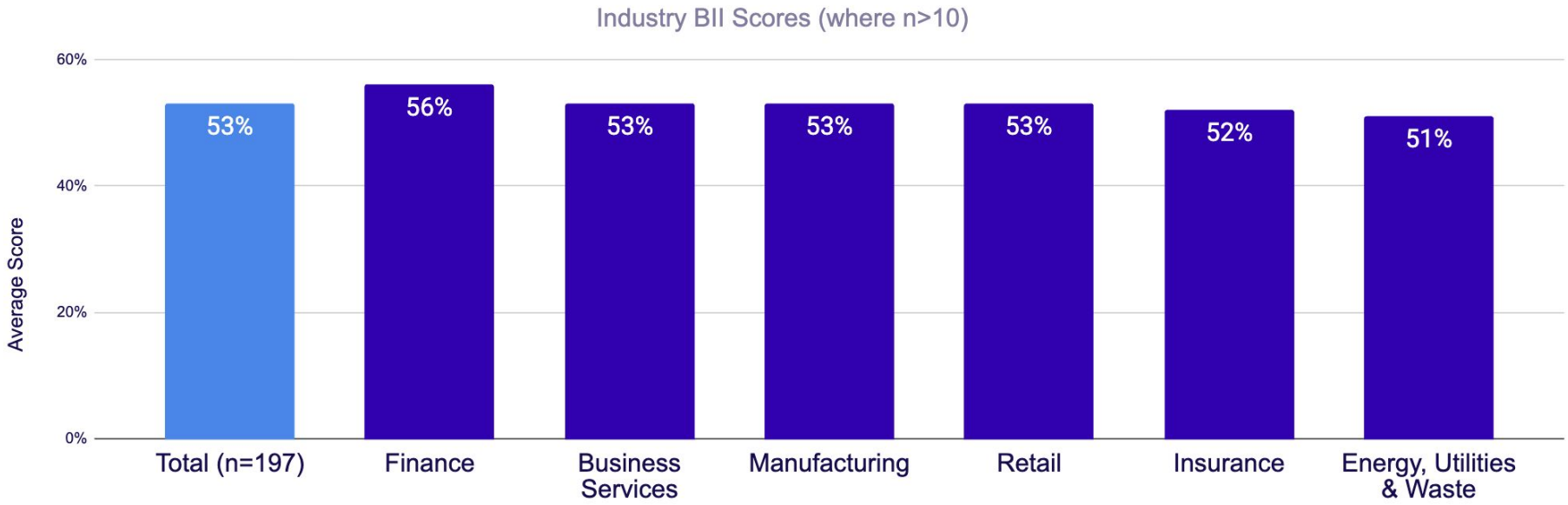




This document is proprietary and confidential to Benevity.

# Industry averages

## 197 clients




benevity This document is proprietary and confidential to Benevity.

# What's next

benevity This document is proprietary and confidential to Benevity.

# Complete the Benevity Impact Index – for the first time or again!




benevity This document is proprietary and confidential to Benevity.

benevity® live!

SCOTTSDALE, ARIZONA JUNE 2-4, 2026

# All Access Pass holders, join us for a design thinking workshop based on your Benevity Impact Index results!

benevity This document is proprietary and confidential to Benevity.

# Q&A

benevity This document is proprietary and confidential to Benevity.