

Leading with purpose more critical than ever

Recent U.S. policy shifts creating uncertainty for companies and nonprofits:

1. [Bill HR 9495](#)
2. [Federal Funding Freeze](#)
3. [Dismantling USAID & Reevaluating
and Realigning US Foreign Aid](#)
4. [Ending Illegal Discrimination and
Restoring Merit-Based Opportunity](#)
5. [Protecting the American People
Against Invasion](#)
6. [S. 497](#)



Leaders are looking for a new way forward

Early trends from 2025 State of Corporate Purpose research. **Coming this May.**

1

Corporate caution creates a vacuum for distrust to grow

76% of companies expect more employee activism as people hold businesses accountable.

2

Closing the measurement say-do gap

63% of companies are considering adopting standardized measures, and looking to alleviate the administrative burden on nonprofits

3

Granting investment is up, support for some areas is down

51% of companies expect increased granting budgets, but data shows a 10pt drop in grants to equity and justice orgs and a 7pt drop to climate causes.

4

Volunteering as a resilience strategy

94% of companies say volunteering helps build a resilient business and 93% say it helps individual resilience.

5

ERGs hold strong during the DEI storm

42% of companies are continuing to invest in DEI, albeit more quietly.



How companies are responding

Takeaways from Benevity's recent online executive forum

Corporate risk assessments

- Assessments of legal and risk posture
- Education on nature of philanthropy with executives
- Data analysis on top nonprofits, % of funds going to orgs that may be under scrutiny and donor impact analyses
- Pre-ordering premium screens for orgs for faster reviews in real-time

Partnerships & grantmaking

- Calling nonprofit partners to understand needs and listen
- Removing restrictions & accelerating grants or making bridge or continuation grants
- Funding infrastructure orgs or partners using crisis budget (access this campaign kit in your Benevity dashboard)
- Intentional focus on supporting international orgs at risk

Employee engagement

- Running employee awareness or match campaigns for infrastructure organizations or for all nonprofits
- Promoting recurring donations & sustained funding for open-choice programs
- Publishing the news article from Benevity (available in your Benevity dashboard)
- Offering volunteer help.



Practical play-by-play for refining your programs

What CSR Practitioners Can Do:

- Know your legal and risk posture
- Know your data on top causes, % of funds going to orgs that are non-contentious
- Call your partners, understand needs
- Remove restrictions & accelerate grants
- Fund infrastructure orgs using crisis budget
- Support international orgs
- Offer skilled volunteers, pro-bono services, deeper product discounts or donations
- Run employee awareness or match campaigns for infrastructure organizations or for all nonprofits
- Promote recurring donations & sustained funding
- Educate your executive
- Review & adjust your engagement strategy & calendar to prepare for uncertainty
- Pre-order premium screens for orgs spotlighted in the media
- Publish the news article from Benevity



Committed to our nonprofit partners

Fortifying and modernizing our platform by:

- Simplifying nonprofit tasks
- Further investments in regulatory compliance and risk mitigation
- Modernizing our tech stack for enhanced security and accelerated development and release of new functionality
- Continue to advocate for the nonprofit sector

"30% of larger nonprofits in the US receive federal funding, amounting to \$300B annually." Based on data from Candid.

Without corporate and individual donors stepping up, critical programs face collapse.

Access your
Nonprofit
Help Centre



We are here with you – here are some best practices to keep your community and corporate partners engaged:

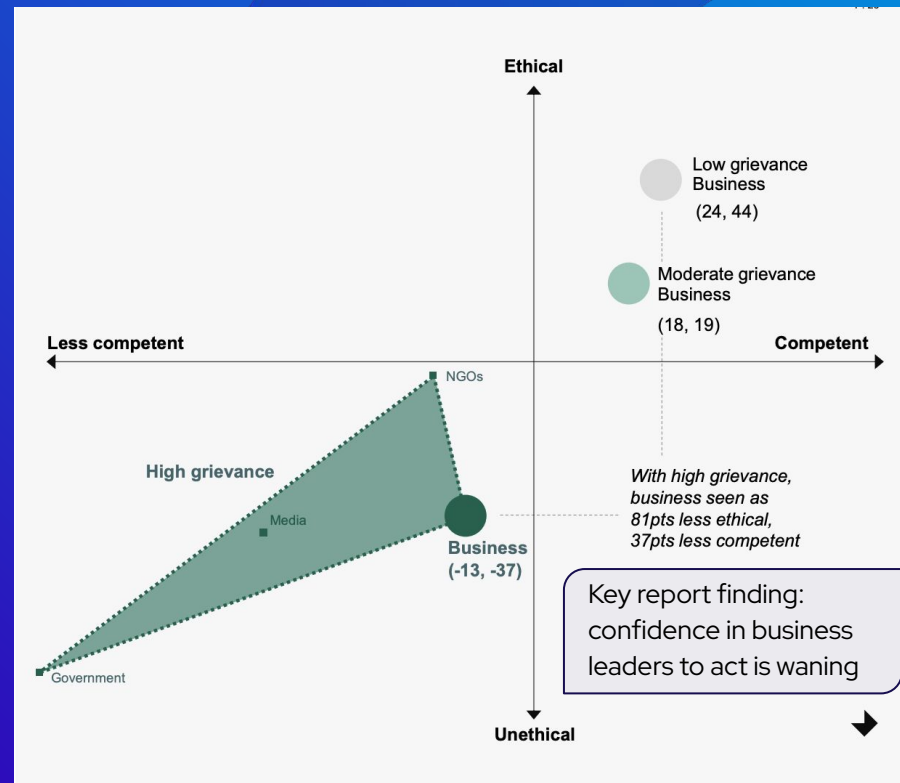
- Optimize your profile: increase visibility and attract donors, use your profile as a storytelling manifesto, add your mission and impact statement, add your high resolution logo.
- Ensure compliance and eligibility: accept our Terms of Use, yearly update your self-certification and complete your attestations, regularly check your EFT is up-to-date.
- Create impactful projects: maximize funding by setting clear goals, share impact data, and leverage corporate donation matching programs.
- Connect with volunteers: set up virtual and in-person volunteer opportunities, and see how volunteering drives donations, leveraging volunteer rewards.
- Utilize disbursement reports: track and manage funds effectively, analyze donor trends, and use insights to strengthen corporate partnerships.
- Empower your nonprofit: explore your [nonprofit help center](#) for essential resources and pro tips to maximize our platform.

Connecting purpose to impact builds trust

Business is the most trusted force for driving societal impact, but confidence in business leaders to act is dropping.

This is the moment for companies to lean in to the dialogue with your stakeholders: employees, customers, communities to refine your purpose.

Thoughtful, strategic action – not hesitation – is key to maintaining trust that fuels long-term business success.



“How can I expect my people to show up to our clients in the way I would like unless I clearly link my purpose, values, and business goals?”



Fortune 500 CEO, from CECF Board of Boards

Our commitment

Benevity has been here for our clients and nonprofits through every major moment of change – global crises, economic volatility and societal shifts – and we're here now. We believe that doing well by doing good isn't just an idea; **connecting purpose and business goals is the way forward.** It's how companies create real impact and earn the trust that fuels long-term success. We will navigate this uncertainty together and emerge even stronger.

Connect with other leaders live

Share evolving challenges and strategies with your peers at **Benevity Live! May 13-26.**

CSR leaders can join person in Palm Springs or online.

Nonprofits are welcome to join online.

Register at <https://benevity.com/live/registration>



Time for Action

Visit our Leading With Purpose resource center



