



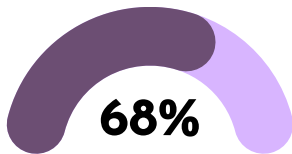
BLOOM
DEFINE YOUR PHILANTHROPY

SOCIAL RESPONSIBILITY DATA & TRENDS REPORT 2025

Your guide to creating authentic, purpose-driven partnerships to advance business goals & create sustainable impact.

BY THE NUMBERS EMPLOYEES

Companies see a **52%** lower turnover among newer employees when they participate in “purpose programs”, which include charitable giving, volunteering, and other positive actions. ¹

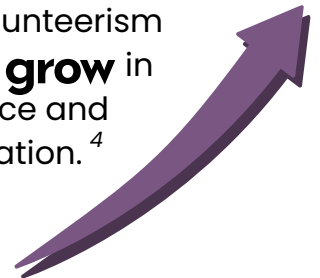


Of employees believe it is not enough for companies to just generate profit—they have a responsibility to positively impact employees, customers, communities, and the environment. ²



Of impact leaders say that ERGs are an important part of the employer value proposition. ³

Employee volunteerism continues to **grow** in significance and participation. ⁴



CONSUMERS

By 2030, Millennials and Gen Z will have the **most purchasing power** in the U.S.

These younger generations are **27%** more likely than older generations to purchase a brand when they believe the company cares about its impact on people and the planet. ⁵



70% of Americans aged 18–30 think companies or brands should take a stance on social issues. ⁶



Sustainability is one of the top four key purchasing criteria for **50%** of consumers. ⁷

Value of Sustainability

New research reveals a **\$44B** impact across 12 U.S. industries due to consumers switching brands for sustainability reasons. ⁸

BRAND POWER

Stakeholders—customers, investors, suppliers, employees, and communities—expect companies to have an authentic statement of purpose and act in alignment with their mission, vision, and corporate values.



Purpose-driven companies have a compounded annual growth rate **3x** higher than their closest industry competitors and **5x** higher than the S&P 500.⁹

Purpose-driven brands increase consumer trust, loyalty and purchasing, and are associated with words like **“responsible”**, **“compassionate”** and **“ethical”**.¹⁰



THE PRESSURE OF ‘S’ IN ESG

With increasing pressure for companies to live their values and demonstrate the social return on investment (SROI), leaders are looking to align stakeholder engagement and social impact more strategically to advance core business objectives and ESG priorities. Corporate leaders now need to justify investments and confidently demonstrate outcomes through measured impact. However, without a global standard for social impact reporting, companies are leaning more on strained NPOs and in-house teams to provide custom outputs and outcomes leading to inconsistent benchmarking and a reporting gap across companies.



89%
Of leaders are being asked to show how their impact is being measured and calculated.



86%
Of leaders need to be able to compare their impact with other companies.

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TOP SOCIAL ISSUES¹²

1. Environmental sustainability
2. Job training/workforce development
3. K-12 education
4. Food insecurity

Rising AI Emissions

The rise of AI in business has led to significant increases in data center energy consumption and carbon emissions across the digital media landscape. With an expected **14% ↑ in CO₂** emissions by 2040, companies must focus on uniting sustainability and tech to advance ESG goals.¹³

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2025 TRENDS FORECAST

No longer siloed, corporate social responsibility and ESG are finding their way throughout every company department and daily operations as embedded functions with an actionable strategy.

- **Sustainability-focused and ESG-driven company priorities and objectives.**
Across all industries, companies are prioritizing establishing policies and initiatives focused on reducing a company's environmental footprint and human rights violations.¹⁴
- **Aligning social impact and stakeholder engagement to advance ESG goals.**
Additionally, charting outputs and outcomes of corporate investments (SROI) to rationalize spend, maximize positive impact, and tell the brand story.
- **Decline of DEI as we know it.**
While a number of companies have done away with DEI targets and commitments, most companies will continue the work behind-the-scenes and refrain in polarizing acronyms externally.
- **Technology to enable and scale sustainability while making itself more sustainable.**
CIOs taking a seat at the table to prioritize sustainability in tech with initiatives to offset AI's environmental impact.
- **Strengthening the whole-person employee proposition.**
Opportunities to attract, engage and retain talent including career and financial growth, mental health & wellbeing, a positive work culture and values alignment. A focus on companies leading with authentic action, engagement in local social impact and skills-based volunteering, championing employee voice and passions.

SOURCES

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2. Harris Poll/Cone, Employee Purpose Engagement Survey, 2023.
3. Benevity, The State of Corporate Purpose 2024.
4. ACCP, 5th Annual CSR Insights Report, 2024.
5. Harvard Business Review, Research: Consumers' Sustainability Demands Are Rising.
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7. Bain & Company, The Visionary CEO's Guide to Sustainability.
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9. jump, The Payback On Purpose.
10. Porter Novelli, Purpose Perception: Implicit Association Study, 2021.
11. Benevity, The State of Corporate Purpose 2024.
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13. Accenture, Uniting Technology and Sustainability.
14. Chief Executives for Corporate Purpose, Investing in Society: 2024 Edition.



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From corporate wide strategy to one-off projects, let us amplify your brand with social responsibility strategies that support employee passions, drive ESG priorities, and maximize community impact.

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