



In collaboration with:



2024 TRENDS REPORT

2024 Giving and Volunteering Trends

A deep dive into social impact data in Germany

The way the world does good

Since 2008, leading companies worldwide have used Benevity's technology to drive social impact while strengthening workplace cultures. The rich data from these companies' volunteering, giving and grantmaking programmes offers valuable insights into how businesses can sustain and grow their impact.

Benevity is excited to share an in-depth look at workplace giving and volunteering trends in Germany, drawing exclusively from Benevity platform data, alongside insights from Haus des Stiftens and Wider Sense.

The report highlights the evolution of employee engagement in corporate social responsibility (CSR) within Germany since 2020, with marked increases in both employee volunteering and giving, and support for grassroots nonprofit organizations.

We hope this data empowers companies in Germany to align their social impact strategies with employee preferences so they can drive greater engagement and impact in their local communities.



A new window into corporate giving in Germany

Insights from Wider Sense

Benevity is the leading platform that businesses and nonprofits around the world use to facilitate their social impact programmes. This report, based on robust giving and volunteering data from their platform, is the first of its kind in the country to give us a snapshot of CSR trends in Germany.



Michael Seberich

Managing Director



The data within this report uncovers several notable trends and insights:

- COVID-19 has fuelled CSR in Germany, which is further evidenced by Ziviz's publication, "Monitor Corporate Engagement 2022"¹ and our own 2021 study, "Missed Opportunities": How strategic is the Corporate Citizenship of DAX40 companies?"².
- When we look at the top impact areas and specific nonprofits supported through donations and volunteer hours, it's interesting to note the differences in support between donations and volunteering – with the latter more focused on local engagement in areas where employees work and live.
- The top 10 nonprofits receiving monetary support are not large, established charities, but rather mid-sized organisations. This underscores the need for companies to provide employees with a choice in the nonprofits they support.
- The data shows that nonprofit activities like support clubs and solidarity funds are central to many corporate programmes.
- The top volunteering impact areas in Germany emphasize the important role of intermediaries.
- The report shows a gap between giving in the East German states and the West German states, which in the case of the Benevity data may depend on the geographical location of their clients. Observing whether this data changes over time on the Benevity platform will be worthwhile.

This report opens a window to learning and understanding more about corporate citizenship in Germany, and it will prove insightful to German companies as they grow their social impact initiatives. We should look through it with care and curiosity. As Benevity advances its impact measurement capabilities, it may introduce new ways for companies to evaluate (and drive!) better outcomes and long-term CSR success for Germany and the world.

Wider Sense is a consultancy specialising in corporate social responsibility, social engagement and social investment – a thought leader in the space in Germany. Through tailored strategic support, they help companies develop and implement innovative and sustainable programmes for social change.



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Germany's growing employee engagement in corporate citizenship

Corporate social responsibility (CSR) is now a cornerstone of corporate strategy in Germany, driven by a sharp increase in public awareness. Between 2018 and 2022, **public approval of socially responsible companies rose** from 46% to 57% (Lenssen et al., 2022)¹.



Alongside this growth, there has been a rise in corporate volunteering and giving, with companies adopting digital platforms like Benevity to automate their CSR programmes and connect their businesses and employees to nonprofits doing important work. Events like the COVID-19 pandemic and the war in Ukraine have further reshaped corporate giving in Germany and around the world.

Data from the Benevity platform from 2020-2023 reveals significant surges in donations, corporate matching, volunteer hours tracked and nonprofits supported.

For this report, Benevity analysed data from their German-based clients with eligible German employees as well as German nonprofits registered in the Benevity platform. Clients are defined as companies using the Benevity platform for managing employee giving, volunteering, grantmaking and/or employee resource groups.

Data in this report is based on

302 Benevity clients with employees in Germany

100.761 Eligible German users

118.274 Active German nonprofits in the Benevity Causes Portal

⬆ **52% Giving**

⬆ **31% Corporate Matching**

⬆ **22% Volunteering**

When we look at giving and volunteering data, we have to first account for growth in the employee base. Between 2020 and 2023, there was a 409% growth in our clients' employee base in Germany.

These increases in giving, corporate matching and volunteering are adjusted to account for that growth, revealing a strong trend of rising engagement among employees – and their employers – who were engaged with the Benevity platform prior to the employee base expansion.

User donations skyrocket

German employees are giving to nonprofits more than ever



Ignited by the pandemic, German employees increased their commitment to social causes, with donations steadily rising year-over-year on the Benevity platform, resulting in a 214% increase from 2020 to 2023. This heightened social consciousness continued to be fuelled by global crises like the earthquake in Turkey and Syria and the war in Ukraine.

This consistent rise in donations showcases the dedication of employees to support nonprofits in making a sustained impact and address pressing societal issues.

This data excludes the employee and employer contributions to match requests and charitable funds given to employees to reward their volunteering efforts.



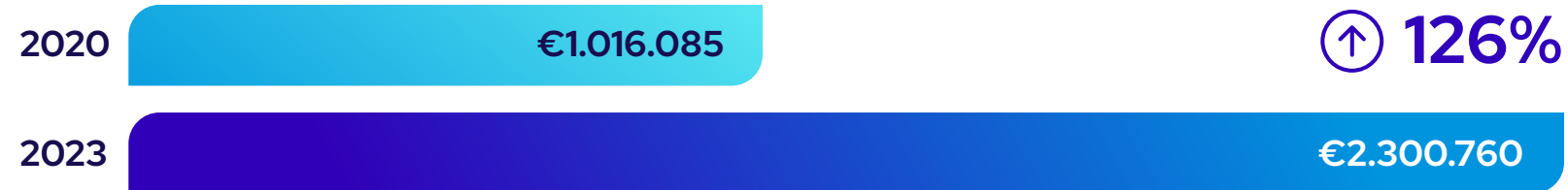
Especially in times of global catastrophes, be it war or natural disasters, Benevity has helped us to quickly and easily offer our employees the opportunity to help via fundraisers with our global partners.

– Benevity retail client in Germany

Corporate matching amplifies giving

Data from our platform shows that corporate matching programmes are crucial in amplifying employee giving power. More companies in Germany are stepping up to match donations with company funds.

German employers are investing more in donation matching



Did you know?

Benevity data shows
that people are

80%

more likely to donate
when there's a match offered.



Benevity enables our employees to get involved in issues that are important to them personally. Our Employee Resource Groups can use the platform to easily collect donations for their causes. Our company doubles these donations so that our employees generate twice as much impact.

– Benevity retail client in Germany

Top 10 impact areas

Here are the top 10 impact areas supported in Germany by donation volume – and the total amount disbursed to them in 2023. Human services topped the list, nearly doubling the second-highest category. This trend is reflected in “Monitor Corporate Engagement 2022”¹ and Wider Sense’s 2021 study, “Missed Opportunities”: How strategic is the Corporate Citizenship of DAX40 companies?”².

2023 Ranking	Impact Area	Total Donation Amount
1	Human services Organisations providing various social services for individuals or families, e.g. adoption, foster care, in-home assistance, etc.	€3.180.484
2	Philanthropy, volunteerism and grantmaking foundations Intermediaries concerned with civil society, philanthropy and the nonprofit sector who seek to promote the practice of charitable giving and volunteerism through various strategies including advocacy, disclosure, information exchange and research.	€1.677.312
3	International, foreign affairs and national security Private nonprofit organisations who aim to provide services or other forms of support to increase mutual understanding across countries and encourage social, economic or political development.	€1.572.275
4	Youth development Organisations who focus on influencing public policy within the Youth Development major group area. Includes various activities from public education and influencing public opinion to lobbying national and state legislatures.	€980.612
5	Employment Organisations supporting workforce development, from advocacy and research to direct job training and placement, including support services for individuals with disabilities.	€751.835
6	Environmental quality and protection Private nonprofit organisations whose primary purpose is to preserve, protect and improve the environment.	€506.320
7	Recreation and sports Organisations who make facilities available for recreational activities, sports and games. Also included are social clubs that provide opportunities for people to meet and socialise with their peers.	€402.880
8	Animal-related Private nonprofit organisations whose primary purpose is to provide for the care, protection and control of wild-life and domestic animals that are a part of the living environment.	€351.265
9	Health - general and rehabilitative Organisations who are concerned primarily with one or more aspects of health financing or that provide services related to health care in general.	€324.925
10	Arts, culture and humanities Private nonprofit organisations who aim to promote appreciation, enjoyment and understanding of the visual, performing, folk and media arts.	€318.620

Top 10 supported nonprofits

The following list highlights the top 10 nonprofits that received the highest donation volumes through Benevity, demonstrating the growing focus on both local and global issues. This ranking showcases the diversity of nonprofits, ranging from international humanitarian organisations to local social initiatives. The significant support for these organisations can be linked to current global and national challenges that deeply resonate with German donors. Whether it's responding to international crises, like humanitarian aid, or supporting grassroots efforts to address social inequality within Germany, these causes reflect the values of solidarity and responsibility.

At the same time, local issues such as youth services, digital inclusion and community support have remained top priorities, aligning with Germany's broader commitment to building a fair and inclusive society.

2023 Ranking	Nonprofit Name
1	Ärzte ohne Grenzen e.V. / Médecins Sans Frontières (MSF)
2	Molham Volunteering Team e.V.
3	Aktion Deutschland Hilft e.V.
4	ReDI School of Digital Integration
5	UES – Gemeinnützige GmbH für effektives Spenden
6	Förderverein für Jugend und Sozialarbeit e.V.
7	Deutsches Komitee für UNICEF e.V.
8	German Red Cross (Deutsches Rotes Kreuz)
9	42 Wolfsburg e.V.
10	SAP Solidarity Fund e.V.

Geographic breakdown of giving by state

Here's a geographic breakdown of giving in Germany based on employee donations and corporate funds used for matching and rewards in 2023 through the Benevity platform. The graphic shows donation volume across 16 federal states – with **Berlin** leading at €2,410,547 in donations. While company headquarter location and employee concentration influence these numbers, the rise of remote work has likely also shaped giving patterns.

WiderSense Commentary

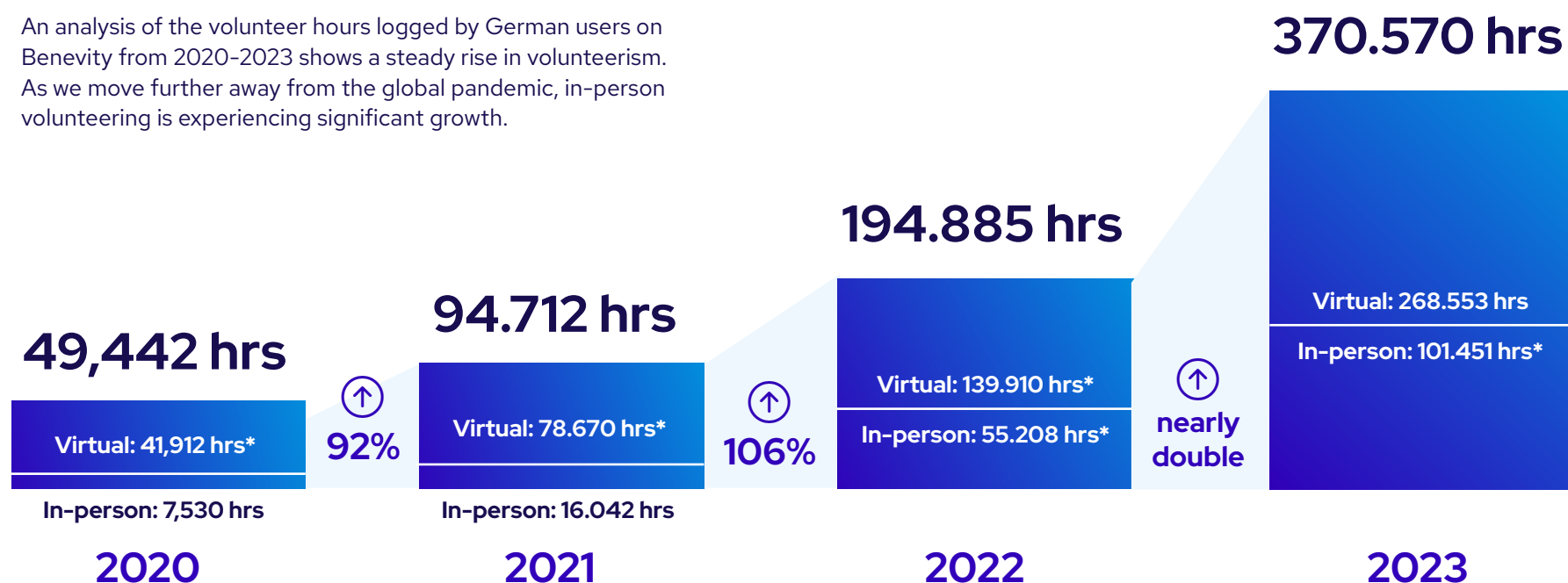
The data suggests significant regional disparities in giving across Germany, mirroring broader societal trends and economic conditions.



Volunteer engagement extends impact

German employees aren't just donating more, they're also volunteering more of their time.

An analysis of the volunteer hours logged by German users on Benevity from 2020-2023 shows a steady rise in volunteerism. As we move further away from the global pandemic, in-person volunteering is experiencing significant growth.



Haus des Stiftens
Engagiert für Engagierte

During their "Pro Bono Week", Haus des Stiftens' employees offer their professional expertise to nonprofits in one-on-one coaching sessions. This skills-based volunteering programme boosts employee satisfaction while providing valuable support to nonprofits.



We greatly value our collaboration with Benevity in the area of corporate volunteering. Our organization rescues food from destruction and distributes it to people living in poverty throughout Switzerland. When a group of 6-10 employees from a partner company spend half a day or a whole day working in our logistics warehouse, for example preparing fruit and vegetables for distribution, it really makes a difference. We are grateful for this energetic support. And the volunteers are always happy to have done a useful job. Thanks to Benevity's mediation, new companies and their employees are always getting involved. That's a great thing.

— **Reto Schlegel, Fundraising at Tischlein Deck Dich**

Top 10 impact areas

These are the top 10 supported impact areas in Germany by employee volunteer hours – and the total number of hours tracked to each in 2023. Similar to giving, human services led the way as the top impact area.

WiderSense Commentary

In comparison to the impact areas for giving, the volunteering impact areas are much more local. International organisations hardly play a role here.

2023 Ranking	Impact Area	Hours Volunteered
1	Human services Organisations providing various social services for individuals or families, e.g. adoption, foster care, in-home assistance, etc.	23.017 hrs
2	Recreation and sports Organisations who make facilities available for recreational activities, sports and games. Also included are social clubs who provide opportunities for people to meet and socialise with their peers.	13.800 hrs
3	Philanthropy, volunteerism and grantmaking foundations Intermediaries concerned with civil society, philanthropy and the nonprofit sector who seek to promote the practice of charitable giving and volunteerism through various strategies including advocacy, disclosure, information exchange and research.	11.431 hrs
4	Public safety, disaster preparedness and relief Organisations that complement, support, coordinate and promote the protection of people, property, environment and cultural heritage against multiple threats.	6.957 hrs
5	Youth development Organisations who focus on influencing public policy within the Youth Development major group area. Includes various activities from public education and influencing public opinion to lobbying national and state legislatures.	5.991 hrs
6	Animal-related Private nonprofit organisations whose primary purpose is to provide for the care, protection and control of wildlife and domestic animals that are a part of the living environment.	5.124 hrs
7	Arts, culture and humanities Private nonprofit organisations who aim to promote appreciation, enjoyment and understanding of the visual, performing, folk and media arts.	3.743 hrs
8	Education Organisations who focus on influencing public policy within the Education major group area.	3.109 hrs
9	Employment Organisations supporting workforce development, from advocacy and research to direct job training and placement, including support services for individuals with disabilities.	2.866 hrs
10	Environmental quality and protection Private nonprofit organisations whose primary purpose is to preserve, protect and improve the environment.	2.788 hrs

Top 5 supported nonprofits

These are the top five supported nonprofits in Germany by employee volunteer hours in 2023. **Sozialhelden**, a social justice organisation, received the most volunteer hours.

2023 Ranking	Nonprofit Name
1	Sozialhelden SOZIALHELDEN (Social Heroes) is a German nonprofit organization that has been developing creative projects to address social issues since 2004. Their focus is on promoting inclusion for people with physical or mental challenges, while raising awareness about important topics and offering practical, innovative solutions – all with a spirit of diversity, inclusion and fun.
2	Polizeisportverein Halle e.V. The Polizeisportverein Halle e.V. promotes inclusivity and community by offering affordable, fun sports activities for all skill levels, focusing on fair play, tolerance and member well-being.
3	Münchner Tafel e.V. The Tafel is a nonprofit aid organisation that distributes food that would otherwise be destroyed to people in need or gives it away for a small fee. The food banks have been active since 1993, and there are now over 970 locations in Germany.
4	Die Arche Die Arche has been fighting child poverty in Germany since 1995. The nonprofit is active at over 30 locations throughout the country and offers free lunches, helps at schools and provides meaningful leisure activities.
5	Tierschutzverein für Kiel und Umgebung Korp. Tierschutzverein für Kiel und Umgebung is a animal shelter run by the animal protection association for Kiel and the surrounding area, Korp.



Working with Benevity makes our fundraising easier and more efficient. The intuitive usability makes it possible to publish projects quickly and easily online. The regular and reliable disbursement of donations and the comprehensive payment reports make donation management much easier. Examples of this efficient collaboration include our successful appeals for donations for flood relief in Germany or after the severe earthquake in Syria and Turkey. Benevity proves that a donation platform can be user-friendly and efficient. We are grateful for this valuable partnership, which allows companies and their employees to get involved in Aktion Deutschland Hilft's global emergency relief efforts.

– NPO Aktion Deutschland Hilft eV

Data sources

The numbers in this report are based on

302

Benevity clients with employees
in Germany

100.761

Eligible German users

114.957

Active German nonprofits in the
Benevity Causes Portal

Additional sources

1. Lenssen, Joris-Johann/Gerber, Luisa S./Kononykhina, Olga/Geyik, Melike (2022): "Monitor Corporate Engagement 2022: Shaping the Future Together." ZiviZ im Stifterverband.
www.ziviz.de/publikationen/monitor-unternehmensengagement-2022.

2. Wider Sense – Wandel denken (2021): "Missed Opportunities: How strategic is the Corporate Citizenship of Dax 40 companies?" Wider Sense – Expanding Relevance.
<https://widersense.org/en/knowledge/studies/study-corporate-citizenship-dax40/>

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ABOUT BENEVITY

Benevity is the leading global provider of social impact software, with the only integrated platform for corporate volunteering, grantmaking, giving, micro-actions and employee resource groups. A certified B Corporation and recognized in Fortune's Impact 20, we empower iconic brands to better attract, retain, and engage diverse workforces, embed social action into their customer experiences and positively impact their communities. Benevity has processed more than \$15 billion in donations, supported 79 million volunteer hours and managed 845,000 grants worth \$16 billion.

