



2023

Impact Report



Bonterra[™]

A message from our CEO

I believe that technology should be doing even more to help you change the world.

That's why I joined Bonterra as CEO this June, and it's why I'm excited to share this impact report with you today.

Inside this report, you will find incredible examples of the social good you have created over the last year. You will see how Bonterra technologies — like EveryAction, CyberGrants, Network for Good, Social Solutions, and now WeSpire — are helping you realize these results. Naturally, I'm incredibly proud of the role Bonterra has played in helping you achieve these inspiring outcomes.

I'm even more energized as we take on a new company-wide mission: to transform social good by strengthening trust in the entire nonprofit ecosystem.

What do I mean by trust? I mean creating a world where the number of individual donors is on the rise, not the decline. I mean creating a world where nonprofits are judged on their true impact, not their percentage of overhead. I mean increasing participation, exponentially and globally.

I know technology can help do all of this. At Bonterra, we have a plan for it. Our goal: to help you expand the giving pie and increase the US percentage of giving to 3% of GDP by 2033, not 2% — where it has stayed since 1950.

As part of this new mission, we're bringing our different technologies together to create a single platform for social good that will significantly increase giving, engagement, volunteering, efficiency, and trust.

I can't wait for you to see the incredible impact — in this report, and in the results of our mission together.



Scott Brighton
CEO
Bonterra

Contents

In this report, you'll learn about our customers' significant impact throughout 2022 and how Bonterra is focused on propelling every doer of good to their peak impact.

You will see how emerging trends and technologies have affected the social good industry and how organizations have increased their efficiency to make a greater difference in less time with Bonterra's solutions. And finally, you will get a sneak peek at what's on the horizon as we continue to bring best-in-class technology and data together to develop more connected, community-based solutions for community-sized challenges.

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Reviewing the highlights:

BONTERRA IN 2022

PURPOSE

We propel every doer of good to their peak impact.

VALUES

ELEVATE Doers of Good. **INNOVATE** Courageously. **CULTIVATE** Inclusivity. **OWN** the Outcome. **DO WELL** by Doing Good.


 **20K+ CUSTOMERS** including: **OVER 50%** of Fortune 100 companies, **16K** nonprofit organizations, **OVER 4.3K** new social good organizations joined in 2022


 **300K+ NONPROFIT** organizations supported by Bonterra's Fundraising and Engagement solutions. We're proud to serve over 20% of the estimated 1.5 million nonprofits registered in the United States, according to the National Center for Charitable Statistics (NCCS).

 **\$12.7B IN GRANTS** raised or received across Bonterra solutions.

 **5.9M+ LIVES TOUCHED** by Bonterra's Impact Management solution.

 **WE DOUBLED THE NUMBER OF BONTERRA PARTNERS** in our network from approximately **75 in 2021** to approximately **150 in 2022**.

 **14 CUSTOMERS** received special recognition awards from Bonterra.

 **40 INDUSTRY EVENTS** connected us with our customers through attendance and sponsorships.

Introducing Bonterra

We began building Bonterra in 2021, inspired by the ideas of Sir Ronald Cohen. As the “father of social investing” and the founder of our parent company, he believes that we must embrace measurable impact in every investment, business, and policy decision we make — and that businesses can do even better by “doing good.”

Bonterra carries his philosophy forward by propelling every doer of good to their peak impact. We measure that impact against our vision to increase the giving rate as a percentage of GDP from 2% to 3% by 2033. We know that this goal is lofty, but we are confident that the right technology and expertise will strengthen trust in the industry, allowing the social good sector to accelerate growth and reach peak impact.

How we enable social good organizations to get good work done:

Tech that helps you work smarter.

We invest in intuitive technology to make your work easier, more efficient, and more effective.

Expertise that elevates the doers.

We are innovation and industry advocates who champion the doers, raising the bar for how you make positive social change happen.

Partnership that unlocks potential.

We work alongside you every step of the way to understand the unique needs of your social good organization and help you thrive.



OUR TECHNOLOGY

Bonterra comprises world-class solutions from trusted brands, including CyberGrants, EveryAction, Network for Good, Social Solutions, and WeSpire, and their respective entities. We address a full spectrum of needs in the social good space, with capabilities across Impact Management, Strategic Philanthropy, and Fundraising and Engagement. Collectively, our suite of products shares a commitment and extensive history of supporting corporations, foundations and grantmakers, nonprofit organizations, and public agencies. With this comprehensive—yet connected and intuitive—solution set, our customers can focus more of their resources on the work that matters most: **reaching their peak impact.**



OUR VALUES

We count on our employees to make a positive impact every day at Bonterra. Together, we share a set of values that fuels our work to build, deliver, and support unparalleled solutions for social good.

Elevate Doers of Good.

As optimistic advocates supporting the people behind the scenes of social good, we're always looking for ways to elevate our customers—the doers of good. We achieve this by collectively flexing our passion for impact and our tech smarts to help our customers do more good.

Innovate Courageously.

Inventing what doesn't exist requires curiosity and a growth mindset. We keep our customers at the core of what we do, seeking the knowledge and understanding that will solve unimagined possibilities and unmet needs. We encourage our workforce to be courageous, embrace progress, and celebrate hard work.

Cultivate Inclusivity.

No matter our position, identities, or background, we own our part in making a working environment in which the multiple dimensions of diversity are embraced. We are passionate and diligent about cultivating a culture where everyone can thrive. Our new chief diversity officer will ensure our culture embodies this.

Own the Outcome.

We have ambitious goals as we work to propel every doer of good to their peak impact. In order to accomplish those goals, we must embrace a culture of accountability and execution. It's all about owning the outcome of Bonterra's vision.

Do Well by Doing Good.

We're founded on Sir Ronald Cohen's principles of impact investing: we don't just see the value of \$1 billion — we also see the value of improving the lives of one billion people. Said simply: The more good we do, the more profit we make. It's a virtuous cycle that allows our impact (and the impact of our customers) to grow exponentially. In the words of Cohen: "Doing good and doing well at the same time is what's going to mark (our) generation."





OUR COMMITMENT TO DEIB

“At Bonterra, we commit to deliver diversity as a source of strength; integrate inclusion in our daily interactions with our people, processes, and technology; enact equity for fairness; and support a sense of belonging within our team. These principles are not just key to our success; they drive innovation, enhance employee well-being, boost market competitiveness, and align with our social responsibility. As a company, we are committed to the ongoing cultivation of a culture that acts as a powerful catalyst for positive impact within our organization and in the broader community.”

- Dionn Schaffner, Bonterra chief diversity officer



Taking a holistic approach to social good

At Bonterra, we know that lasting social impact comes from holistic solutions that address entire communities. That's why we've brought together technology that takes a comprehensive approach to tackling all the key aspects of the social good landscape and made it available to customers of all sizes across the globe.

Who we serve

Bonterra welcomed over **4,300** new customers in 2022, bringing our customer community to over **20,000** social good organizations.

Capability	Number of Customers
Fundraising and Engagement	16,921
Impact Management	3,354
Strategic Philanthropy	400

Audience	Number of Customers
Nonprofit	15,194
Corporate	419
Public Sector	343
Community Foundation	147

Geography	Number of Customers
United States	15,501
Canada	279
Asia and Pacific	164
Europe, the Middle East, and Africa	56
North, Central, and South America	14

Just as our technology reaches every corner of the globe, our solutions address the complex needs and requirements of the social good space—from corporate social responsibility to case management, fundraising CRMs, online events and auctions, grant management, employee giving and engagement, volunteer management, organizing, and more.

Celebrating the impact of our customers

FUNDRAISING AND ENGAGEMENT

UNDERSTANDING THE TRENDS.

As you might imagine, COVID-19 and post-pandemic economic uncertainty have taken a complicated toll on fundraising and engagement. According to [The Fundraising Effectiveness Project's](#) Q4 2022 report, total dollars raised in 2022 fell by 1.7% compared to 2021. Overall donor participation dropped 10% over the same period, and donor retention saw a 3.5% reduction.

[The Giving USA Foundation™](#), publisher of the longest running, annual report on U.S. charitable giving, echoes these findings, highlighting a larger and longer-running trend in fundraising. Between 1982 and 2022, the proportion of total donations contributed by individuals fell from 81% to 64%. Additionally, giving by corporations has increased only slightly over time, going from 5% of total giving to 6% over the same period.

In our recent assessment report, "[Nonprofit needs by the numbers](#)," which featured data collected through our Jumpstart program, we sought to expose the current challenges in the nonprofit industry and hear direct accounts of how they impact the work of the doers of good. These findings uncovered that the most common barrier to a nonprofit's operational success is "raising money and fund development."

The organizations that participated in this survey also indicated that 60% do not actively use technology, although 86% would invest additional dollars in fundraising support if a return on investment were guaranteed. From this report, we gathered a clear consensus that charitable organizations require support to spur fundraising and engagement as they migrate to the digital space.

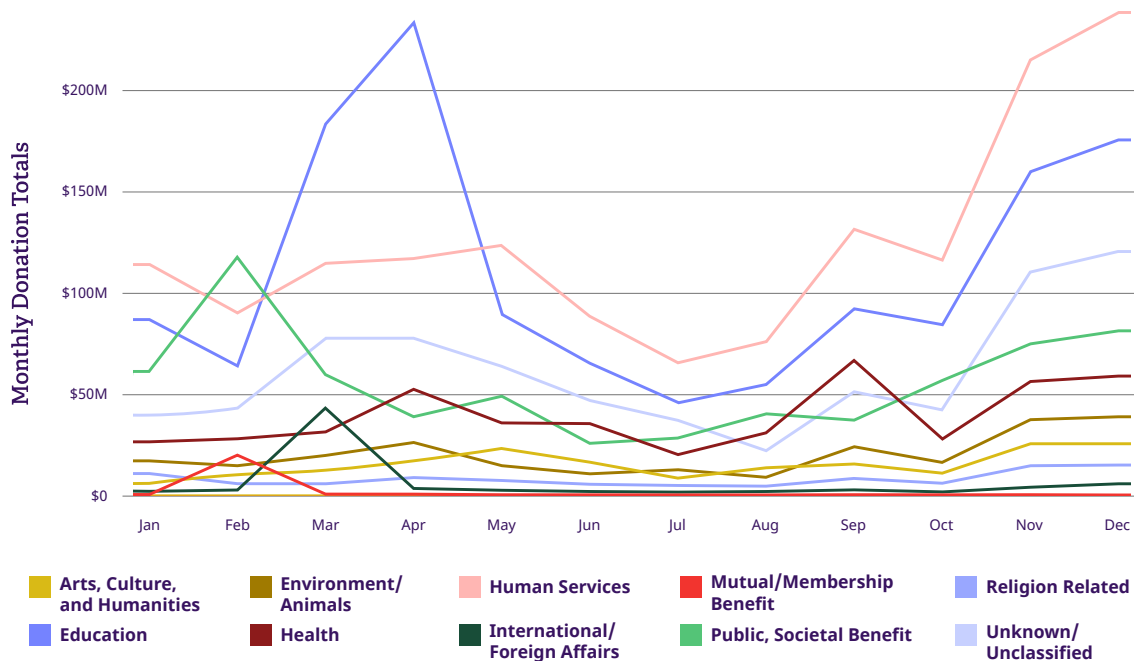
To meet the growing funding gaps nonprofits are experiencing, Bonterra is laser-focused on realizing our vision of raising the percentage of giving in the U.S. to 3% by 2033. While the needs of communities have increased dramatically over the last 60 years, giving in the U.S. has been stuck at roughly 2% of GDP. To alleviate this strain on the nonprofit sector, Bonterra has a responsibility to equip social good organizations with the technology and expertise to raise more critical funds, build trust among donors, and serve more people—ultimately achieving "3% by '33."



GIVING BY CAUSE AREA.

In 2022, the world experienced a multitude of significant economic, political, and social events that directly affected how donors gave throughout the year. By understanding how outside trends impacted the social good sector in 2022, we can help customers put their own results in context and plan wisely for the future.

BREAKDOWN OF GIVING IN 2022 BY CAUSE AREA




Data source: Individual giving and employee matching programs across Bonterra's CSR and Fundraising and Engagement solutions.

World events have a direct relationship on which cause types receive donations throughout the year, but support for all cause types increases during year-end.

TREND ALERT!

- In March, giving to international and foreign affairs causes peaked in direct response to the crisis in Ukraine.
- In April, giving to education causes grew in response to the college Giving Day season.
- In June and September, giving increased to human services and health causes in correlation with the overturn of Roe v. Wade and Hurricane Ian.

CELEBRATING CUSTOMER SUCCESS.

	<p><u>Planned Parenthood of South Atlantic (PPSAT) reaches new donors during a turbulent time with Give.Care</u></p>
<p>MISSION:</p>	<p>PPSAT is a nonprofit health care provider that offers a wide range of affordable and reliable reproductive and sexual health care services in 14 locations across North Carolina, South Carolina, Virginia, and West Virginia.</p>
<p>CHALLENGE:</p>	<p>With planning for a 2022 Giving Day underway, PPSAT experienced heightened needs within their organization and the services they provide following the Roe v. Wade overturn leak.</p>
<p>SOLUTION:</p>	<p>PPSAT implemented engaging strategies to reach a larger donor base, including peer-to-peer fundraising, prizes and incentives, training for ambassadors to help share about the day, and sponsorships from local businesses and community leaders.</p>
<p>RESULTS:</p>	<ul style="list-style-type: none"> • \$226,857 dollars raised. • 966 donors, of which 285 gave to the organization for the first time.

A leading health solutions company leaps to action for Ukraine

<p>MISSION:</p>	<p>A leading health solutions company formed a foundation to provide support to nonprofit partners, pharmacy schools, and colleagues.</p>
<p>CHALLENGE:</p>	<p>In February 2022, following the news of the Russian invasion of Ukraine, the company wanted to take action to support those in great need, and wanted to empower their employees to do the same.</p>
<p>SOLUTION:</p>	<p>In collaboration with CyberGrants through their employee giving portal, a disaster relief dashboard was quickly activated to communicate philanthropic efforts to colleagues and offer a match of colleague donations from the company’s foundation for emergency medical support, including:</p> <ul style="list-style-type: none"> • \$100,000 to the American Red Cross to support emergency services. • \$50,000 to Direct Relief to support medical care. • Up to \$50,000 in colleague matching donations to support either the American Red Cross or Direct Relief.
<p>RESULTS:</p>	<ul style="list-style-type: none"> • Within the first 24 hours of their campaign, the company exceeded its colleague’s matching goal of \$50,000. • Nearly 40% of participating colleagues who gave through the portal were doing so for the first time.



CULTIVATING RELATIONSHIPS WITH NEW AND RETURNING DONORS

Bonterra is here to support nonprofits as they adopt innovative technology, gain a deeper understanding of the sector, and expand their impact through data-driven decisions.

Throughout 2022, Bonterra helped equip nonprofits with the tools to bring on thousands (and sometimes even millions) of new donors while encouraging repeat donations. Below, you can see the impact our technology has made in serving nonprofit organizations directly through fundraising software from EveryAction, GiveGab, Network for Good, Salsa, and employee giving software from CyberGrants.

As current trends continue to show a decrease in donor counts throughout the past few years, providing technology that makes it easy for fundraising professionals to reach new supporters, and makes it easy for those supporters to understand the organization's mission and give is essential.

In 2022, Bonterra's solutions assisted our nonprofit customers in engaging with over 6.6 million new donors.

Platform	New Donors
EveryAction	4,625,935
Network for Good	718,359
Sales Engage	598,776
GiveGab	514,087
CyberGrants	463,384
Salsa	959,912

Once a nonprofit organization receives new donors, it is essential to retain them. Bonterra’s Fundraising and Engagement tools have built-in functionality that enables donors to pledge to make recurring gifts to an organization. This helps ensure that organizations are forming meaningful long-term relationships with their supporters. **In 2022, over 800,000 donors that gave to our nonprofit customers on the EveryAction and Network for Good products elected to make a recurring contribution, with a preference to give monthly.** This gives organizations financial security and the confidence to invest in technology and continued learning opportunities for its staff.

MONTHLY GIVING

Solution	Number of Recurring Donors
EveryAction	572,860
Network for Good	85,126

ANNUAL GIVING

Solution	Number of Recurring Donors
EveryAction	86,546
Network for Good	10,455

We are proud to work with incredible customers across the nonprofit sector and offer the technology, expertise, and partnerships that allows them to grow their missions and further serve their communities.

FUNDRAISING & ENGAGEMENT SUCCESS ON BONTERRA:



EMPOWERING COMMUNITIES THROUGH CAPACITY BUILDING

BE A MORE IMPACTFUL GRANTMAKER WITH BONTERRA'S JUMPSTART PROGRAM.

The [Jumpstart](#) program provides grantmakers with effective fundraising capacity building support for their grantees to create transformational change. Through this year-long program, participating nonprofits are paired with a personal fundraising coach and Bonterra's Guided Fundraising technology to engage community, diversify revenue, and sustain their programs.

2022 ACCOMPLISHMENTS OF GRANTMAKERS AND NONPROFITS PARTICIPATING IN THE JUMPSTART PROGRAM:

- **\$1.7M** total invested into Jumpstart by partnering funders.
- **\$8.2M+** total raised in net-new revenue from individual donors.
- **\$5** ROI for every dollar invested.
- **402** nonprofits enrolled in 2022, an increase of 19% over 2021.
- **78%** of Jumpstart graduates renewed their software after their grant-funded period.

Personal Fundraising Coach

Each participant is matched with a personal coach and meets with them virtually for bi-weekly sessions. Jumpstart utilizes the collective knowledge of its coaches to meet nonprofits where they are and work together to build long-term fundraising strategies.

Technical Assistance

On-demand support in bringing strategy to life in a technical environment. Data bootcamps, workshops, office hours, recorded walk-throughs, peer learning opportunities, and more — all make for a supportive and inclusive space for technical assistance.



Fundraising and Donor Engagement Technology

Participants move from disjointed and outdated systems to integrated software solutions, helping them foster donor relationships, deploy powerful campaigns and communications, and make data-driven fundraising decisions.

Evaluation and Outcomes

We eliminate the nonprofit burden of reporting by producing nonprofit progress reports showcasing the impact on investment.



“ We have a full 12 months of operating reserve for the first time in nearly two decades. The Jumpstart program is one of the few ways that small- to mid-sized nonprofits without dedicated development staff stand a chance to be able to build sustainability long-term.”

Breanne Armbrust, Executive Director
Neighborhood Resource Center of Greater Fulton

SPARK GENEROSITY IN YOUR COMMUNITY WITH A GIVING DAY

Giving Days have the power to transform a community. These 24-hour (or longer) fundraising events aim to connect nonprofits to volunteers, donors, supporters, and community members to raise awareness for a specific cause, increase engagement, and drive donations. By creating a sense of urgency around the Giving Day through timed prizes, matching funds, and calls to action, participants feel empowered to rally around this initiative, creating a tremendous amount of impact through collective giving.

2022 ACCOMPLISHMENTS OF GIVING DAY HOSTS AND THEIR PARTICIPANTS:

- **227** Giving Days hosted on Bonterra software.
- **\$335,195,770** raised on Giving Days.
- **132,177** peer-to-peer fundraising donors.
- **\$22,677,099** dollars raised via peer-to-peer fundraising.
- **79,540** new peer-to-peer fundraising donors.

“1BurkeGives is not about just us. It is about the community and creating an opportunity for others. We are now able to support many more nonprofits and help them raise funds.”

- Maureen “Mo” Schwind, Executive Director,
Burke County United Way

CELEBRATING FUNDRAISING AND ENGAGEMENT SUCCESS



MISSION: Equality Florida is the largest civil rights organization dedicated to securing full equality for Florida's lesbian, gay, bisexual, transgender, and queer (LGBTQ) community. Through lobbying, grassroots organizing, education, and coalition building, they are working to change Florida so that no one suffers harassment or discrimination based on their sexual orientation, gender identity, or expression.

CHALLENGE: As a growing organization, Equality Florida needed to implement technology and strategies that could scale with them. They were interested in finding ways to weave storytelling into more aspects of their programming, spend less time administering technology, and fundraise strategically and sustainably for their future. To do this, they needed the ability to quickly and efficiently create pages and forms that used vibrant imagery, on-brand colors, expanded donation options, and smooth navigation across desktop and mobile screens.

SOLUTION: After a discovery process to learn how Bonterra Donor Engagement's Development solution and Supporter Engagement's Advocacy, Digital, and Organizing solutions (all formerly EveryAction) could scale and grow with Equality Florida's customization needs, custom web development agency 4Site Interactive Studios worked with the organization on specific strategies to make the most of their Bonterra tools and meet their three main goals.

RESULTS:

With their redesigned tools in place, Equality Florida has already seen strong returns on investment for their project with 4Site:

- **Nearly doubled the rate of conversion on their homepage donation form.**
- **Staff time spent creating the right forms for the right occasions was significantly reduced.**
- **Half of all digital donations now come in via PayPal, and sustainers can now donate via EFT, which closes potential gaps in giving.**

ALIGNING PURPOSE TO MAXIMIZE CORPORATE IMPACT

STRATEGIC PHILANTHROPY

UNDERSTANDING THE TRENDS.

Corporate social responsibility (CSR) has become a needed program, not just for the benefit of the social good sector, but for companies looking to hire and retain new talent as well. The [Porter Novelli Purpose Tracker](#) report found that 95% of employees surveyed believe that businesses should benefit all stakeholders, including the communities they operate within, and 70% of employees would not work for a company without a strong purpose.

Despite 90% of S&P 500 companies reporting on their CSR impact as of 2019, an estimated \$4 billion to \$7 billion in corporate matching gift funds go unclaimed every year. The same organizations found that 84% of their survey participants would be more likely to donate if a match is offered, and even one-third said they'd give a larger gift if matching were applied to their donation. So where is the gap in connecting eager employees to matching funds and worthy causes?

Double the Donation reasons that just 1.31% of individual contributions are matched at the average nonprofit organization simply due to lack of awareness and marketing. And the data supports this claim. Mentioning matching gifts in fundraising appeals results in a 71% increase in response rate and a 51% increase in average donation amount, according to their research.

That's why it's important to not just pay lip service to CSR, but to ensure that these programs are supported by appropriate communication and simple-to-use technology that remove barriers from the giving process.

Bonterra's Strategic Philanthropy solutions (formerly [CyberGrants](#)) provide that comprehensive experience to administrators and employees, helping to maximize corporate impact and deliver resources to organizations that may otherwise go overlooked. These solutions contain powerful reporting and analytics tools that allow companies to showcase their programs and enhance their brand perception.

Bonterra's 2022 results illustrate these insights:

Employee & corporate giving

Employee giving contributions	\$641M
Corporate matches	\$479M
Employee donors	993K (+1.9% from '21)
New employee donors	463K
Organizations supported	300K (+2.5% from '21)
Average employee gift	\$206 (+21% from '21)

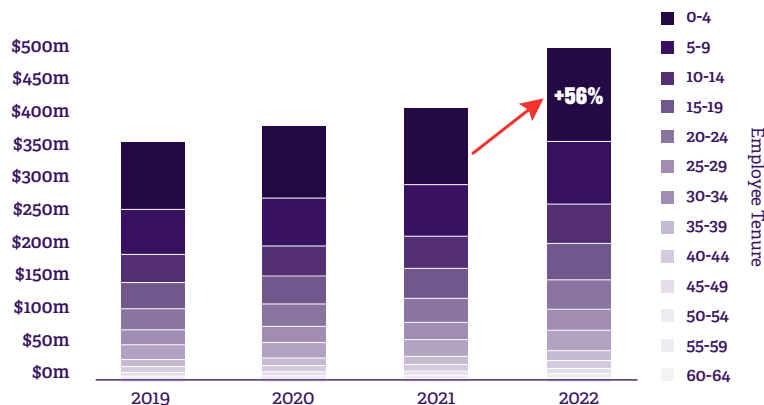
Corporate grants

Grants awarded	\$8.4B
Grants paid	\$6.2B
Grants count	248K
Organizations benefited	81,820

EMPLOYEE GIVING BY TENURE.


When reviewing year-over-year data within Bonterra's CyberGrants solution, we saw a substantial increase in new employees participating in giving programs. In 2022, employees with less than five years of tenure made up the majority, or 20%, of all giving taking place. And what is even more notable is that employees who have been around for only two years accounted for 10% of their company's giving! Giving by first-year employees also doubled in 2022 when compared to 2021.

EMPLOYEE GIVING BY TENURE ON BONTERRA'S CSR SOLUTION



Data source: Employee giving programs on Bonterra's CSR solution.

CELEBRATING STRATEGIC PHILANTHROPY SUCCESS.

	
MISSION:	Alliant's Energy For Good programs work to help customers thrive, and communities innovate and enhance the natural beauty of neighborhoods in Iowa and Wisconsin.
CHALLENGE:	The organization wanted to focus their CSR efforts on hunger and housing, workforce readiness, environmental stewardship, and diversity, safety, and well-being. They needed a way to inform, engage, and manage employee giving that was clear, flexible, and easy to deliver.
SOLUTION:	With the help of Bonterra's CSR solutions, Alliant Energy now offers multiple channels for participation so that its workforce can give where they want, how they want, and when they want.
RESULTS:	<ul style="list-style-type: none"> • \$1.9M in Impact Grants awarded to 40 organizations across Iowa and Wisconsin • One Million Trees initiative created to donate and help plant more than 1 million trees by 2030 • 1.2M meals supplied to seven food banks through the annual Drive Out Hunger golf event • \$2.2M donated through the company's employee and retiree matching gift program • 75K employee and retiree volunteer hours recorded

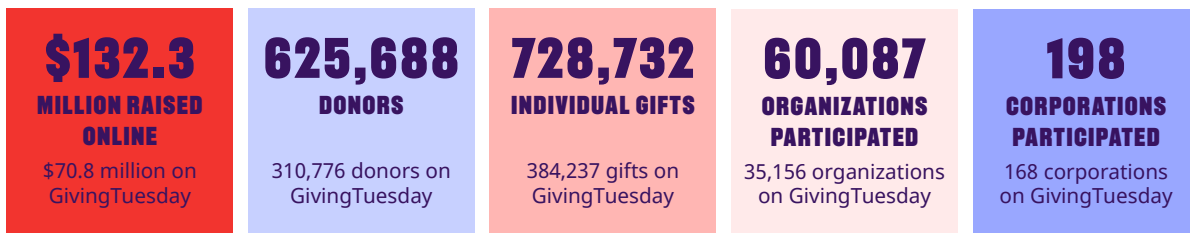
INCREASING DONORS AND GIVING ON GIVINGTUESDAY AND YEAR-END WITH BONTERRA

GIVINGTUESDAY AND YEAR-END WITH BONTERRA.

GivingTuesday and year-end giving, associated with the holiday season (especially New Year’s Eve), have emerged as key opportunities to drive new donors and employee giving in recent years. On GivingTuesday 2022, over \$70.8 million was raised online through Bonterra’s Fundraising and Engagement and Strategic Philanthropy solutions. Over the full week of giving, our solutions were utilized by 625,000 donors who gave over \$132.3 million online from Nov. 26 – Dec. 2.

Social Impact Generated on GivingTuesday Week by Bonterra Customers

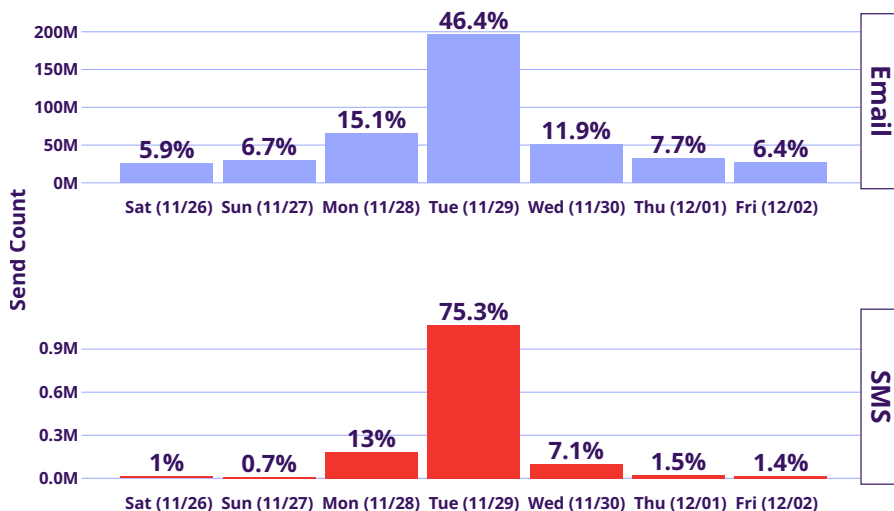
GIFTS PROCESSED THROUGH BONTERRA SOLUTIONS FROM NOV. 26 - DEC. 2.



Part of what made GivingTuesday successful for our customers was the suite of communication tools and features available at their fingertips to reach and remind potential donors of the fundraising effort. As you can see, email and SMS messaging played a large role in engaging new and returning donors during the week of GivingTuesday.

Nonprofit Communications Continue to Power Donations

OUTREACH DURING GIVING TUESDAY WEEK



Bonterra's Fundraising and Engagement and Strategic Philanthropy solutions, along with communication and management tools, continued to see heightened engagement from GivingTuesday through the end of the year. In fact, our customer data indicates that 17% of all funds raised in 2022 were donated at the end of the year. Importantly, the year-end provides an opportunity to acquire new donors to steward and retain throughout the new year. This is especially important as nonprofit organizations seek necessary technology and engagement resources that help them combat current giving trends and encourage more individual donors to become long term supporters of their cause.

31%

of donors and employees who gave during year-end 2022 were identified as new to the organization.

21%

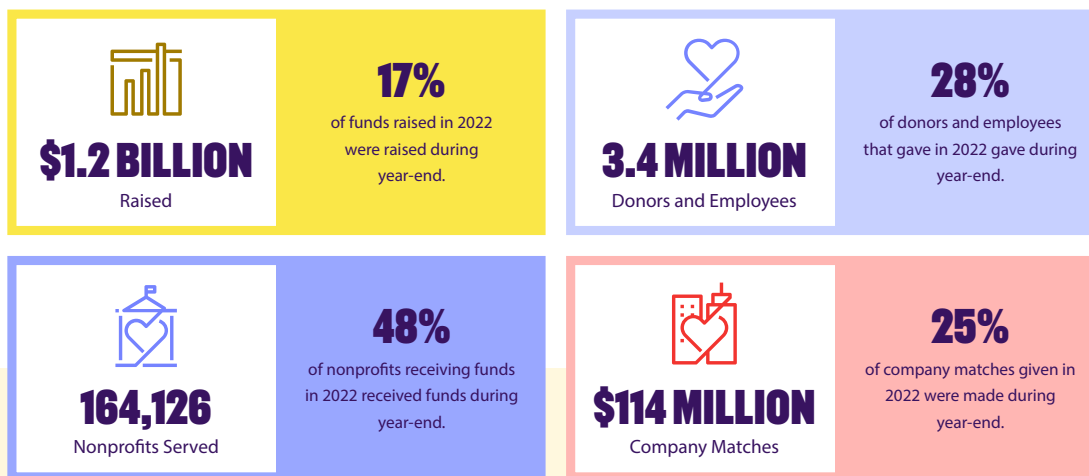
of donors and employees that made their first gift during year-end 2021 gave again in 2022.

Data source: Individual giving and employee matching programs across Bonterra's Strategic Philanthropy and Fundraising and Engagement solutions.

BONTERRA CUSTOMER YEAR-END FUNDRAISING AT A GLANCE.

PHILANTHROPIC IMPACT OF YEAR-END GIVING ON BONTERRA'S CUSTOMERS

Nov. 15 - Dec. 31



Data source: Individual giving and employee matching programs across Bonterra's CSR and Fundraising and Engagement solutions.

LEVERAGING SUPPORTER TIME AND EXPERTISE TO FURTHER YOUR MISSION

VOLUNTEERING

UNDERSTANDING THE TRENDS.

Volunteerism continues to be a strong driver for creating impact within the social good sector. Volunteering allows individuals to develop deep connections with the organizations they love and play a tangible role in furthering their missions. And as we continue to navigate times of economic uncertainty and declining trends in monetary giving, volunteer opportunities encourage supporters to give their time and skills to the cause. Although they are not giving financially, with the value of a volunteer estimated at \$31.80 an hour by Independent Sector and the University of Maryland's Do Good Institute, their efforts continue to play an essential role in fueling the work of nonprofits.

Research also shows that workers are 57% less likely to leave a job if they are engaged in giving and volunteering. In our increasingly isolated world of remote and hybrid work, volunteering has become an important way to build a sense of community and belonging.

Volunteering programs that are part of a wider Corporate Social Responsibility initiative also carry the external benefit of boosting brand equity. The Cone Cause Evolution Study revealed that 85% of consumers have a more positive image of a product or company when it supports a cause they care about. Thus, while CSR programs are critical for employee engagement, they also help build a positive brand image and a loyal customer base.

BONTERRA VOLUNTEERING AT A GLANCE:

Product	Volunteer Hours	Number of Organizations	Volunteer Opportunities	Percentage of In-person Opportunities
CyberGrants	6.96 million	122,604	33,840	77%
Mobilize	185.1 thousand hours completed	135	3,865	43%



Volunteering has become an important way to build a sense of community and belonging.

DELIVERING BETTER PROGRAMS AND BOOSTING FUNDING THROUGH DEMONSTRATED IMPACT

IMPACT MANAGEMENT

The importance of case management in the social good sector cannot be overstated. Implementing modern, technology-enabled case management has the potential to significantly alleviate administrative burden, better track and communicate with program participants, and create smoother hand-offs between service providers. This is part of a philosophy we call [Comprehensive Community Care](#), laying out a vision for greater impact through a holistic, cooperative, and technologically-connected approach to social good.

Bonterra's Impact Management solutions lay the foundation for this approach, while trimming hours off time spent on paperwork or coordinating additional services. This tedious manual work is replaced by intuitive and flexible digital experiences that help you track and measure impact like never before.

Demonstrating impact through accurate and insightful reporting has become a crucial factor in determining share of funding for nonprofit organizations. To investigate trends in this space and empower our customers to raise more for their causes, Bonterra launched a survey in 2022 to learn today's [top funder decision trends](#). Our most notable finding was that program outcomes ranked as the top factor survey respondents look for in reporting materials.

BONTERRA IMPACT MANAGEMENT AT A GLANCE:

1.2M

Programs
in 2022

5.9M

Individuals Receiving
Services in 2022

62.2M

Services Delivered
in 2022

#1 way to evaluate impact

When we asked about evaluating an organization's impact, 34% of funders told us that the single best indicator of success is outcomes, while 20% answered consistency to mission, and 16% said detailed data.

Learn more about what funders want in this 2022 survey from Social Solutions.

[READ MORE](#)



CELEBRATING IMPACT MANAGEMENT SUCCESS.

	<p>OAKLAND UNIFIED SCHOOL DISTRICT Community Schools, Thriving Students</p>	
MISSION:	<p>Oakland Unified School District’s purpose is to serve as a “full-service community district” by focusing on high academic achievement among its students and by providing access to services that eliminate inequity and help the whole child. One such service within OUSD is its Newcomer Wellness Initiative. As the program grew, the organization needed better ways to serve and track newcomers—about 3,000 refugees, asylees, and unaccompanied minors.</p>	
CHALLENGE:	<p>The organization was doing a lot of manual administrative labor, using paper and Google Suite to manage their caseload. As the program grew, this led to issues like coding discrepancies between team members, ineffective version tracking, and data loss during personnel changes.</p>	
SOLUTION:	<p>OUSD implemented Social Solution’s case management platform to eliminate undue administrative effort and create a more seamless, connected experience for newcomers.</p>	
RESULTS:	<p>Now, all data—medical, educational, and familial history—is visible to all in one location. Reports that took hours to compile take just seconds. And privacy and compliance concerns are fully resolved.</p>	

Recognizing the doers of social good

At Bonterra, we see celebrating outstanding contributions to social good as a necessary piece of empowering our customers to achieve greater impact. It is an honor to provide opportunities that highlight the work of our customers and amplify the voices of the doers of good we are so proud to support through our technology.

In 2022 we presented awards within three segments of our business to recognize the innovative efforts of our customers and their role in making more social good possible.

SOCIAL IMPACT LEADERSHIP CONFERENCE (SILC) AWARD WINNERS

At the 2022 SILC, several corporate social responsibility customers were honored for their creativity, innovation, and continued commitment to driving maximum social impact, including:



★
ACTING WITH INSIGHTS
AWARD

★
PARTNER INNOVATION
AWARD



GIVING DAY LEADERS FORUM SPARK AWARDS

Awarded at the 2023 Giving Day Leaders Forum, our Spark Awards celebrate Giving Day partners that are sparking community engagement and fundraising growth.



★
THE SPARK
AWARD



★
NEW FACE OF GIVING DAYS
AWARD



★
RENAISSANCE LEADER
AWARD



★
GROWING IMPACT
AWARD



★
PARTNERS' CHOICE
AWARD



★
PARTNERS' CHOICE
AWARD

BONTERRA IMPACT AWARDS

These awards shine a light on organizations that use our Case Management solutions to lead lasting change.



★
COMMUNITY ADVOCATOR
AWARD



USI | URBAN STRATEGIES, INC.

★
COURAGEOUS INNOVATOR
AWARD



★
INCLUSIVE CULTIVATOR
AWARD



★
DATA-DRIVEN ENTHUSIAST
AWARD





In 2024, we look forward to expanding our Bonterra Impact Awards to recognize and celebrate organizations across Bonterra's entire customer base.

Driving purpose through partnerships

At Bonterra, we strive to move the needle in the social good sector by collaborating with other thought leaders and changemakers through strategic alliances and partnerships. Our goal is to establish impactful relationships and provide resources that accelerate the growth of our customers and the industry as a whole.

Over the last year, we have assembled a group of partners that help our customers find success when implementing Bonterra technology, learn more about industry trends and tools, and build community with fellow doers of good.

BONTERRA 2022 PARTNER PROGRAM AT A GLANCE:

-  Bonterra doubled the number of partners in our network from approximately 75 in 2021 to approximately 150 in 2022.
-  Bonterra launched tiered partner segments that range from bronze, silver, gold, and platinum to invest more in our most valuable partnerships.
-  Bonterra managed strategic thought leadership and brand initiatives, including collaboration with the Giving Institute and Giving USA Foundation, Association for Fundraising Professionals, and GivingTuesday.
-  Bonterra organized and executed over 10 online events and five in-person events with our partners to promote networking, knowledge sharing, and growth among leaders in the social good sector.



PARTNER SPOTLIGHTS



Raise HECK provides technical assessments to nonprofits who want to evaluate whether their CRM and digital solutions are the right fit. This partner helped implement and optimize Bonterra solutions at the International African American Museum, Vera Institute of Justice, Washington Office on Latin America, Showing Up for Racial Justice, Hand in Hand: the Domestic Employers Network, News Literacy Project, Rock Creek Conservancy, Asian Pacific American Labor Alliance, GLSEN, and We All Vote.



The Giving Institute produces an annual report through their public service initiative, the Giving USA foundation, known as The Giving USA Report. This widely recognized report tracks charitable giving trends in the United States and provides a comprehensive view of the current state of the sector.

The efforts and publications of this organization help to inform nonprofit strategy, enhance donor engagement, drive sector growth, and foster collaboration.



Kia Croom is the founder of Kia Croom Fundraising & Philanthropy, Inc. and host of the Black Fundraisers' Podcast. Bonterra is Kia's exclusive partner for the Winning Wednesday podcast series on LinkedIn, The Fundraising and Marketing Playbook.

Kia helps Bonterra share wisdom and resources with a wider audience so that more fundraising professionals are informed and empowered to drive impact.



AFP is an international membership-based organization that offers comprehensive tools and resources for fundraising professionals to develop best practices.

A program of AFP, the Fundraising Effectiveness Project (FEP), analyzes and presents trends impacting the nonprofit sector to help fundraising professionals make data-driven decisions for their organizations. FEP is chaired by our own SVP of Data Science, Ben Miller, who has a deep understanding of applied data science in the nonprofit sector and has helped raise billions of dollars from tens of millions of donors for thousands of organizations over his career.

Looking to the future

In our first year as Bonterra, we've accomplished a lot, but our customers have achieved far more. Their hard work, tenacity, and creativity serve as the inspiration that powers our purpose. We will continue to listen to and seek input from social good organizations across the sector as we optimize our best-in-class technology to propel them to reach their peak impact.

Bonterra shares the tenacity our customers show in racing toward their goals. Our goal is to increase the giving rate as a percentage of GDP from 2% to 3% by 2033. Our customers play a key role in achieving that goal, and we're determined to provide them with the tools and resources they need to get the social good sector to 3% by '33.

One thing we've learned about our customers is that they need a single source of aggregated information to help them better track programs, develop new offerings, understand impact, and report to stakeholders. To that end, we are working toward a hub-and-spoke model for our solutions to centralize data from our different products. This approach allows customers utilizing multiple Bonterra products to draw on interconnected information and insights that will provide unprecedented efficiency and visibility.

With data collected across the full ecosystem, from the spokes of fundraising, grant distribution, corporate social responsibility, volunteering, and more, customers will get a bird's eye view of service delivery, rather than collecting information from data silos.

Ultimately, the Bonterra ecosystem will have the unique ability to equip each stakeholder in the social good landscape with products that help them connect all the dots to improve outcomes across entire communities—from donors to volunteers, employees, service providers, program beneficiaries, and their loved ones and neighbors.

Meet WeSpire

WeSpire enables employees and organizations, regardless of size, to participate in impact initiatives that improve business performance, enhance CSR and ESG outcomes, and drive a better working world.



WeSpire is proud to join forces with Bonterra and collaborate on a market-leading platform that will enable us to better serve all of our customers. We share Bonterra's commitment to empowering employees and recognize the value of engagement in driving meaningful impact. With our combined expertise and resources, we look forward to transforming the way employee impact initiatives are executed and delivering unparalleled value to our current and future customers who will benefit from Bonterra's scale and expertise.

- Susan Hunt Stevens, WeSpire
Founder & chief executive officer

We look forward to furthering our purpose to propel every doer of good to their peak impact in the coming year. By continuing to provide tech that helps you work smarter, expertise that elevates, and partnership that unlock potential, we are confident we are giving our customers the tools to reach their peak impact.

Additionally, we will continue to onboard WeSpire to Bonterra's suite of social good solutions. Bringing on WeSpire will allow even more employees and organizations, regardless of size, to participate in impact initiatives that create an inclusive culture program that improves business performance, enhances CSR and ESG outcomes, and drives a better working world. We look forward to seeing the impact that this technology has on our CSR customers.

We are celebrating the new look and feel of Bonterra with the launch of an integrated and centralized website. [Bonterratech.com](https://bonterratech.com) provides those operating within the social good sector all of the resources, solutions, and programs available from Bonterra in just one location.

EXPLORE NOW

