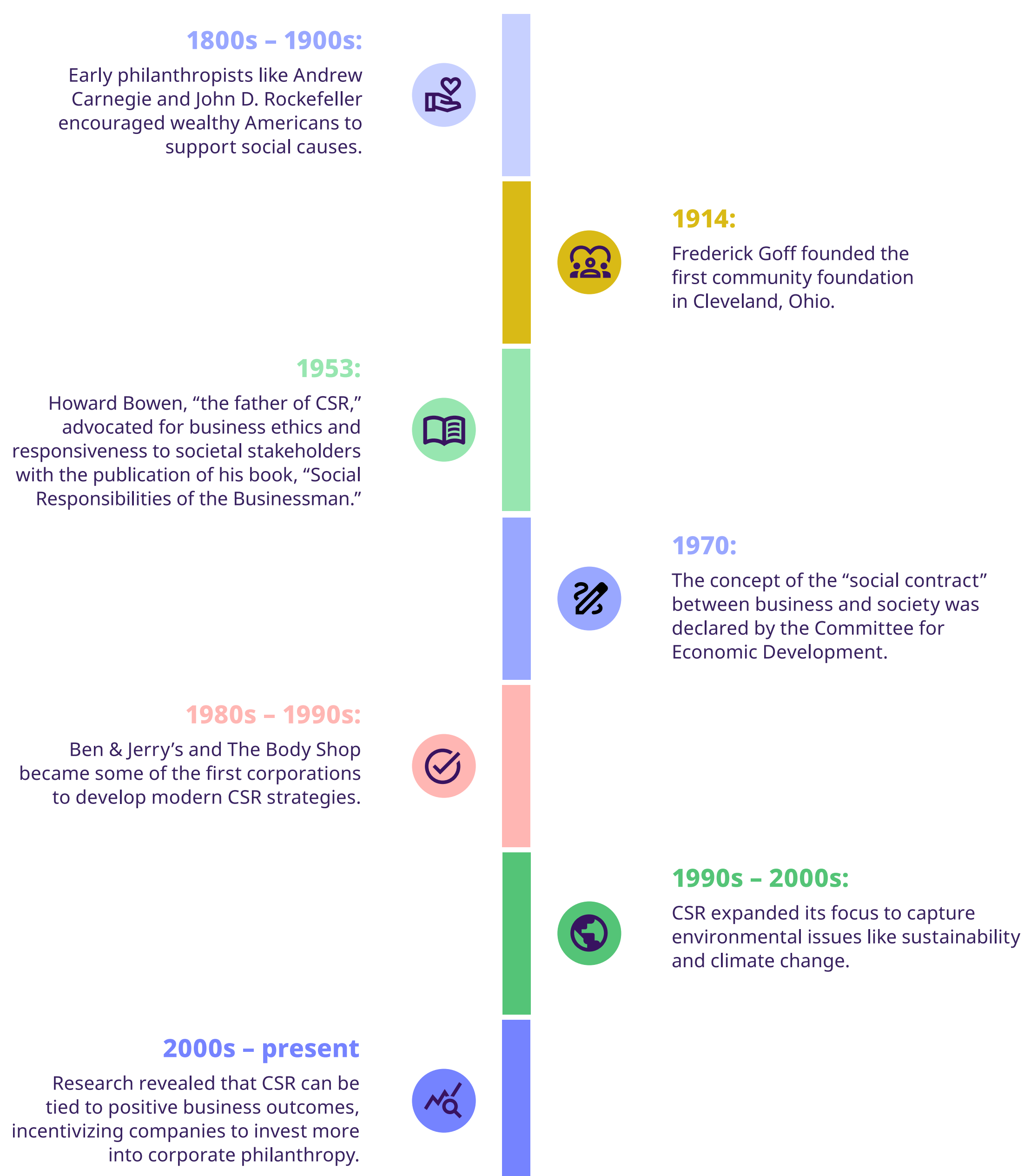


The CSR evolution: a brief history

The origin of corporate social responsibility (CSR) dates back to the 19th century when early philanthropists like Andrew Carnegie and John D. Rockefeller encouraged wealthy Americans to support social causes. Since then, CSR has evolved significantly, transforming from an obligation for a successful business into a key vehicle for retention and profitability. Today, nearly every company on the [S&P 500](#) has publicly committed to CSR agendas.

Here's how CSR has evolved over the past century:



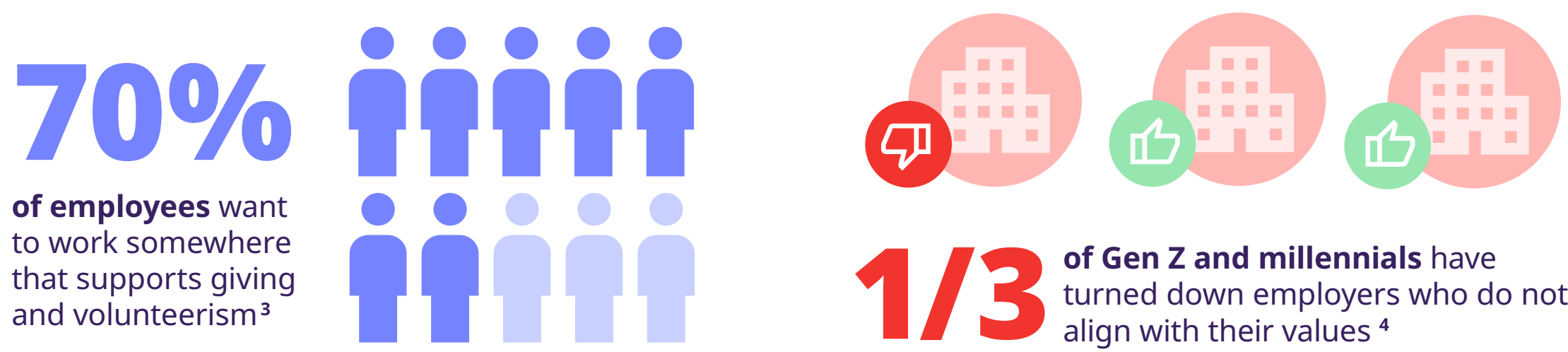
A closer look: the last 10 years

Although CSR has evolved significantly since its inception, the past decade has seen paradigm shifts that have reshaped expectations among companies, employees, and nonprofits in three key ways.

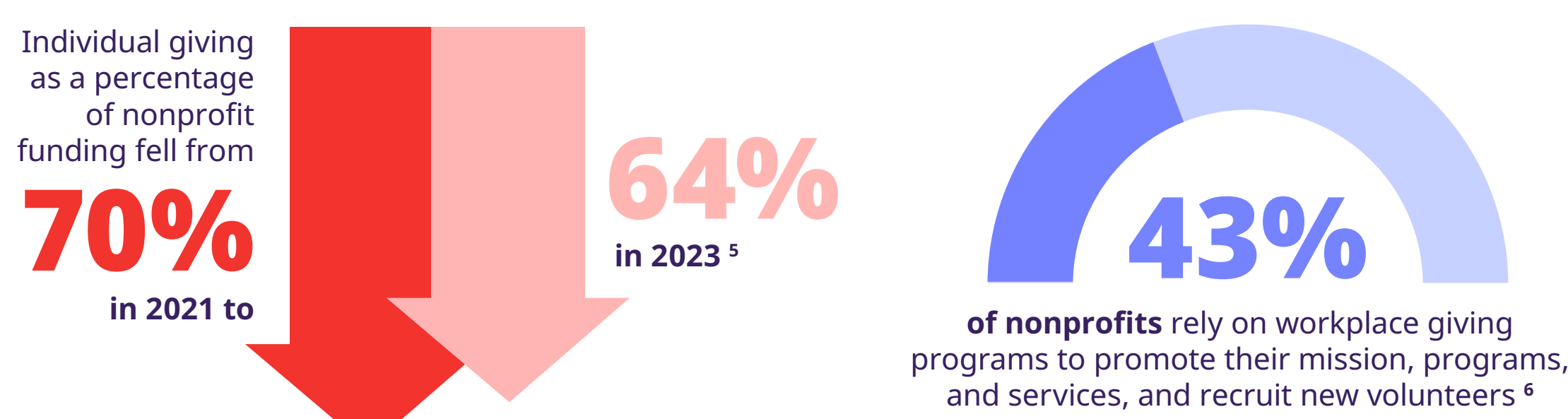
1. Consumers perceive corporations as trustworthy institutions



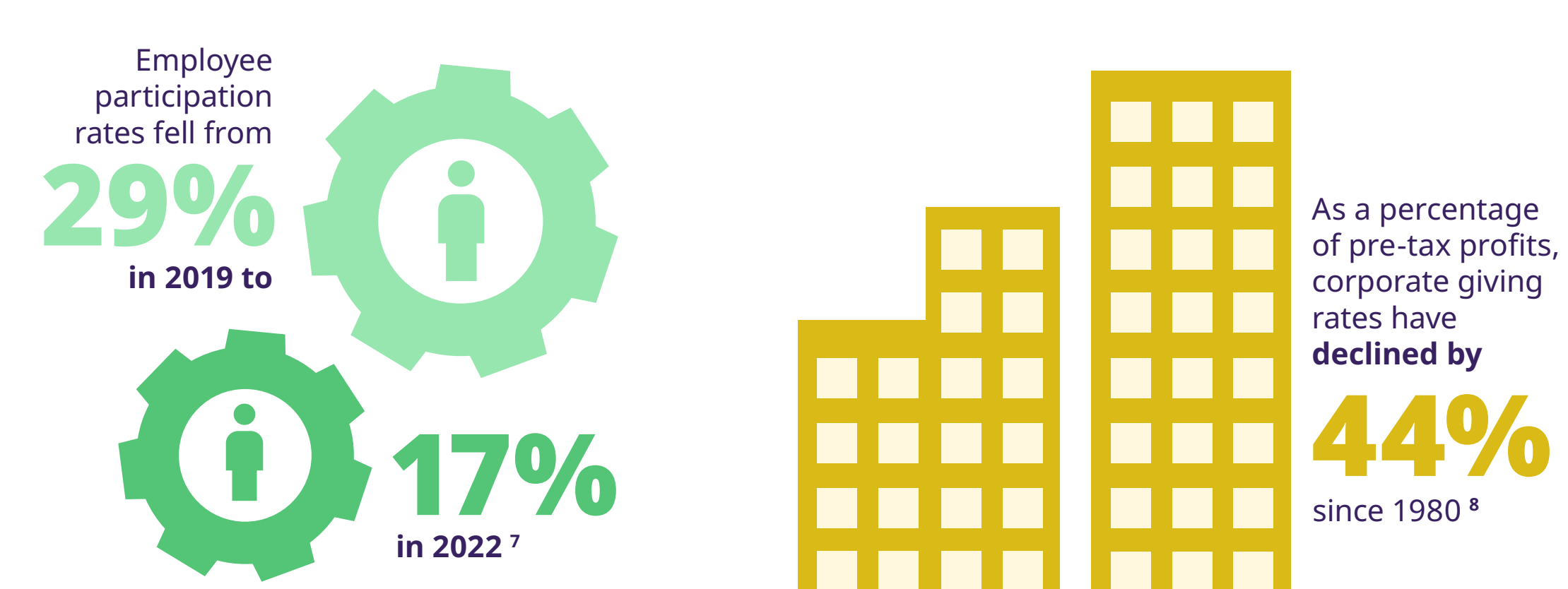
2. Employees prioritize purpose when deciding where to work



3. Nonprofits increasingly rely on corporate giving



These trends suggest that corporate giving should be driving an increasingly large share of funding and that employees should be more engaged than ever in CSR programs. Unfortunately, despite the increased emphasis on CSR, both nonprofit funding and employee engagement have declined.



At Bonterra, we believe the problem is missed connections which results in missed potential for CSR. If employees aren't connected to their workplace giving programs and nonprofits can't build the right kind of corporate partnerships, CSR won't reach peak impact.

To learn how you can power CSR to its full potential, download our complete guide, [“The social impact transformation: CSR and strategic philanthropy.”](#)

- <https://www.forbes.com/sites/jacquelynsmith/2012/12/10/the-companies-with-the-best-csr-reputations/?sh=49f10b044404>
- <https://www.ga-institute.com/research/ga-research-directory/sustainability-reporting-trends/2022-sustainability-reporting-in-focus.html>
- <https://www.charities.org/facts-statistics-workplace-giving-matching-gifts-and-volunteer-programs>
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- <https://philanthropy.indianapolis.iu.edu/news-events/news/news/2023/giving-usa-total-us-charitable-giving-declined-in-2022-to-49933-billion-following-two-years-of-record-generosity.html>
- <https://www.charities.org/facts-statistics-workplace-giving-matching-gifts-and-volunteer-programs>
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