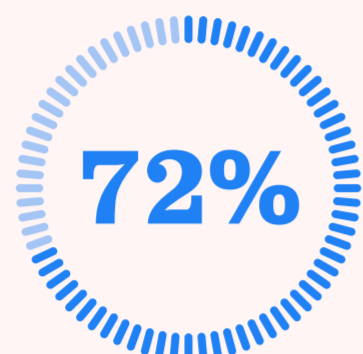


# 2021 HOLIDAY GIVING INFOGRAPHIC

The holidays are fast approaching and your brand is more than likely already putting together your holiday strategy. Have you factored in social impact into your holiday strategy?

Following 2020, consumers have made it clear that they are choosing to support purpose-driven brands over others, even if it means switching away from a brand they previously considered themselves loyal to. This means that implementing a social impact strategy can help your brand stand out against the competition for the upcoming holiday season.

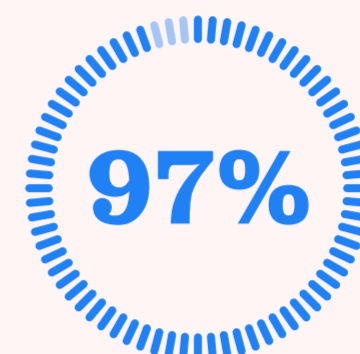
## Consumers Are Expecting Brands to Engage in Social Impact



When a company leads with purpose, consumers are **72% more likely** to be loyal to that company.



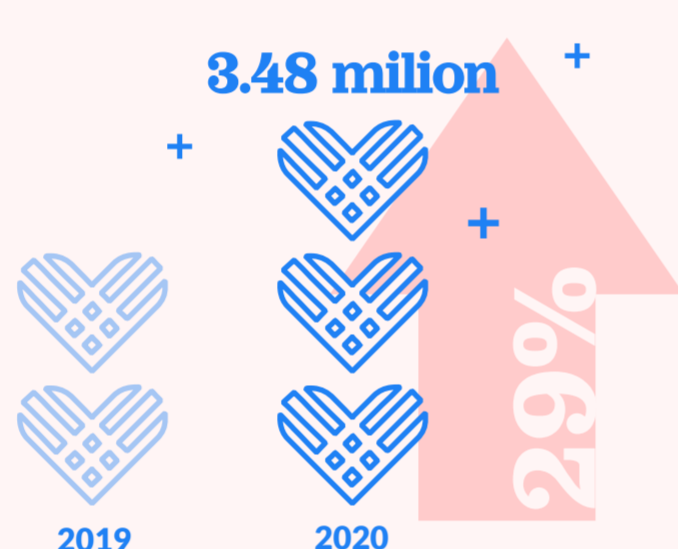
**83% of Millennials** say it's important for the companies they buy from to align with their beliefs and values.



**97% of consumers** feel more positively about a retailer when given the opportunity to donate at the point of sale.

## The 2020 Holiday Season Was a Record Year for Charitable Giving

NATIONWIDE

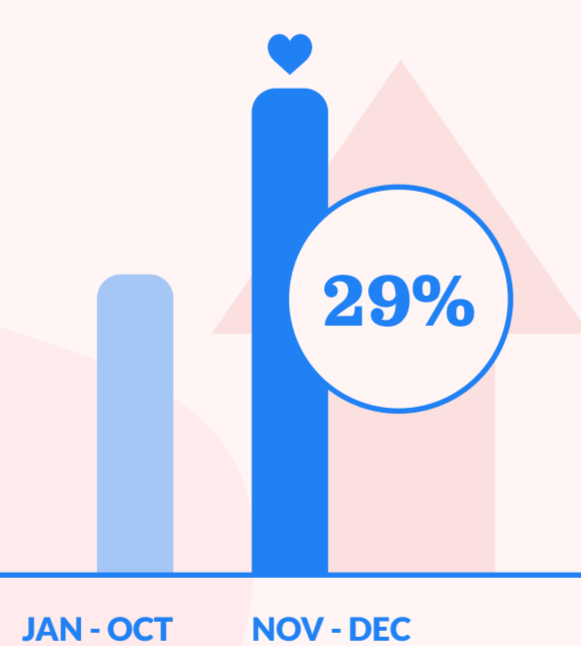


3.48 million people participated in GivingTuesday in 2020, a **29% increase** from 2019.

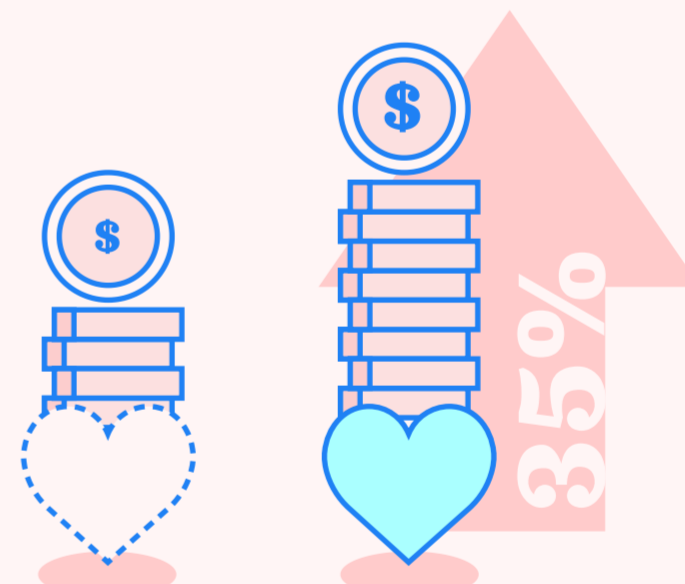
There was a **25% increase** in donations on GivingTuesday 2020 vs 2019, resulting in \$2.47 billion dollars donated.



SHOPPINGGIVES

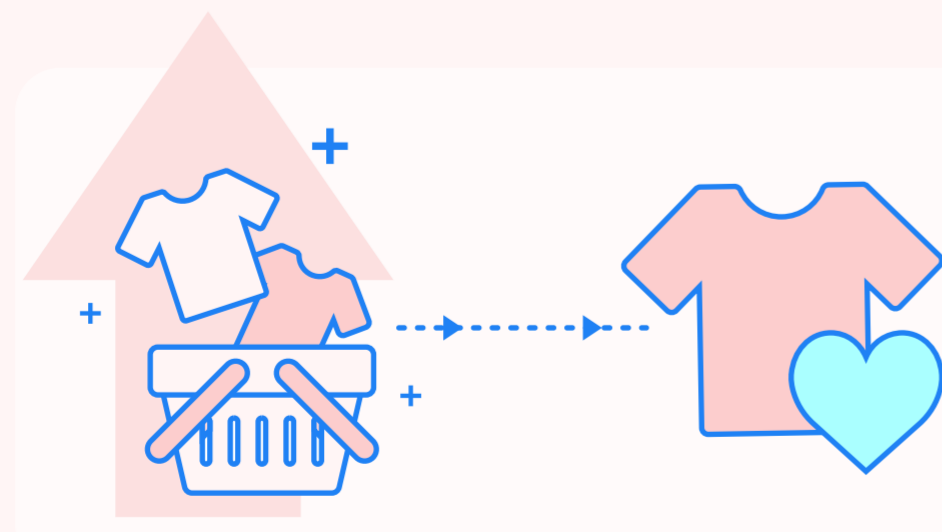


Within the ShoppingGives Giving Economy, our merchant partners saw a **35% increase** in average order value (AOV) between November and December on orders with donations versus without.



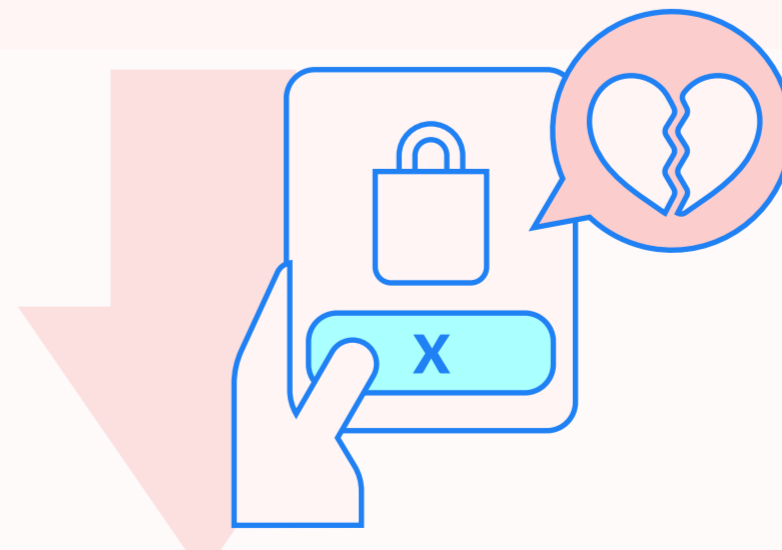
ShoppingGives' merchant partners saw a donation activation rate increase of **29%** during November and December compared to January through October.

## Purpose-Driven Brands Perform Higher Against Other Similar Brands



**71% of Millennials** will pay more for something if they know some of the proceeds go to charity

**One-third of all consumers** will stop buying their preferred products if they lose trust in a brand.



High-purpose brands will **double their market value** more than 4x faster than low-purpose brands.