



# Impact of COVID-19 & Racial Justice Movement on Corporate Social Responsibility



## TOP INSIGHTS & FULL DATA REPORT FROM THE 2021 ACCP/ROCKET SOCIAL IMPACT SURVEY

# Methodology



**100 participants  
from 100 companies**



**CSR Leadership**  
SVP -- Director-Level



**Range of  
Companies**

In terms of geography  
industry & size



**Fielded Online**  
April 5 - May 20, 2021



# Racial Justice Movement Drives Increased DEI Investment

64%

reported racial justice as a new long-term priority

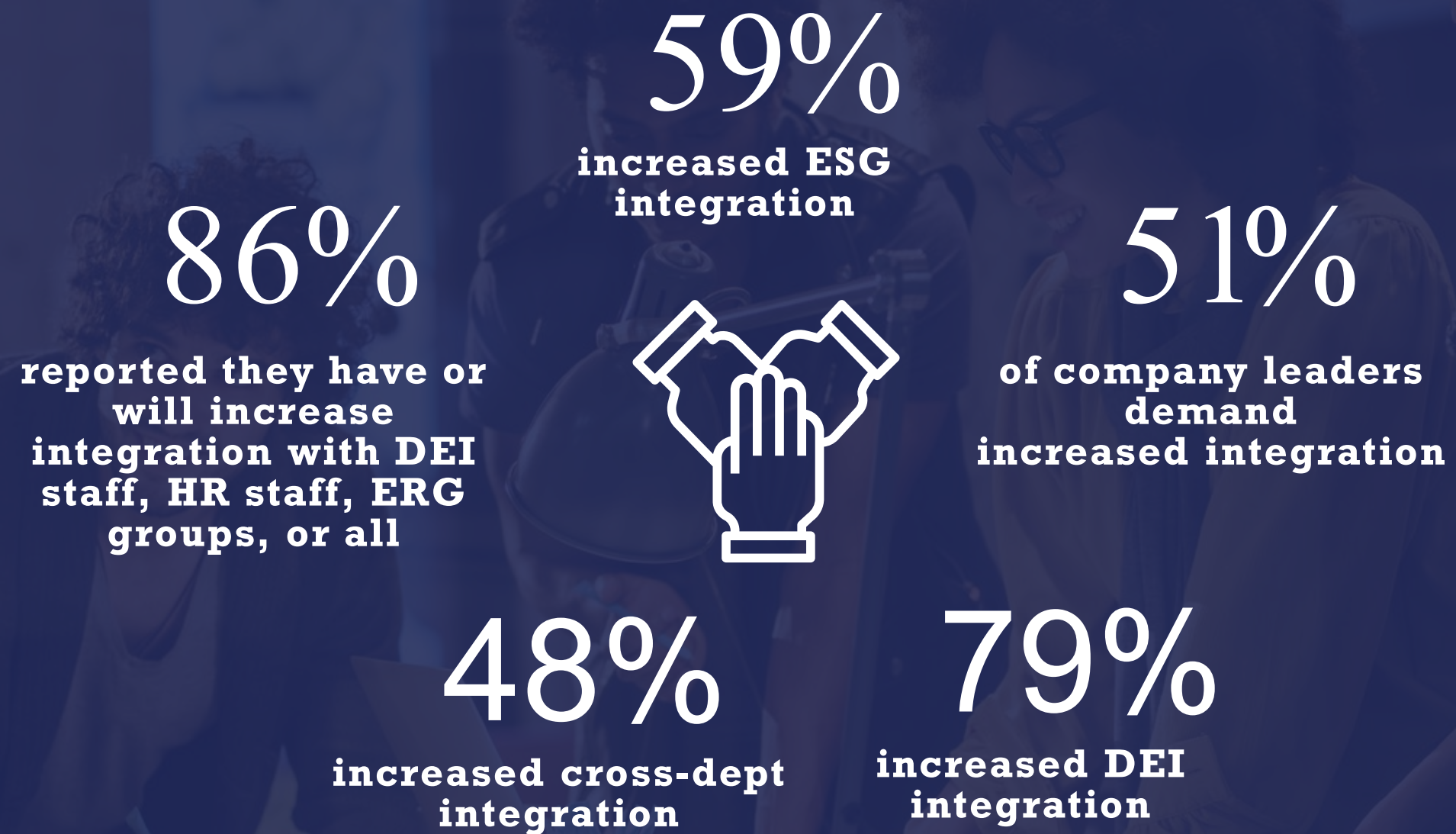
62%

added a racial equity lens to existing funding initiatives

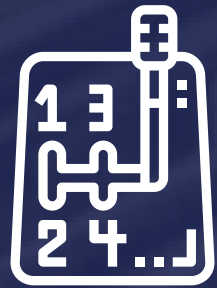
53%

are funding new organizations with a racial equity mission

# Increased Integration Across The Organization



# Covid19 Drives Focus area & Priority Shifts



## CSR Focus Area Shifts

40% long-term (12+ mo.)  
30% short-term (1-11 mo.)  
30% no shift



## Top 3 Short-Term (1-11 mo.) Priority Shifts

71% hunger issues in the community  
47% economic needs of employees  
33% mental health issues in the community



## Top 3 Long Term (12+ mo.) Priority Shifts

64% racial justice/racial equity  
25% COVID-19 vaccines  
20% food insecurity

# Expectations rise; CSR Resources Remain The same



## Measuring Success

42% increased demand  
0% decreased demand



## CEO Demands

48% require more updates  
43% want greater impact  
33% seek greater voice



## C-Suite Visibility

52% reported increased  
exposure to the C-Suite



## CSR Team Size

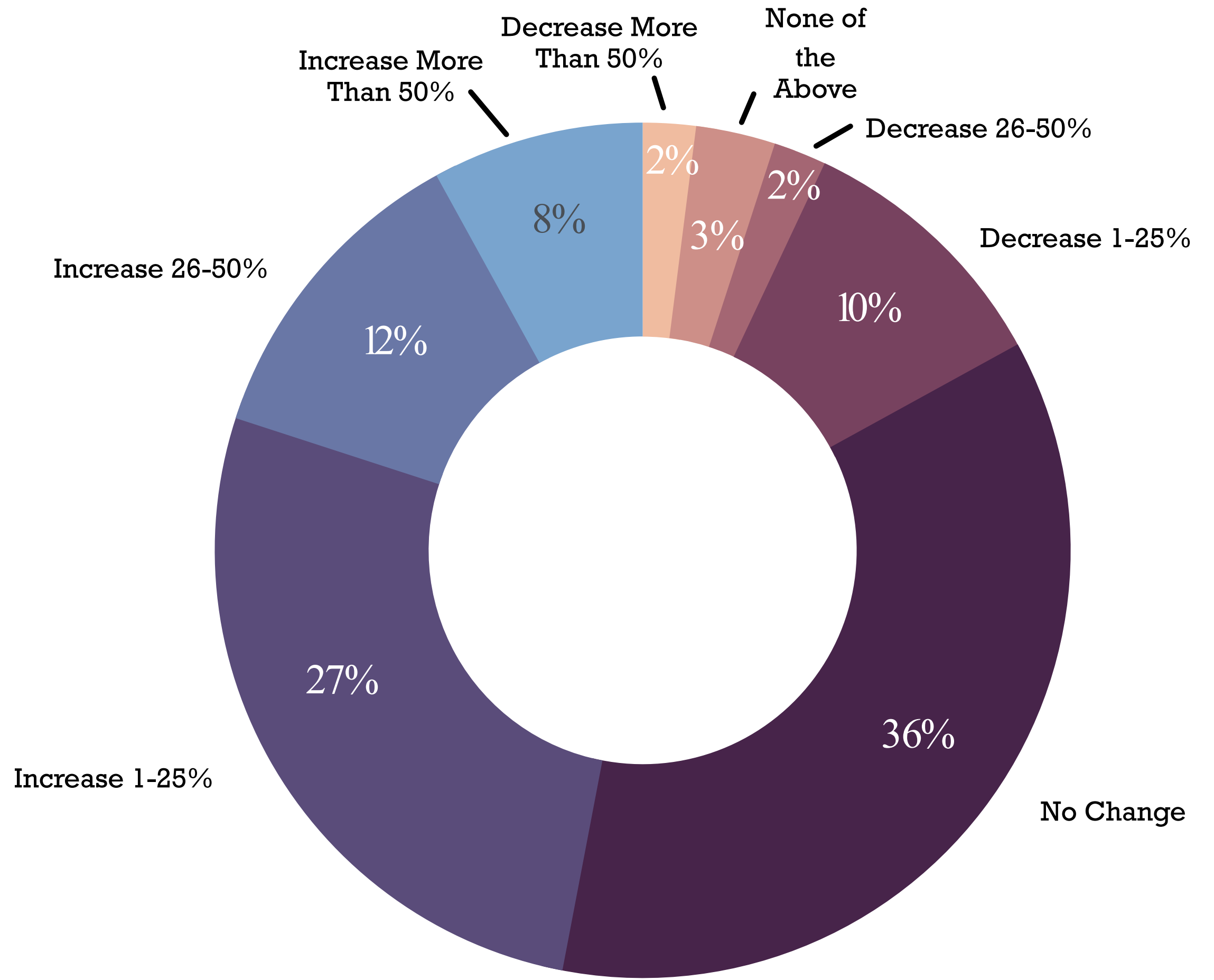
77% no change in size  
15% increased in size  
8% decreased in size



# Full Data

# QUESTION 1

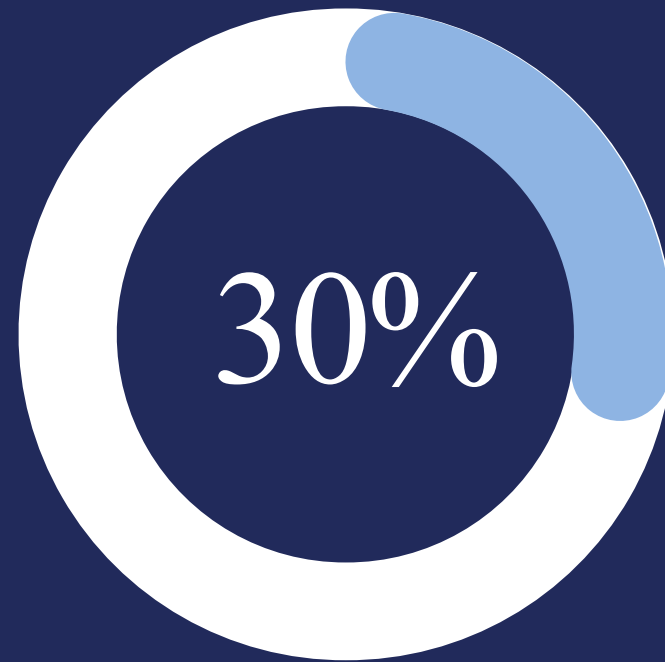
As a result of the triple crisis of 2020, how did your grant-making budget change in 2021 compared to the previous year?



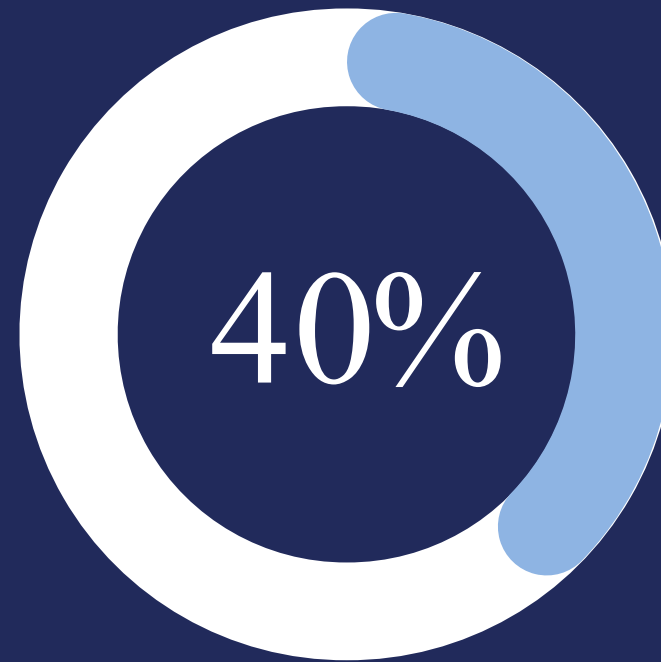


## QUESTION 2

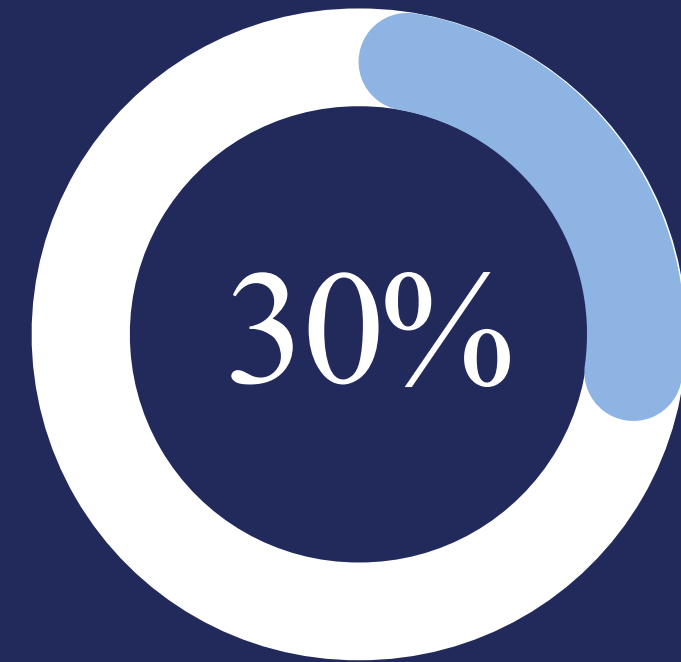
As a result of the triple crisis of 2020, did your CSR focus areas change?



For the short-term  
1-11 months



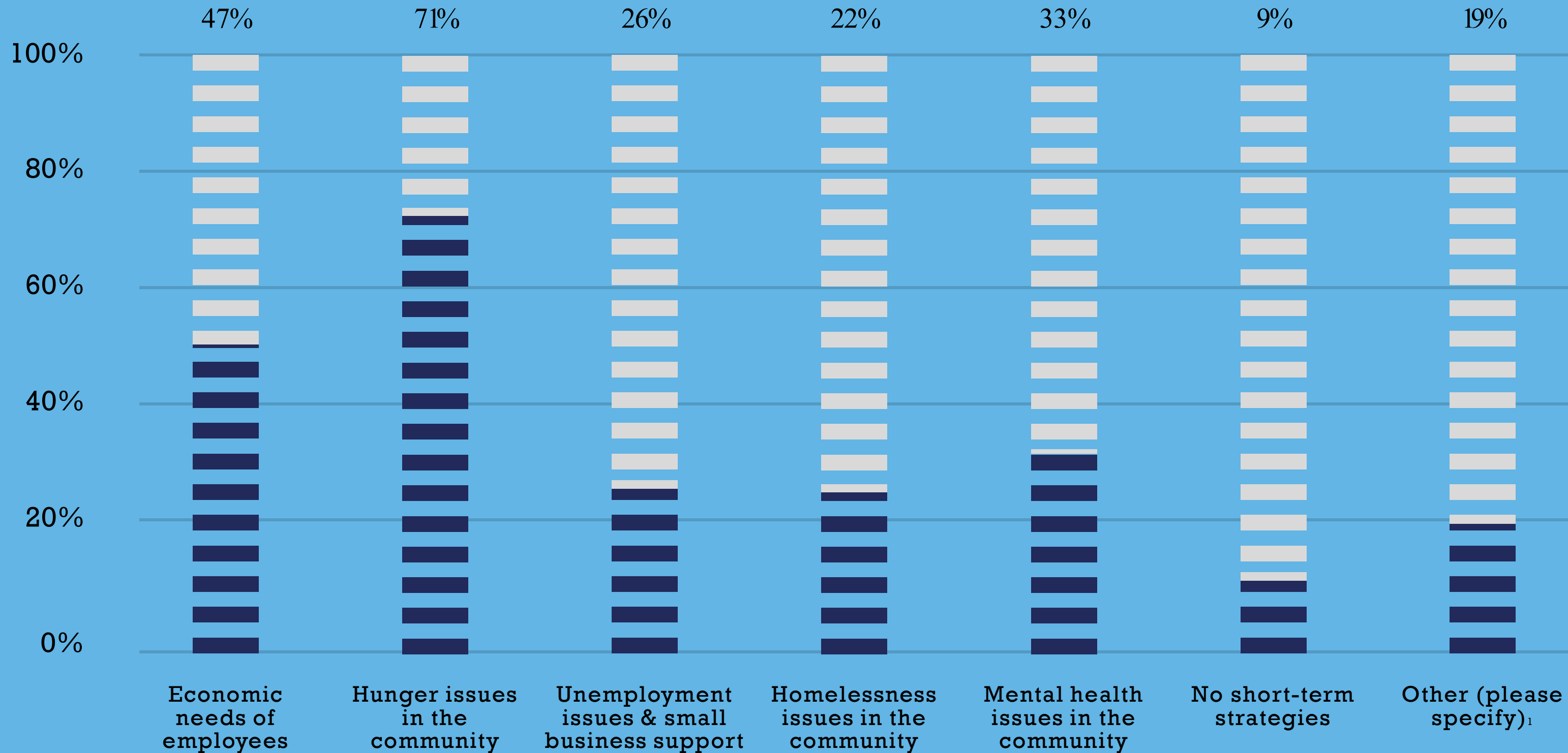
For the long-term  
12 months or more



We did not change  
our focus areas

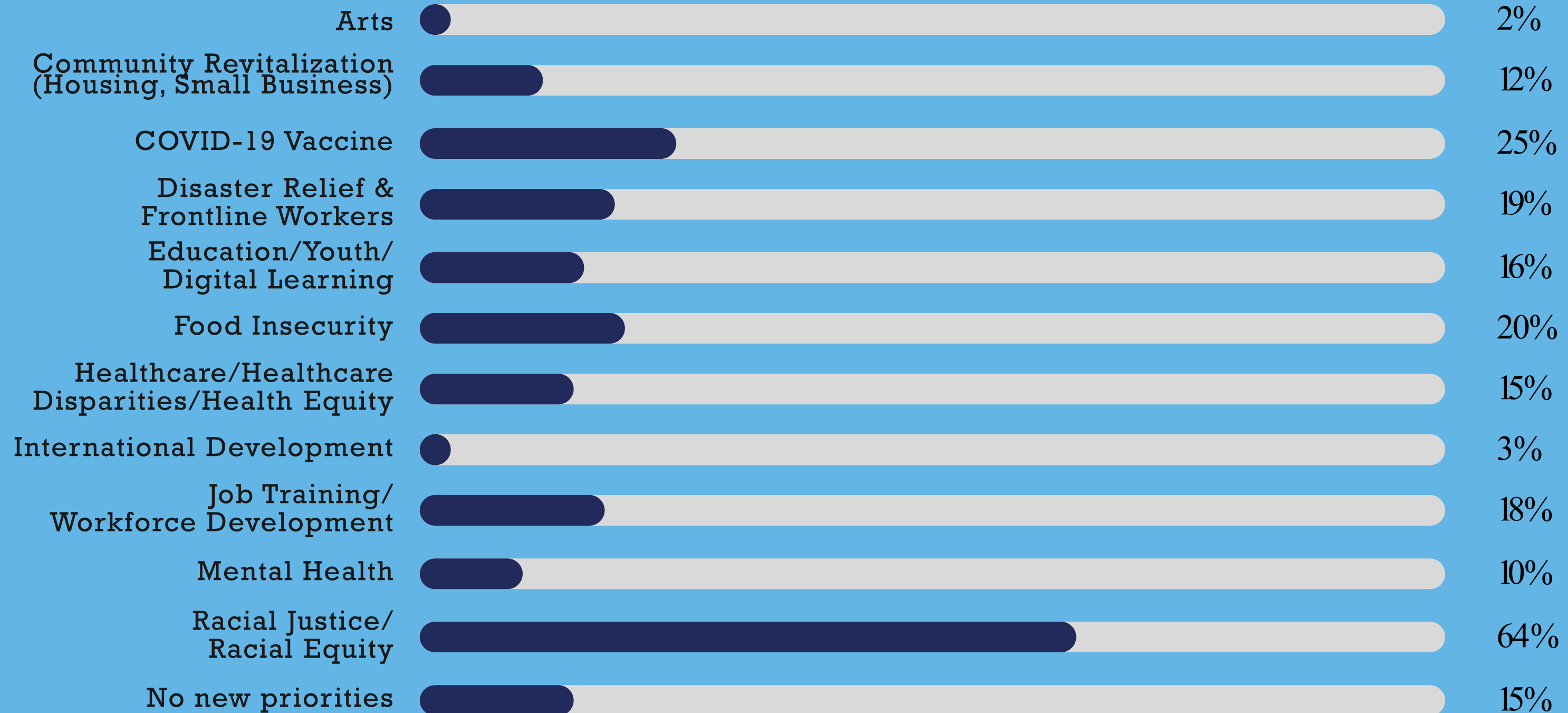
# QUESTION 3

**As a result of the COVID-19 pandemic, did your CSR team implement short-term (1 to 11 months) strategies to address the following needs? Choose all that apply.**



# QUESTION 4

**Which of the following social issues are new priorities since March 2020 that will continue? Choose all that apply.**

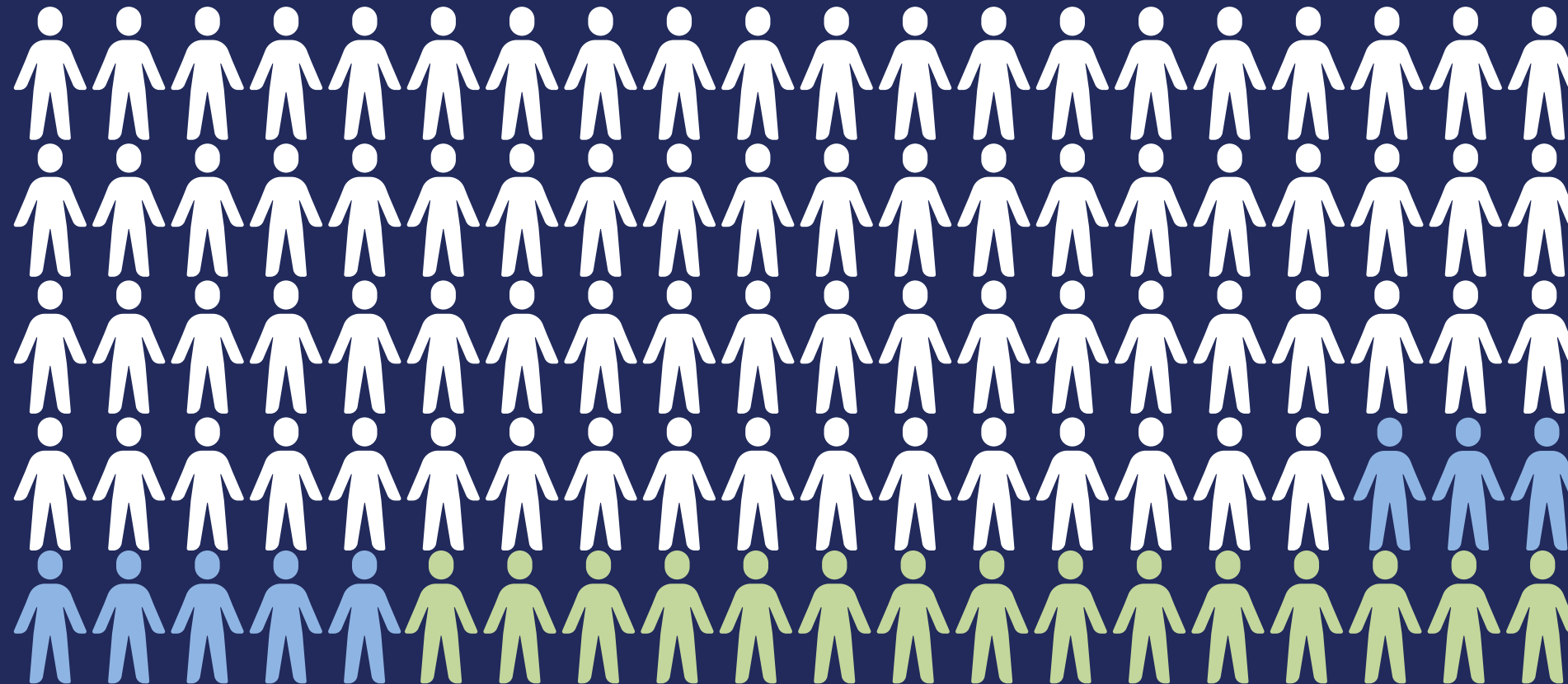


# QUESTION 5

As a result of the triple crisis of 2020, did your CSR team:

Stay the same size:

77%



Decrease in size:

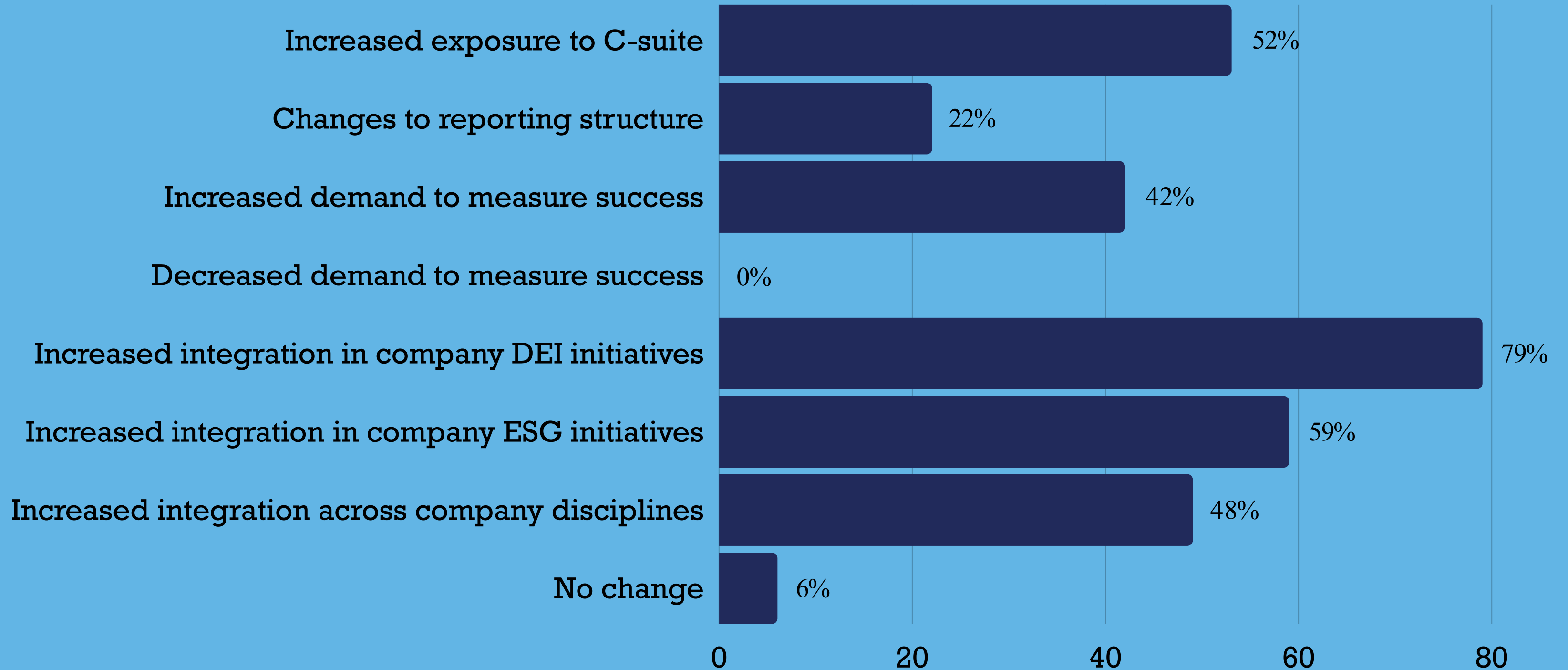
8%

Increase in size:

15%

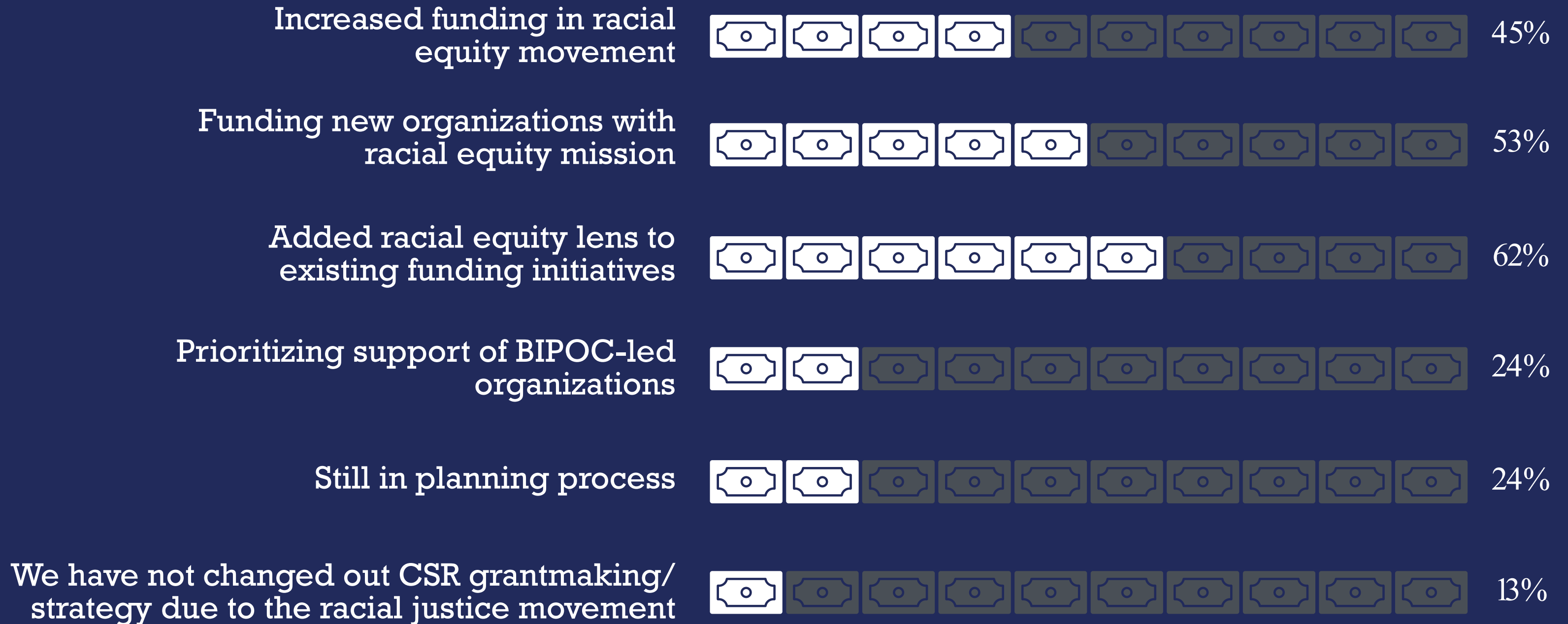
# QUESTION 6

How would you describe changes your CSR team is experiencing as a result of the triple crisis of 2020? Choose all that apply.



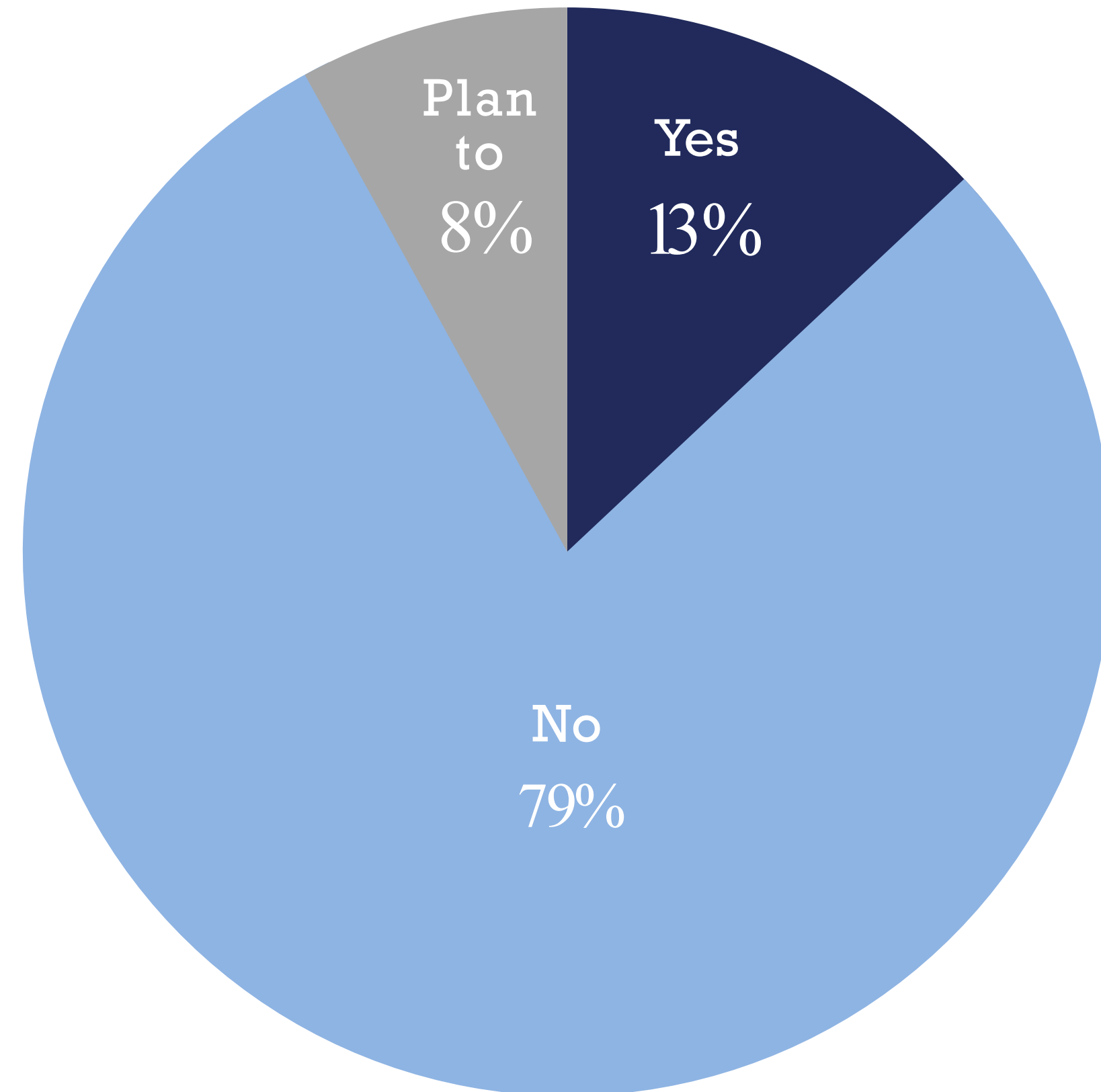
# QUESTION 7

How has your CSR grantmaking changed as a result of the racial justice movement? Choose all that apply.



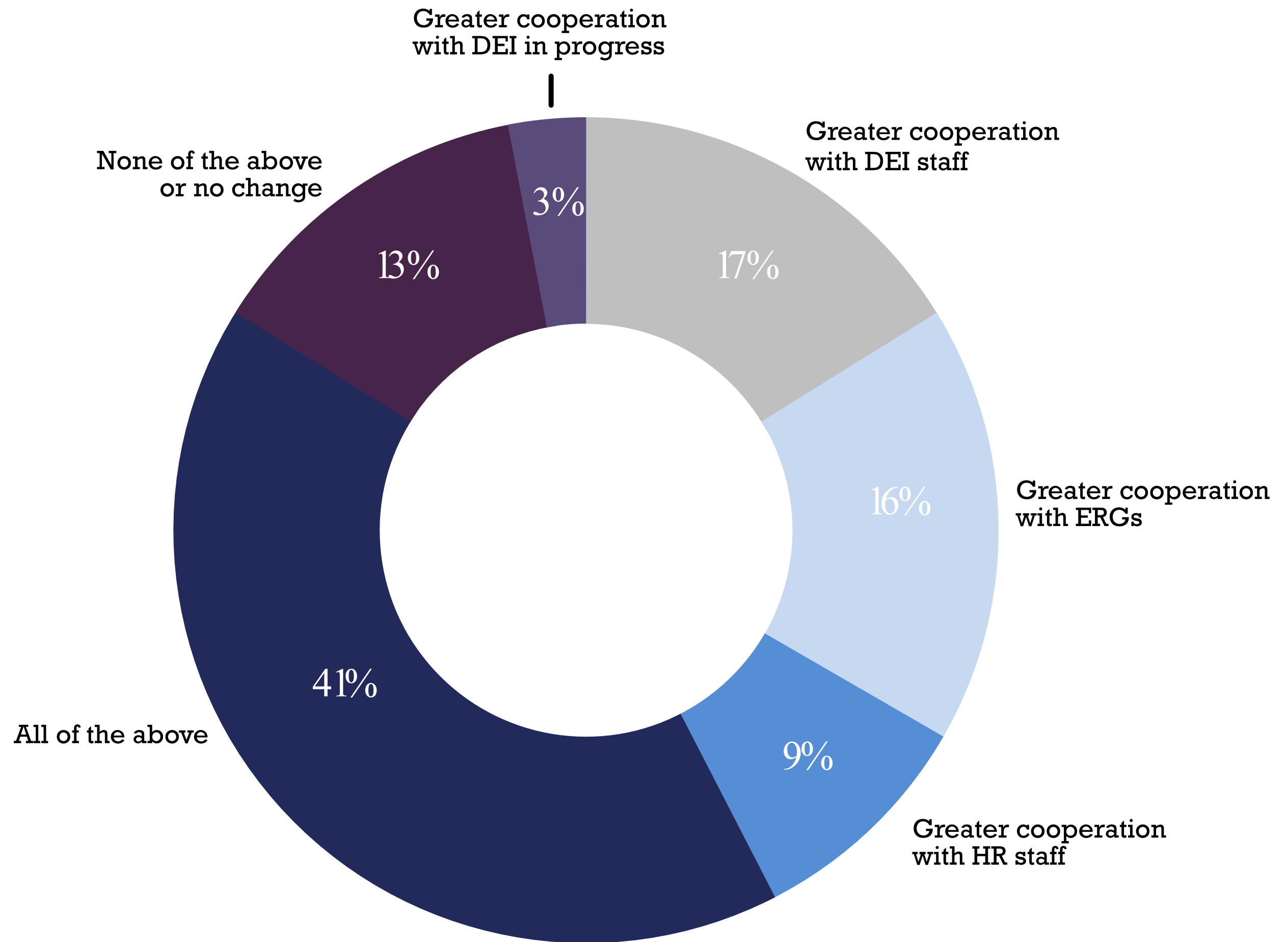
## QUESTION 8

As a result of the racial justice movement did your CSR team add staff with DEI expertise?



# QUESTION 9

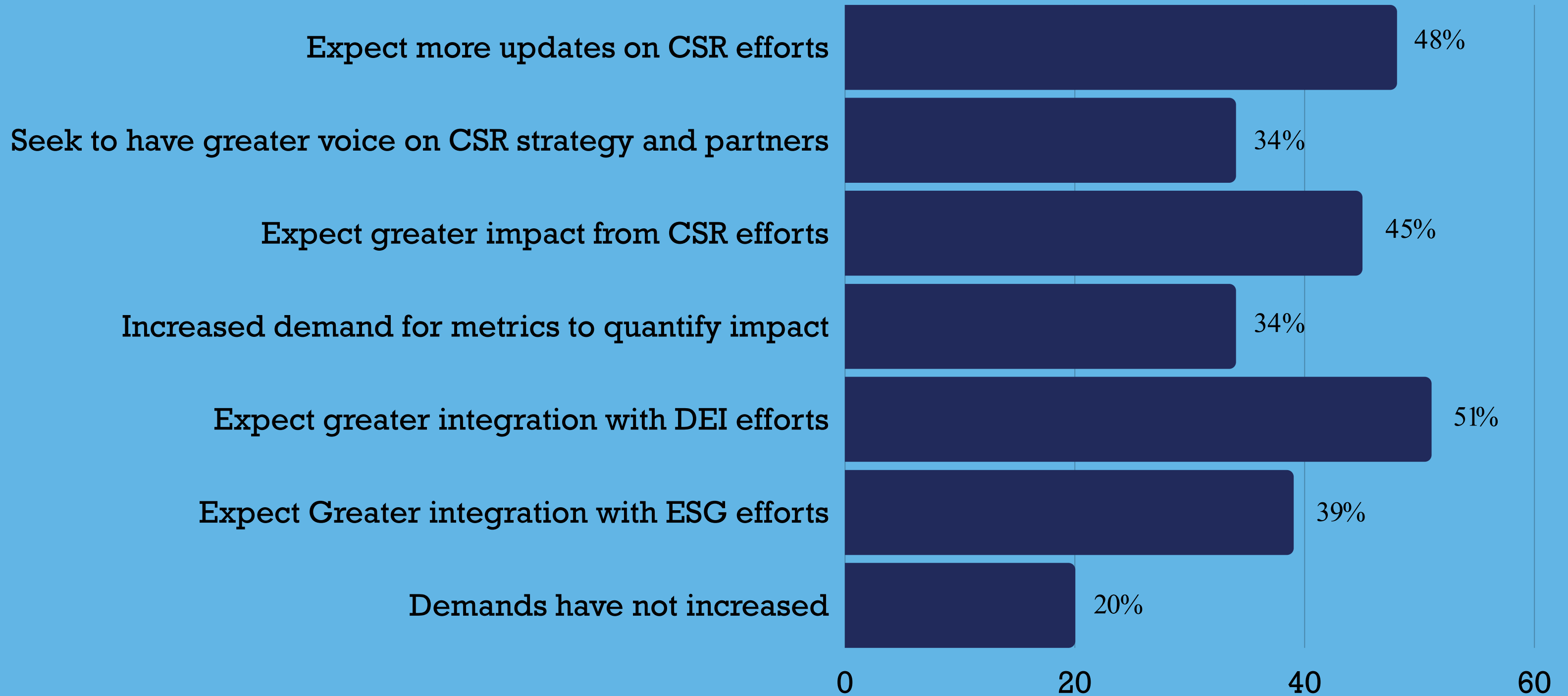
As a result of the racial justice movement, how have you increased integration between your CSR and DEI initiatives?





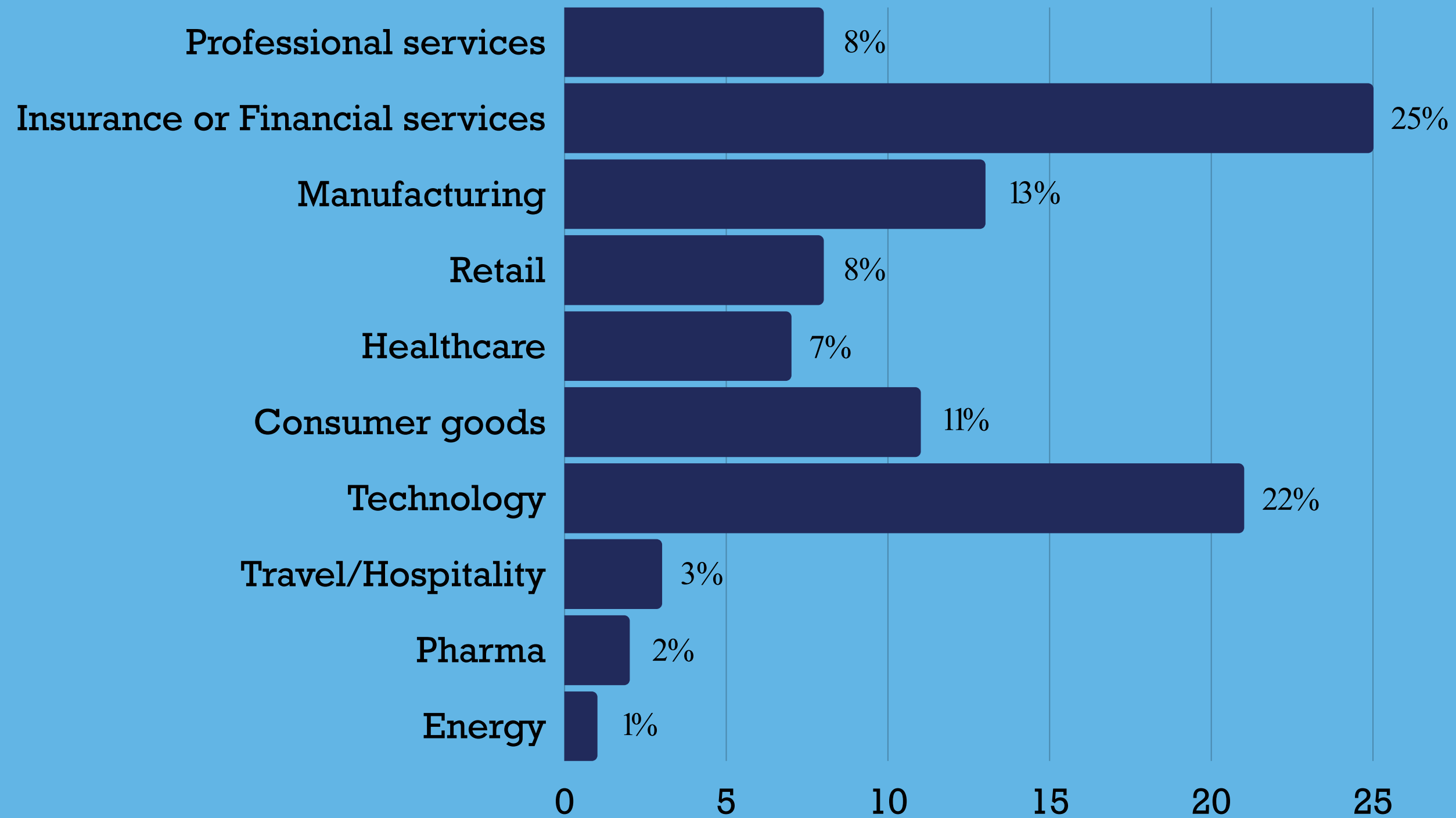
# QUESTION 10

**How has your company's leadership demands increased as a result of the triple crisis? Choose all that apply.**



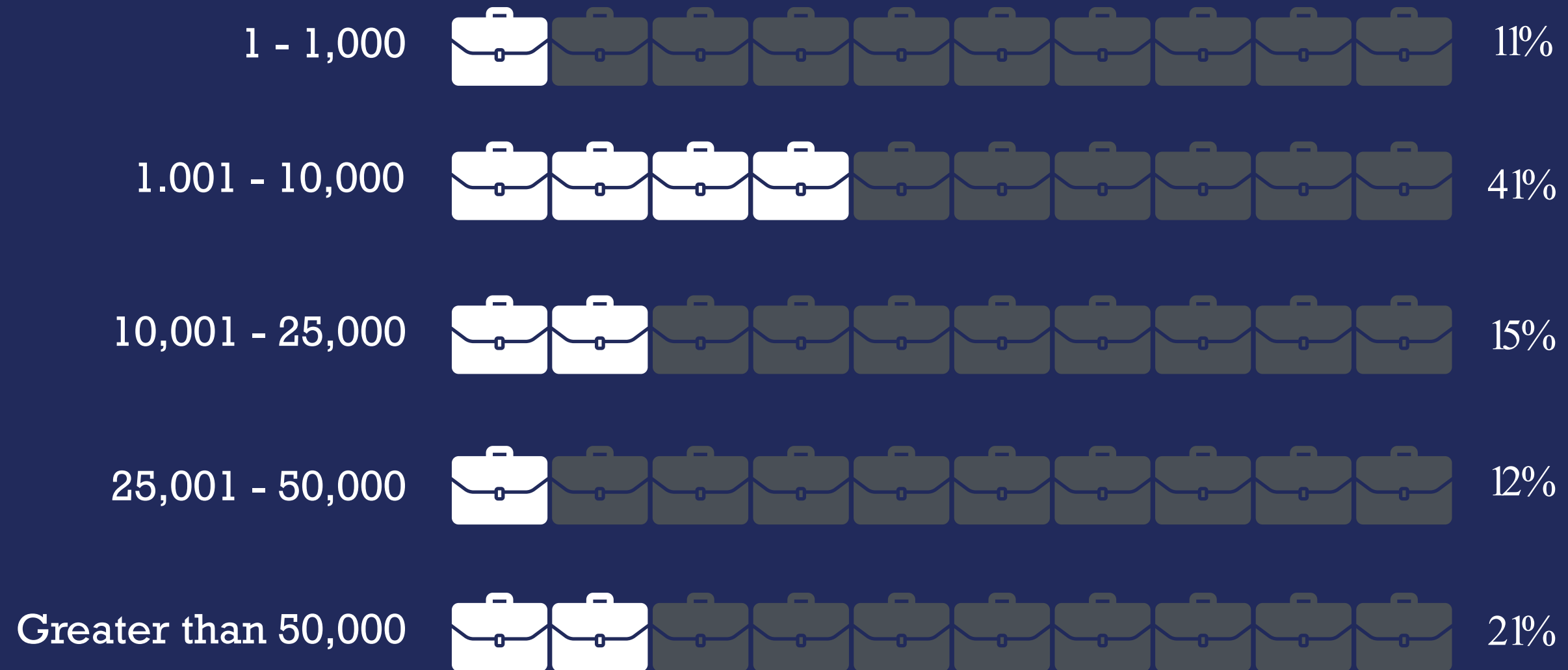
# QUESTION 11

## What industry do you work in?



# QUESTION 12

How many employees does your company have?



# QUESTION 13

How big is your CSR/Corporate Philanthropy team (incl. foundation employees)?

