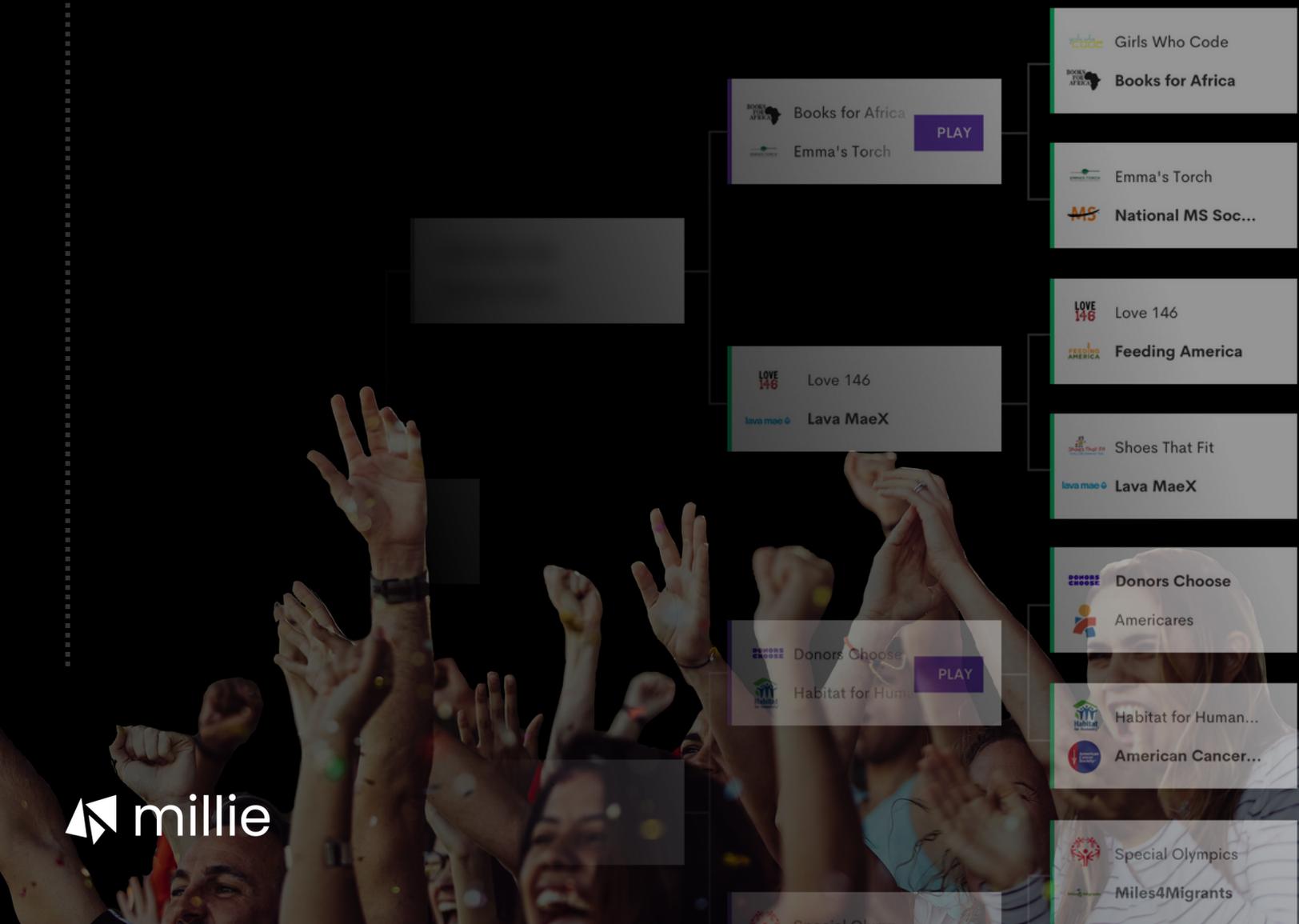


# Giving Madness: A Cinderella Story

THE GIVING MADNESS REPORT

 Giving Madness  
by  millie



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# Introduction

# What is Millie?

Millie is a Public Benefit corporation, with impact at the heart of everything we build. We are so inspired by both the nonprofit professionals working to make the world better, and the changemakers at companies inspiring their teams to help them. We build tools to help these groups come together and orchestrate social impact programs.

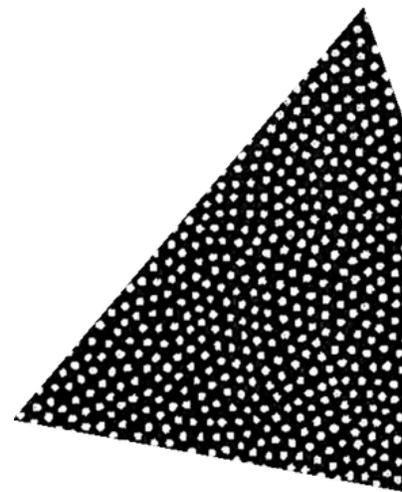


## Our Goals

Our first goal when we started Millie was to create a social impact platform that was accessible for not just the “big guys”, but for businesses of all sizes. One that would help them easily start donation match programs, volunteer efforts, and more. But philanthropy nerds don’t stop there...

## What We Know

Nearly 80% of charitable donations are made at the end of the year, leaving nonprofits hurting for funds the rest of the year. We knew if we could create a fun giving campaign that would close the funding gap and ignite impact engagement for employees, we would see an increase in corporate giving. And so Giving Madness was born.



**Nearly 80% of charitable donations are made at the end of the year, leaving nonprofits hurting for funds the rest of the year.**

*madness*

## What is Giving Madness?

Giving Madness is a bracket-style giving tournament. Structured like the most famous basketball tournament in the world, a company starts with 16 nonprofits in the giving bracket. Companies contribute to a donation pool and employees vote to advance their favorite nonprofits through four rounds of "games" over the course of one week or month. After the championship game, the pool gets divided up and donated proportionately.

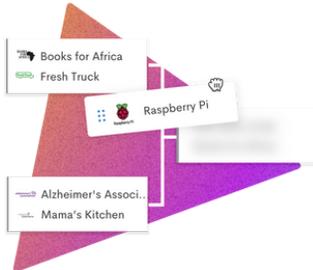
## A huge thank you...

Our pilot launch would not have been possible without the support of the Bill & Melinda Gates Foundation.

BILL & MELINDA  
GATES *foundation*

# How does it work?

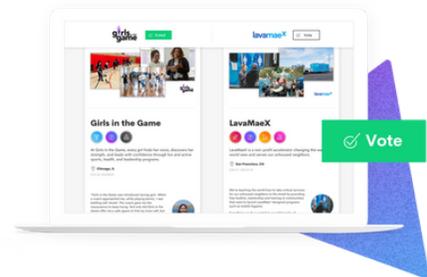
## Step 1: Create a company bracket



Kick off the tournament by building a bracket with your company's 16 favorite nonprofits. Set a start date and add company contributions.

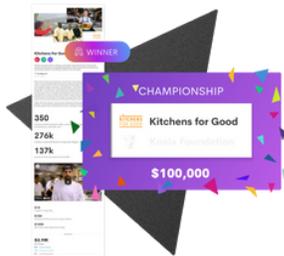
## Step 2: Employees vote for nonprofits

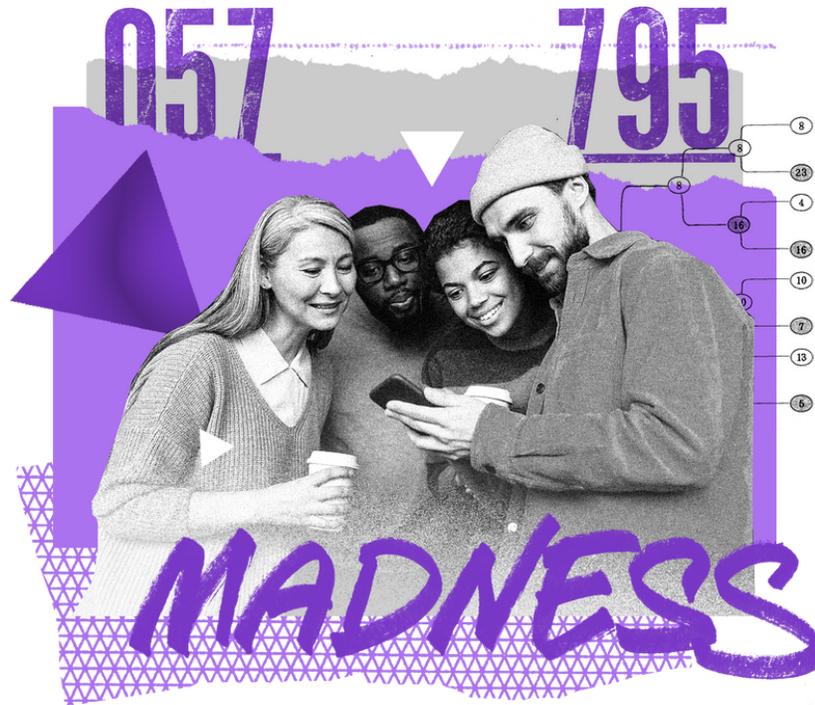
Employees vote to advance nonprofits they love through the brackets, with 4 rounds of "games."



## Step 3: The pool gets donated

After the championship game, the donation pool is proportionately divided up among the nonprofits, based on where they land in the bracket.





## The Players

Nine pilot companies launched the first Giving Madness brackets in early 2022. Our nine pilot companies come from a variety of industries, ranging from merchandising to technology, finance and more. All pilot companies are headquartered in the U.S., and some have employees globally.

We are so grateful to our pilot companies for being a part of this fledgeling program. Without their enthusiasm, support, and advocacy, this would not have happened. We are so grateful to each of them. With their help, the nine Giving Madness brackets had results that exceeded our expectations.

## The Trends

Corporate Social Responsibility and social impact have been seeing an all-time high, even before the pandemic. And during that time, giving became a priority not just for big companies, but for small to mid-size companies and individuals as well. The emotional impact of the pandemic touched hearts even more. Mix that with a need to bring people together and collaborate in a remote environment, there was a significant desire for social impact.

**Industry average corporate donation matching participation rates were 11% in 2019.**

## The Problems

### **For companies:**

As hard as they try, People leaders and Social Impact professionals regularly struggle to engage their employees in impactful workplace initiatives. When it comes to corporate donation matching, participation rates are at 11% on average (source: GIN 2019).

It is challenging for companies to know the causes that matter most to their employees. They often choose which nonprofits to support behind closed doors, without an efficient way to learn what their employees care about.

### **For nonprofits:**

Nearly 80% of donations are made in the last six weeks of every year, leaving nonprofits high and dry the rest of the year.

*(source: GIN 2019)*

# Participation & Engagement



 Books for Africa  
 Emma's Torch [PLAY](#)

 Love 146  
 Lava MaeX

 Donors Choose  
 Habitat for Humanity [PLAY](#)

 Girls Who Code  
 Books for Africa

 Emma's Torch  
 National MS Soc...

 Love 146  
 Feeding America

 Shoes That Fit  
 Lava MaeX

 Donors Choose  
 AmeriCares

 Habitat for Human...  
 American Cancer...

 Special Olympics

## Participation

Participation rate is the percentage of total employees who participated.



## Engagement

Engagement is defined as the average percentage of games played by those who have participated.

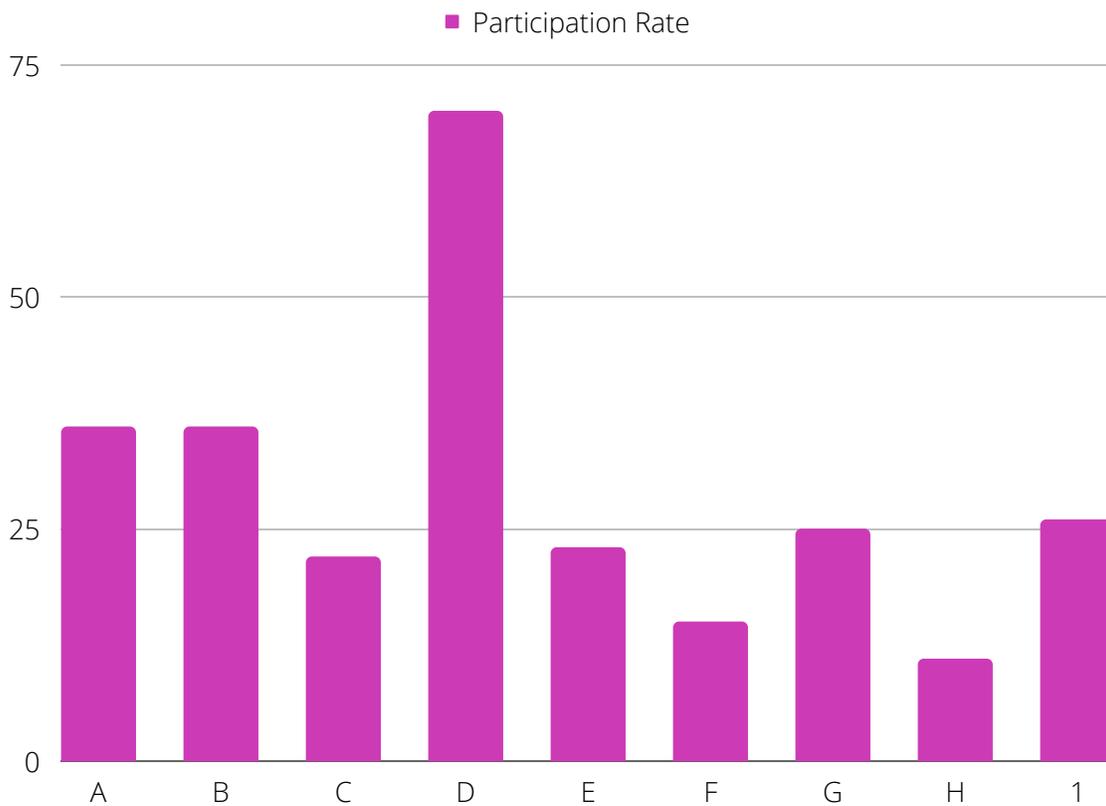
*Example:*

Riley & co (renamed for anonymity) is a small-sized company, with 236 employees. An average of 36% (86 employees in this case) of employees participated but average engagement from those employees was 67% (meaning from the pool of 86 participants, they voted 67% of the time).

# Giving Madness Participation Results

How many employees on average participated in Giving Madness?

The highest pilot company participation rate was 70% and the lowest was 11%. The median participation rate results were 25%.

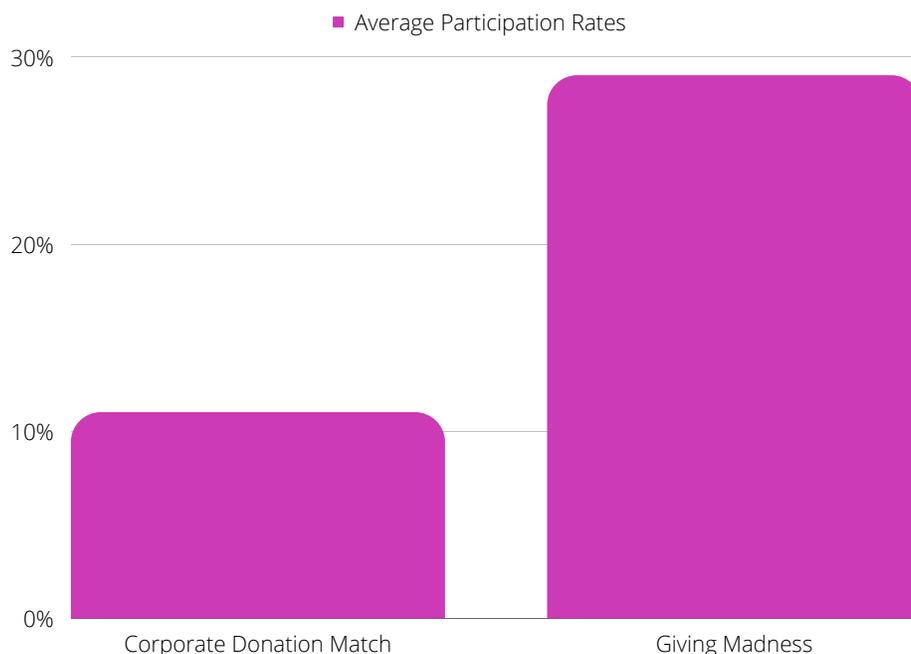


# Giving Madness Participation vs Corporate Donation Match Participation

How many employees on average participated in Giving Madness compared to the industry average of ongoing corporate donation match participation?

## Industry Rates: Let's Move the Needle

A study done by GIN in 2019 founded that participation rates in the corporate donation match space were only at 11%. The hope of Giving Madness was to create energy around giving and grow participation rates well beyond current rates.



\*Participation rates in the corporate donation match space were only at 11%, leaving 89% of employees and their potential giving and match dollars off the table (source: GIN 2019).

# Participation Performance

## Giving Madness: How It Performed

Participation rates for the Giving Madness pilot launch were either the same as (in only one case) or higher than the average corporate donation match space at 11% (source: GIN 2019). And these are for short one-week or one-month periods, as opposed to annual participation which indicates involvement once in a 12-month span.

The average participation rate for Giving Madness was 29% which was nearly 3x the average participation in corporate donation match giving.

The word "madness" is written in a large, blue, brushstroke-style font. The letters are thick and have a textured, hand-painted appearance. The word is positioned above a light purple rectangular box.

**Participation rates for Giving Madness were an average of 29%, nearly 3x the average industry participation rate in annual donation match giving.**

And Giving Madness was one week or month program, and the match rate is for participation once in a 12-month period.

# Participation for Millie Customers

## What about Millie Customers?

Six of the nine pilot companies were annual Millie customers at the time of the Giving Madness launch. We were hopeful that the increased brand awareness as well as social impact momentum from the annual customers would result in a higher participation rate. Average participation rate for all nine pilot companies was 29% and average participation rate for Millie annual customers was 32%, which was 3% higher.



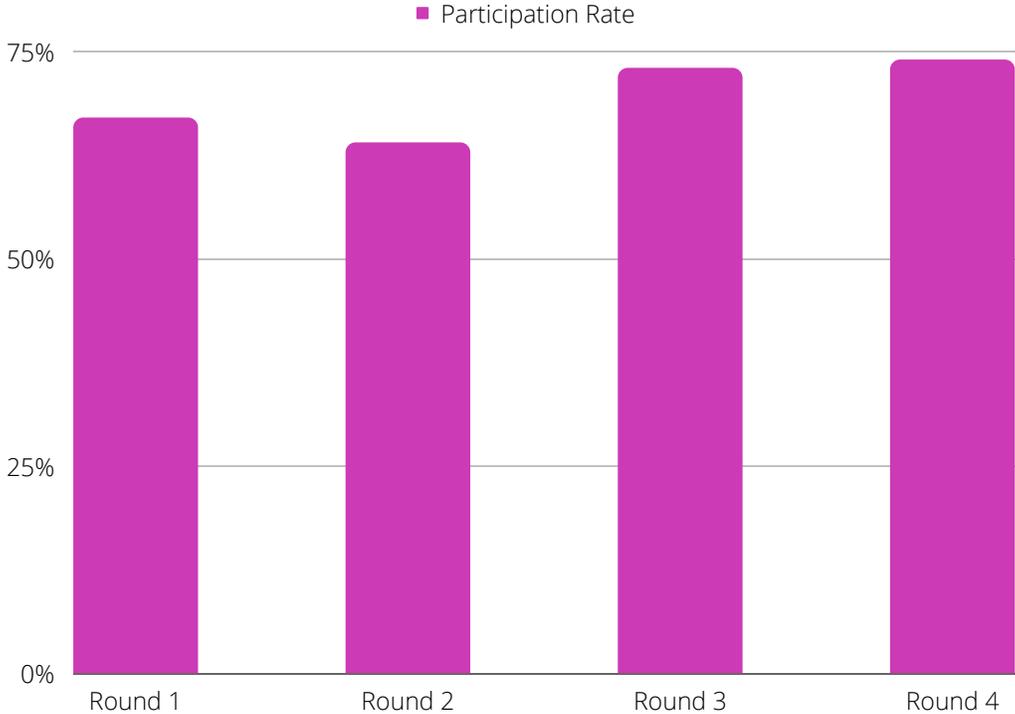
**Millie annual customers participation rate was 3% higher than non-Millie customers.**

*This fairly low difference in participation showed that implementing Giving Madness as a stand-alone program will still garner high participation.*

# Engagement

## How did participation and engagement change Giving Madness over the course of 4 rounds?

Our prelaunch suspicions were that engagement would slowly decrease over time after the initial excitement wore off. We were pleasantly surprised that this was in fact not the case. Engagement was at its peak in the final rounds, 3 and 4.

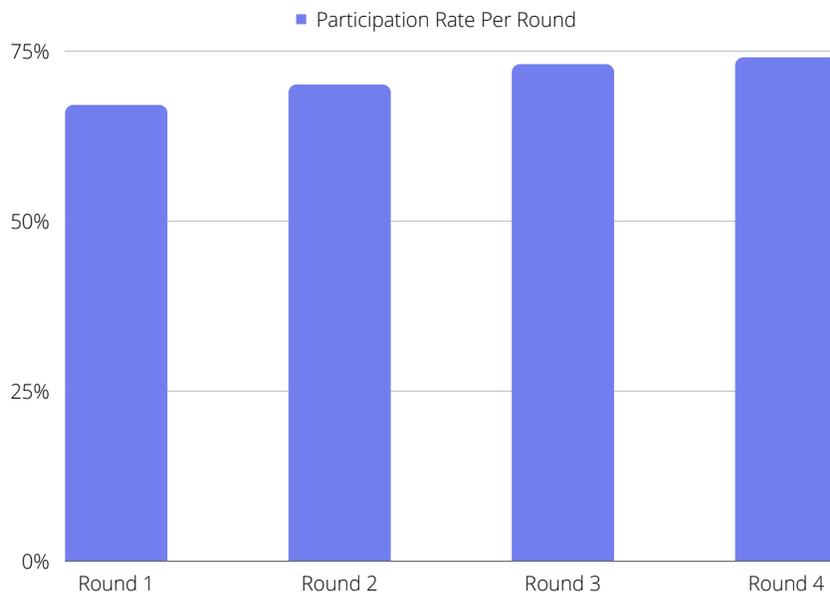


Engagement rates continued to rise over the course of 4 rounds. (see next page)

# Engagement Outlier

One outlier for these findings was a glitch for a single company (renamed to Toucan & co. for anonymity). Toucan & co. was unsuccessful sending out communication emails during round 2 of Giving Madness, which resulted in a major drop in engagement for them in round 2 at 11%. Engagement rates per round without including Toucan & Co. for round 2 show a more accurate depiction of results: 70%. This glitch also reiterates the role communication plays during a giving campaign.

**Average Engagement without Outlier Company**



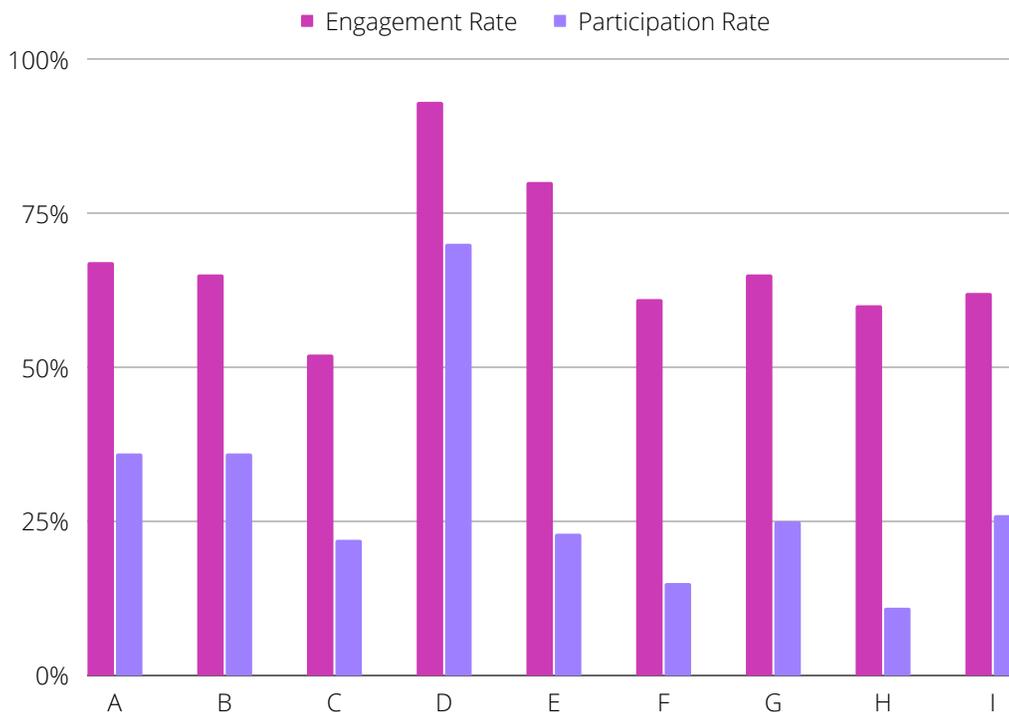
**A communication glitch from one company caused a 6% drop in the average engagement rate for round 2.**

# Participation/Engagement

While participation rates may look deceptively low, our pilot launch shows that these numbers are nearly 3x the industry average for annual corporate match giving.

And since engagement rates are the indicator of an emotional investment being met, we were stoked to see these numbers perform so well too. Average participation rates for the duration of Giving Madness for all 9 companies was 29% while average engagement rates were 67%.

In conclusion, the higher engagement rates over time suggest an increase in awareness and interest towards Giving Madness as the program went on. One of our stated goals at the beginning of Giving Madness was not just to increase the quantity of giving but to also increase the quality of giving and the successful engagement rates suggest just that.



# Duration



# Duration

## Which performed better: 1 week or 1 month brackets?

Companies were given the option to run Giving Madness for one week (4 days) vs one month (4 weeks). Four companies chose to run GM for one week, the other five chose to run GM for one month.

How did engagement and participation change if Giving Madness ran for one week vs one month? Average engagement for one week (69%) was 4% higher than engagement for one month (66%). While the shorter time period did conclude higher engagement, the difference was a small amount.

The average participation rate vs duration however, was a much wider gap. Average participation rates for one week (41%) were nearly double the average participation rates for one month (19%).



**One week Giving Madness brackets were much more effective in sparking employee engagement and participation.**

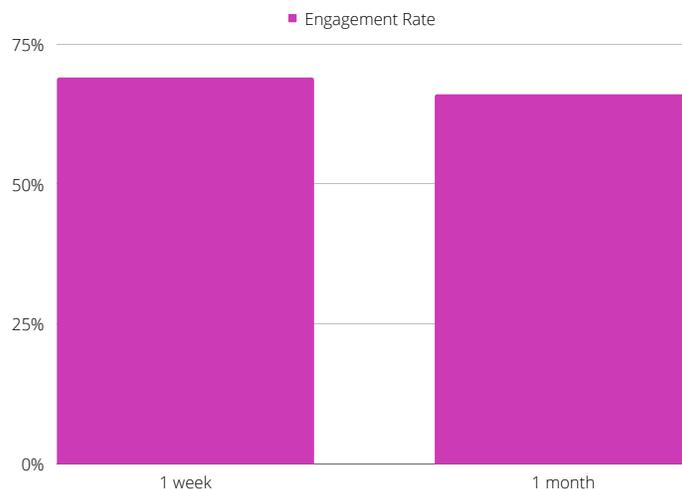
**22%**

Average participation rates for one week (41%) were 22% higher than average participation rates for one month (19%).

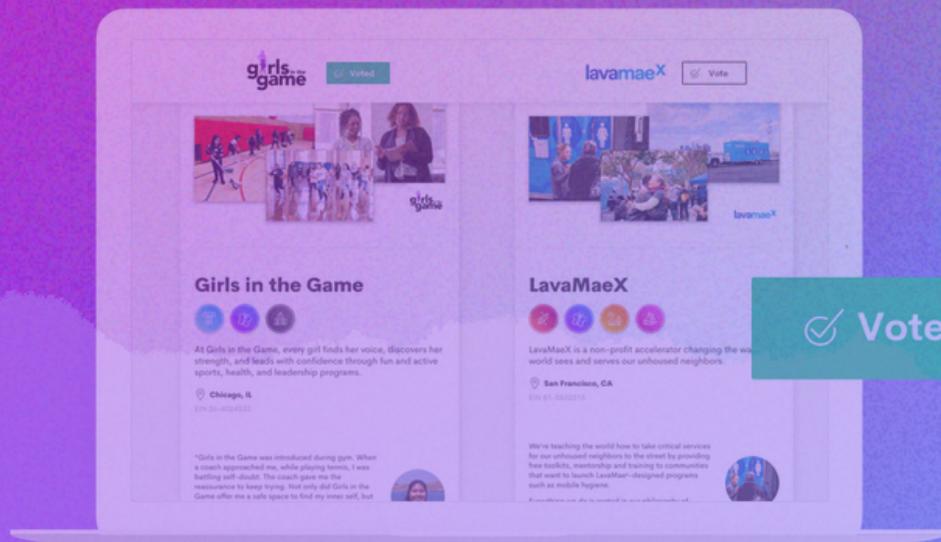


**4%**

Average engagement for one week (69%) was 4% higher than engagement for one month (66%).



# Communication



## Communication: Slack

The success of any CSR campaign will rely heavily on communication. This is our "why" behind building the Slack integration. Slack is a business communication tool that brings people and information together so you can get work done. Slack is integrated with Millie and Giving Madness, in hopes of increasing employee engagement through effective and user-friendly communication.

### Slack Impact on Rates

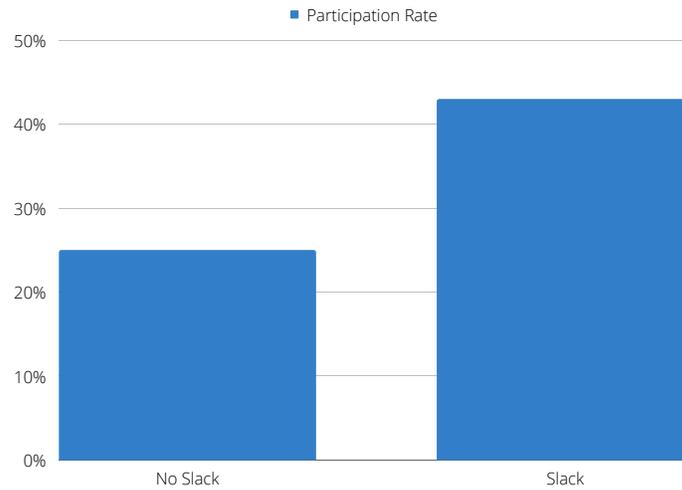
How did engagement and participation change if a company did/didn't have Slack between rounds? Both average engagement (+13%) and participation (+17%) were higher for companies that set up Slack notifications than companies that did not.

**Engagement was 13% higher and participation was 17% higher for companies that set up Slack notifications.**



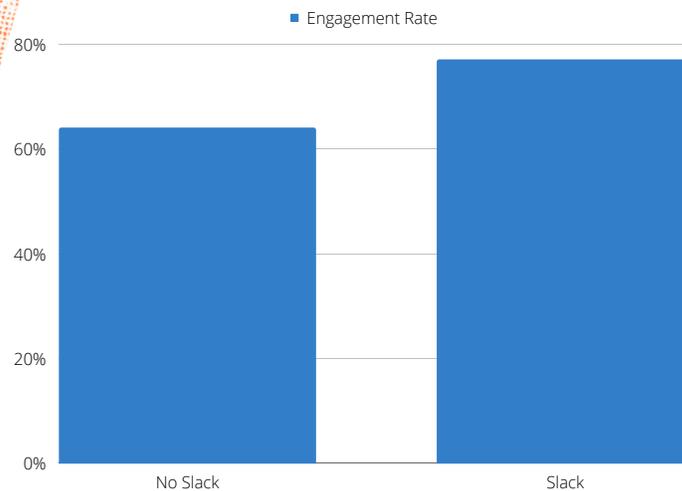
**17%**

Average participation rates for companies with slack integrations (43%) was 17% higher than companies who did not set up slack integrations (25%).



**13%**

Average engagement for companies with slack integrations (77%) was 13% higher than companies without slack integrations (64%).



## Communication: Email

While only 2 out of 9 companies set up Slack notifications, all nine companies communicated via email. Email findings had a similar effect.

For example, as previously mentioned, Toucan & co. did not receive email notifications during Round 2 of Giving Madness (see page 16), greatly affecting performance. Toucan & co.'s Round 2 engagement was 59% lower in comparison to the average Round 2 engagement of companies that did receive email notifications, and 63% lower compared to Toucan & co's other rounds.



### **Does consistent communication have a measurable effect on employee engagement and participation in social impact programs?**

Absolutely. Toucan & co.'s Round 2 engagement was 63% lower in comparison to the average engagement of rounds in which Toucan & co. did receive email notifications.

# Follow-On Giving

# Follow-On Giving

## What is follow-on giving?

Follow-on giving includes any donations outside of the pool directly to nonprofits that are in the bracket, from the time the bracket is published through 60 days after the bracket is completed.

44.44% of companies (4 out of 9) had follow-on giving. The average follow-on giving amount donated across company was \$370.56— with the highest amount being \$2,435 and the lowest amount being \$0.

Did Giving Madness (and having the opportunity to engage with nonprofit profiles) inspire employees to give directly? We believe that yes, the exposure and awareness encouraged \$3,335 extra dollars of follow-on giving for nonprofits from 4 companies and many future opportunities for further giving impact.

Cinnamon & co. donated \$2,435 to bracket nonprofits outside of the Giving Madness pool during the 60 days after timeframe. Note: The Giving Madness bracket collection that was used for this launch was an Equal Justice Initiative. Also, employees were not encouraged by the company to donate their own money.

# Added Pool Giving



# Added Pool Giving

## What is added pool giving?

Added Pool Giving refers to any amount of money donated from employees to the Giving Madness pool. A total of 75 employees were inspired by Giving Madness to contribute a total of \$7,176 of their own money.

Note: Employees were not expected or encouraged by the companies to donate their own money, as the goal of Giving Madness is to help employees feel more connected in a low pressure environment.



**Employees were inspired to donate over \$7,000 towards the Giving Madness pools**

## How much did employees add?

While participation in added pool giving was low, the average donation size when an employee did donate and add money to the pool was high.

Added Pool Giving per company reached as high as \$2,791. Cinnamon & co. (a mid-size company) donated the most, at \$2,791, from 19 employees. Their average added pool giving donation amount per employee that donated was \$147.

Riley & co. (a small-size company) donated the second most, at \$2,315, from 14 employees. Their average added pool giving donation amount per employee that donated was \$165, the largest average donation amount. Only one company out of nine did not donate any added pool giving.

The average added pool giving amount per company was \$797 from an average of 8 employees per company. Therefore, the average donation per employee was \$96.



**"Giving Madness is so revolutionary! I truly believe it is going to change employee engagement forever."**

*- Megan Goddard,  
CSR Program Manager*

# Cause Areas

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NONPROFITS, AND A CO  
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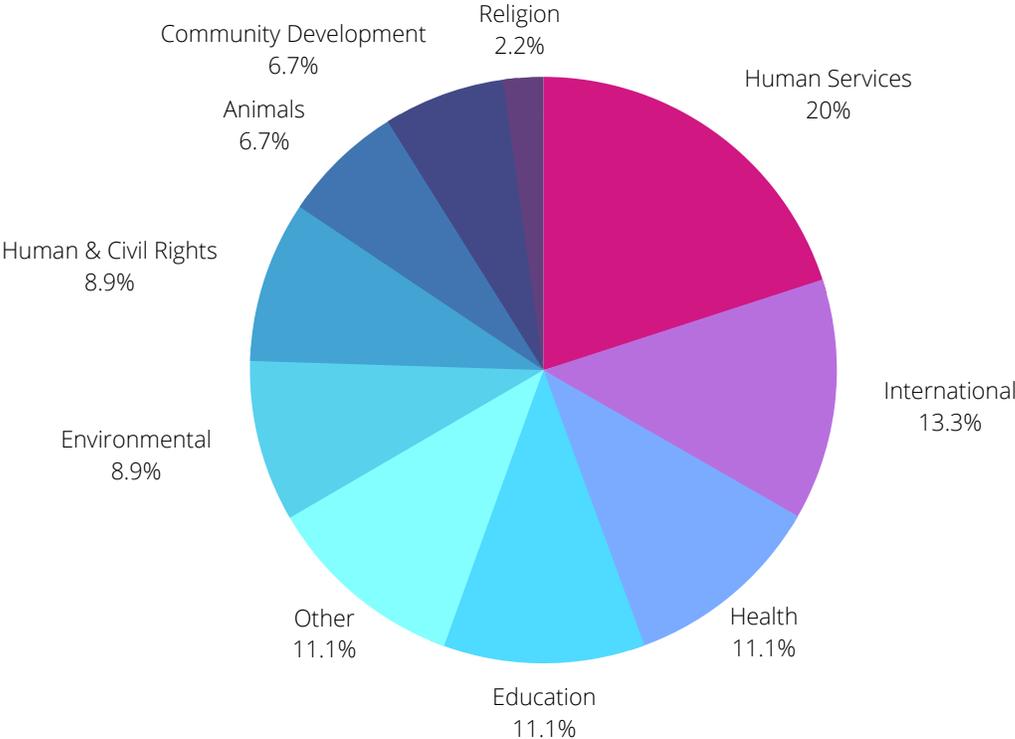
# MADNESS

# Cause Areas

Nonprofits can be categorized into "cause areas", which distinguish the main focus area of the nonprofit. These are determined from the categories that nonprofits self-select when filing their 990's with the US government. You can see below that cause areas across the 16 slots in the nine brackets was fairly spread out. The following is a breakdown of cause areas and their representation across the nine brackets:

- Human Services (20%)
- International (13.3%)
- Health (11.1%)
- Education (11.1%)
- Other (11.1%)
- Environment (8.9%)
- Human and Civil Rights (8.9%)
- Animals (6.7%)
- Community Development (6.7%)
- Religion (2.2%)

**Nonprofits Across All Brackets by Category**



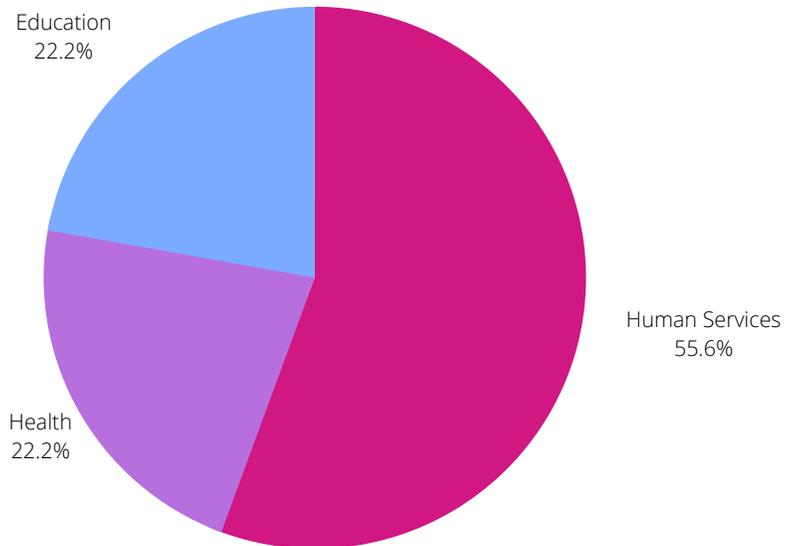
# Cause Areas - Final Brackets

## So who placed in the final bracket?

At the heart of what we do, we aim to support any and all nonprofits that we can. But in the spirit of "Giving Madness," there will always be a final nonprofit.

The distribution of the cause areas on the final nonprofit in each bracket was:

- Human Services (55.6%)
- Education (22.2%)
- Health (22.2%).



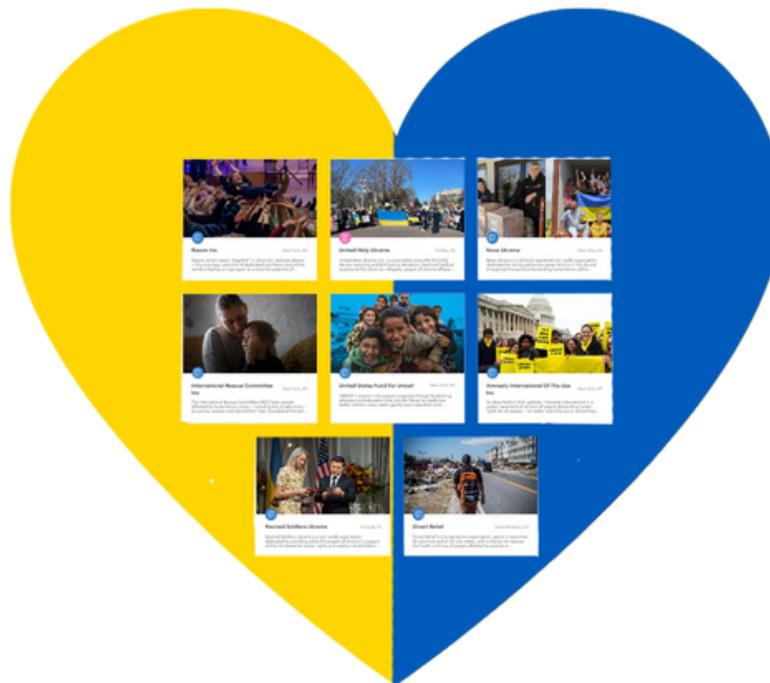
## Distribution

Giving Madness bracket donations are distributed as follows: the champion receives 50% of the donation pool, runner-up receives 26%, the 2 that advanced to the final 4 and no further get 4%, the 4 that reach the final 8 and don't advance receive 2% of donations, and the nonprofits that do not move pass the first round receive 1% of the donation pool. So all nonprofits in the bracket are distributed some dollar amount.

# Cause Area Trends

## Were there any trends across cause areas for winning nonprofits?

Our Giving Madness launch took place during the beginning of the Russia-Ukraine War. We saw a direct correlation between this major current event and cause area distribution. 22.2% or 2 out of 9 of the final bracket nonprofits were directly related to the Ukraine Crisis. A Ukraine-related nonprofit placed 3rd in another one of the Giving Madness brackets as well.



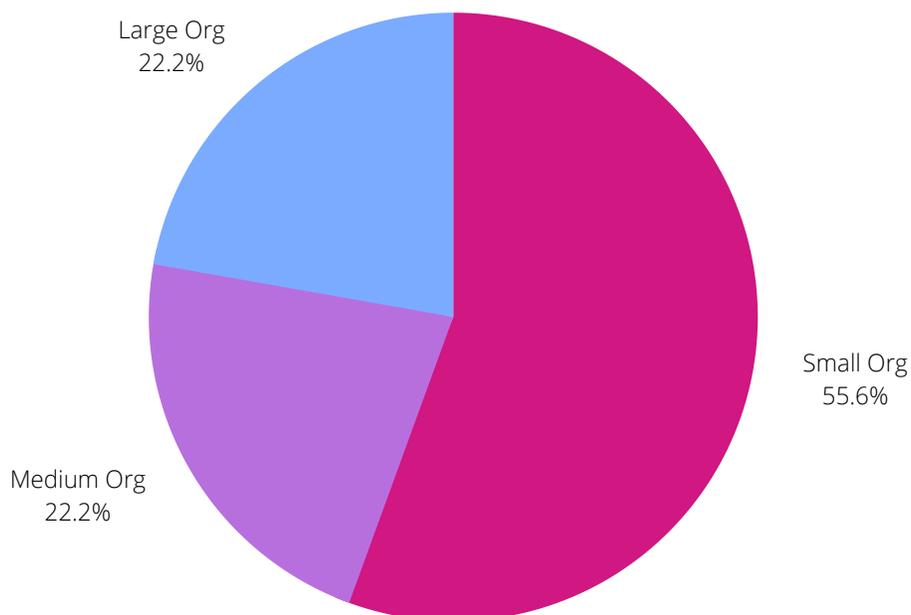
# Cause Areas by Size

## So what size of nonprofits are receiving funds and awareness from Giving Madness?

There are a lot of small to mid-sized nonprofits that are making a huge impact and one of main goals for Giving Madness is to highlight and spread awareness for nonprofits that are small but mighty.

### Results

Results are based on the first place nonprofit in each bracket of the nine pilot companies. The majority of the first place organizations were small nonprofits. 5 out of 9 (55.6%) nonprofits were small; determined by a total revenue of less than \$3 million in 2020. 2 out of 9 (22.2%) orgs were medium-sized; determined by a total revenue of between \$3 million and \$15 million in 2020. And 2 out of 9 (22.2%) orgs were large-sized; determined by a total revenue of more than \$15 million in 2020.



# New Sign Ups



## Net New Employees Engaged

We created Giving Madness with the goal of attracting previously unengaged employees, to increase engagement around giving. New Sign Ups refer to employees who had access to year-round giving but had not previously signed up until the Giving Madness experience. Our results are determined from the six companies that were already ongoing Millie customers.

Between six of the pilot companies, the average new signup rate was 9.62%. The largest signup rate average was 20% and the lowest signup rate average was 1.26%.

Nelly & co. is a mid-size company with 1,327 total employees at the time of their Giving Madness launch. A total of 292 employees participated in Giving Madness. 189 of those employees were net new employees engaged in impact programs. 64.7% of participants in Giving Madness were newly engaged employees.

Overall, we can confirm that Giving Madness encouraged and motivated net new employees to engage in their company's social impact programs.

# Collections



# Collections

We want to make the user experience is smooth for folks creating these programs so we created nonprofit collections and made them easily accessible while companies are building brackets in the software.

## What are collections?

Collections are a pre-selected group of nonprofits that a customer can choose to plug in as their Giving Madness nonprofit "players." While Giving Madness may only have 16 teams, Millie has over 1.7 million nonprofits (and counting) to choose from. This can be overwhelming for a beginner CSR department, or company that does not have a CSR or social impact team.

So, we developed "collections." Within the bracket builder Millie has 8 collections to choose from. All collections are themed. Some themes are all related or they have an option to choose a preformed bracket. The customer has the option to switch out single nonprofits after choosing a theme as well.

All 9 customers (100%) selected at least one nonprofit from a collection.

# What's Next

BUILDING PRODUCTS  
PEOPLE LOVE

# What's Next

## Giving Madness in 2023 and Beyond

While there were many learnings throughout our experience launching Giving Madness, one crucial one that was clear: this is just the beginning. There is so much excitement within companies as they run their various brackets and we are seeing so many different use cases beyond March; just this month, a customer launched a Giving Madness bracket around "back to school," focusing on 16 education-related nonprofits.

Our most imminent next focus we'd like to build into Giving Madness came from customer requests to extend the brackets: open them up to customers. We are eager and excited to continue to iterate and add features that offer companies a way to engage their broader community in giving through Giving Madness.

## Thank you to our partners!

We're so grateful to the early partners who made this all possible and took a chance on the Millie team and the Giving Madness concept before any of it was real. We're proud that companies have donated upwards of \$100,000 in its first pilot months and are excited for the millions of dollars that will flow through Giving Madness brackets in the coming years.



 Giving Madness