

2019

# AMERICA'S CHARITY CHECKOUT CHAMPIONS



Engage for Good's biannual industry survey examining million-dollar-plus campaigns tapping consumer generosity to raise money for good causes at point of sale.



79 Campaigns raised **\$486.3 MILLION** in 2018, up 10% from 2016

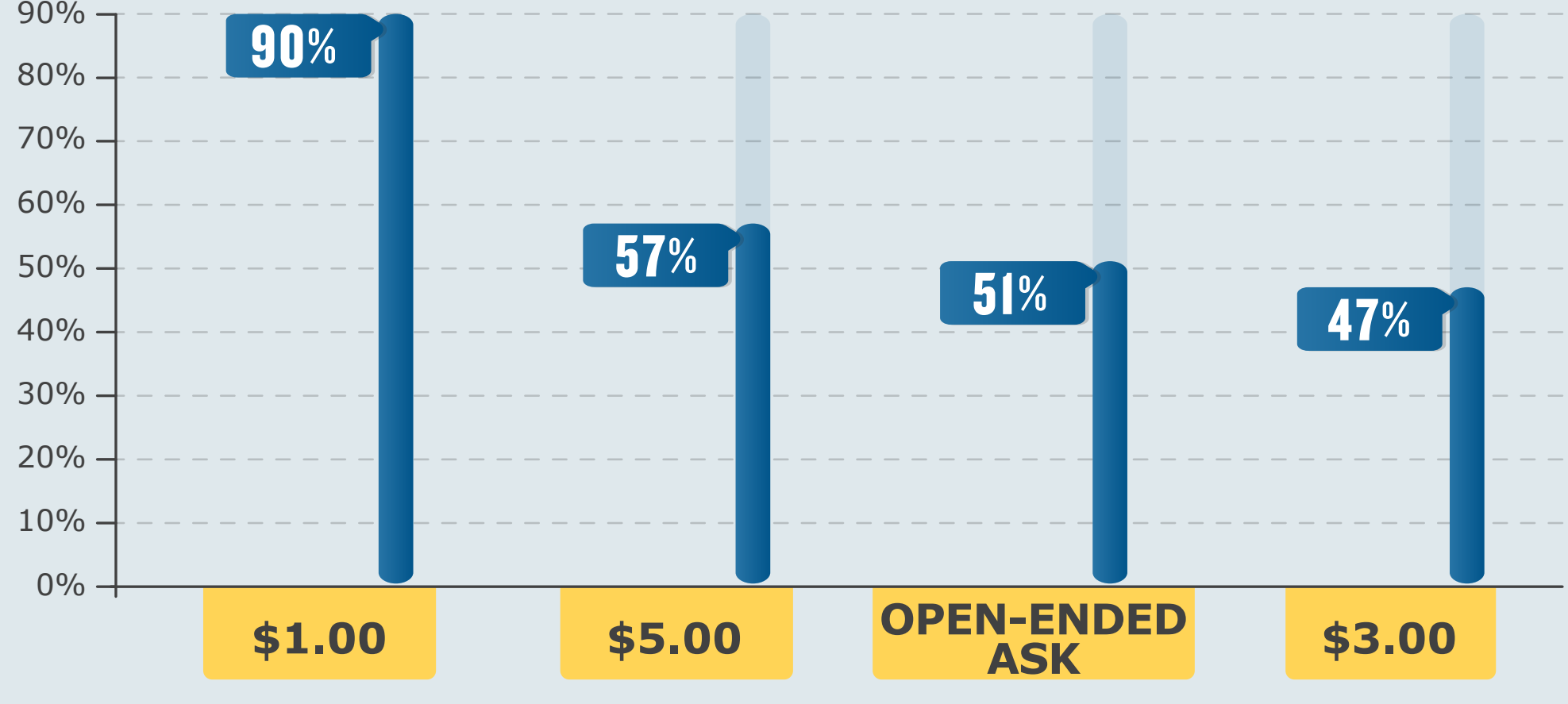


More than **\$5.3 BILLION** raised over 3 decades

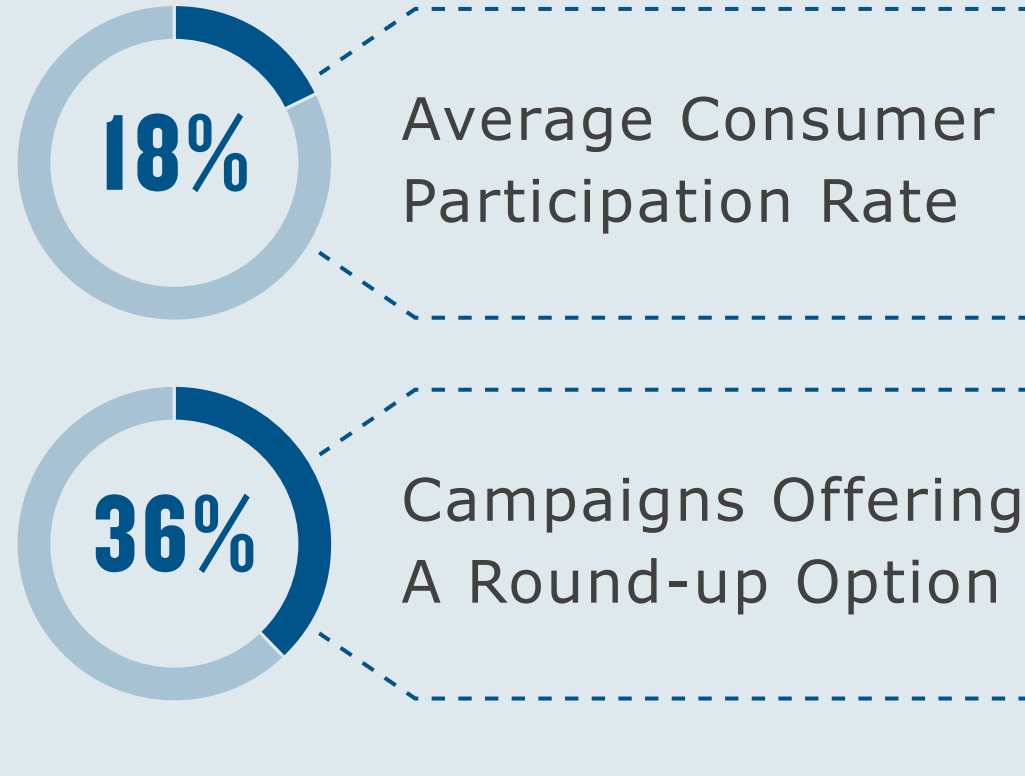
## TOP 5 CAMPAIGNS OF 2018 BY DOLLARS RAISED



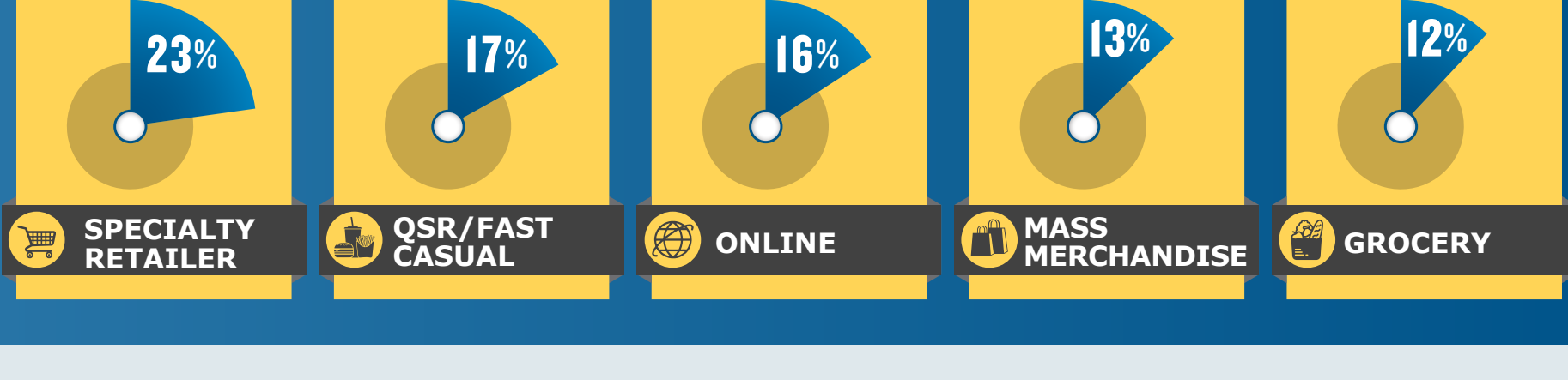
## MOST FREQUENTLY REQUESTED DOLLAR AMOUNTS



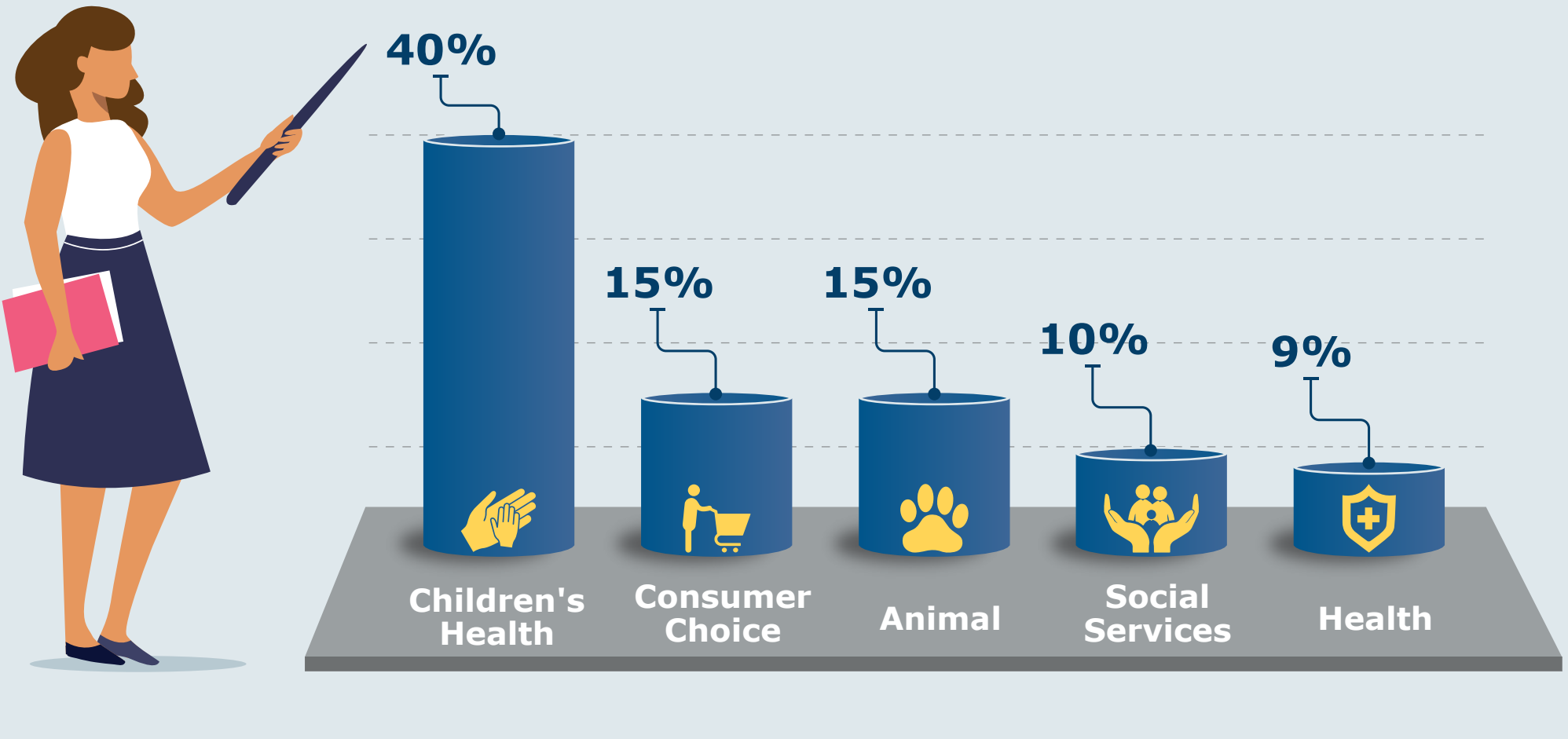
\*Note: many campaigns offered consumers multiple options



## LARGEST INDUSTRY SECTORS BY DOLLARS RAISED



## LARGEST CAUSE AREAS BY DOLLARS RAISED



## 2016 VS. 2018



## POINT OF SALE FUNDRAISING CONTINUES TO THRIVE

