

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

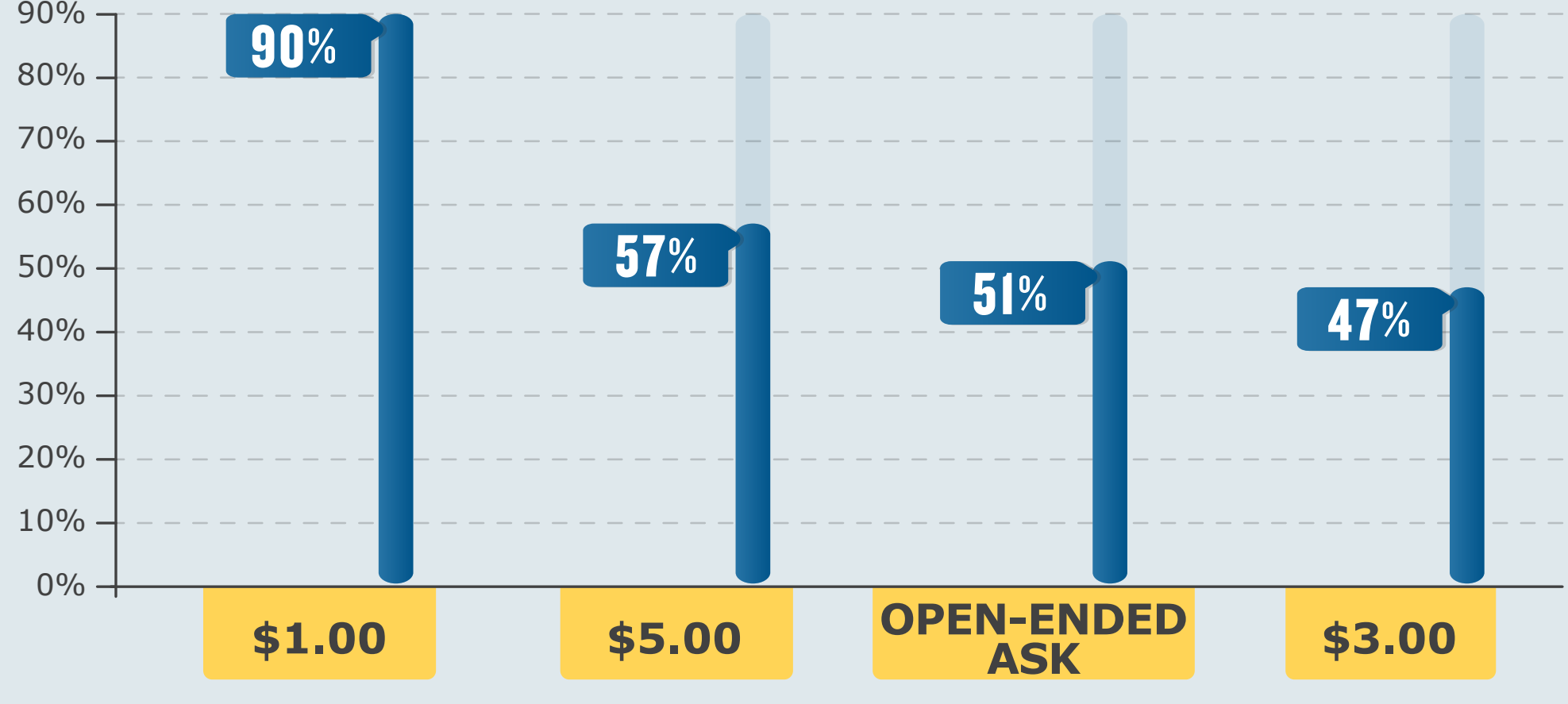


More than **\$5.3 BILLION** raised over 3 decades

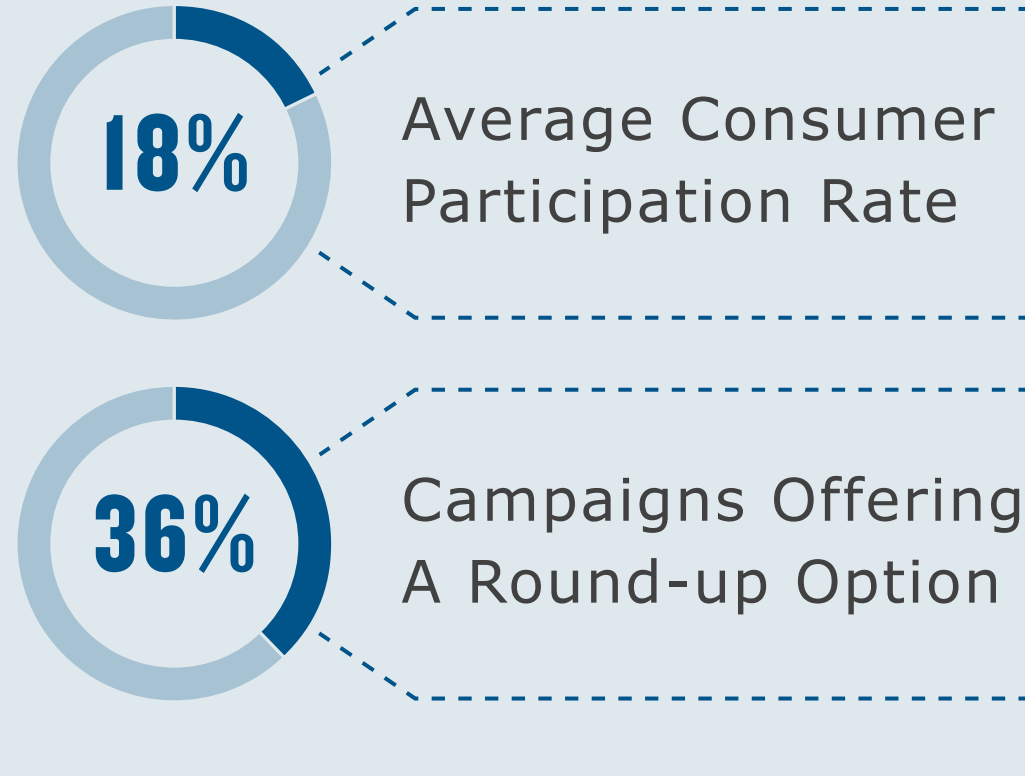
TOP 5 CAMPAIGNS OF 2018 BY DOLLARS RAISED



MOST FREQUENTLY REQUESTED DOLLAR AMOUNTS



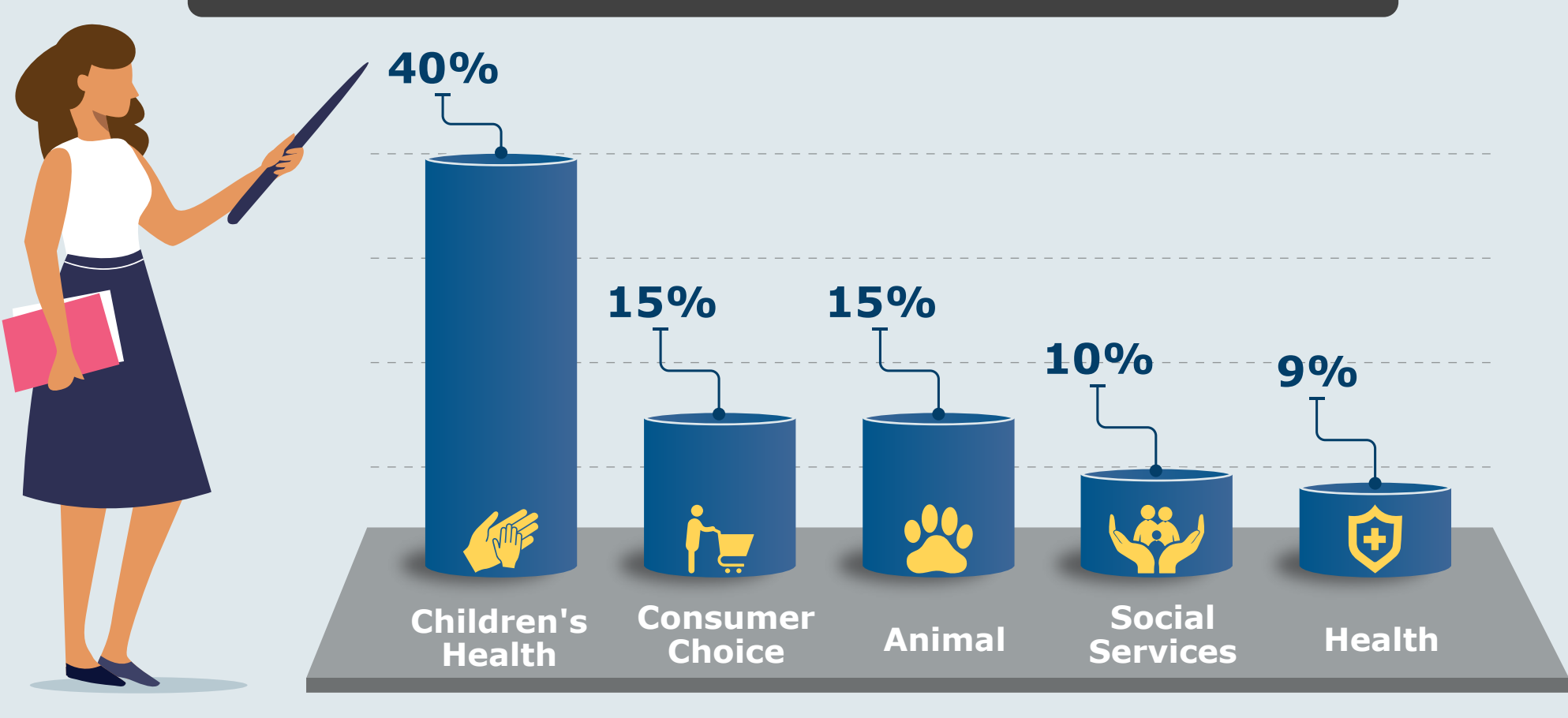
*Note: many campaigns offered consumers multiple options



LARGEST INDUSTRY SECTORS BY DOLLARS RAISED



LARGEST CAUSE AREAS BY DOLLARS RAISED



2016 VS. 2018



POINT OF SALE FUNDRAISING CONTINUES TO THRIVE

