2019 AMERICA'S **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

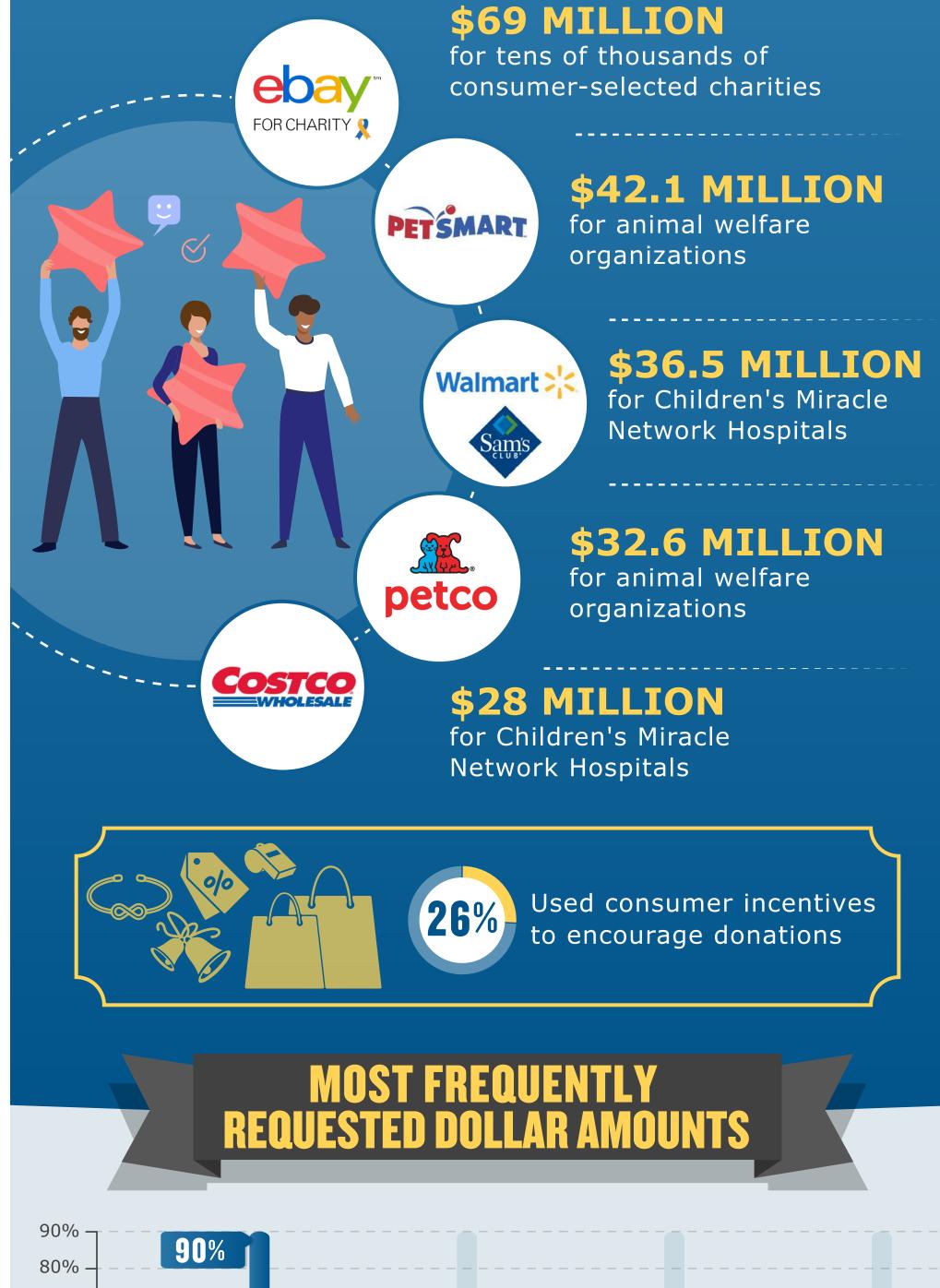
DONATION



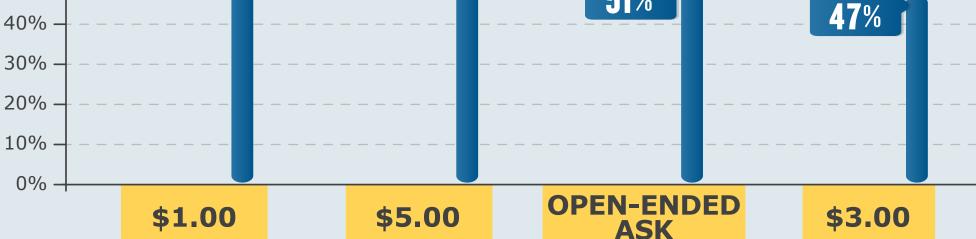
More than ON **S5.3** R raised over 3 decades

TOP 5 CAMPAIGNS OF 2018

BY DOLLARS RAISED

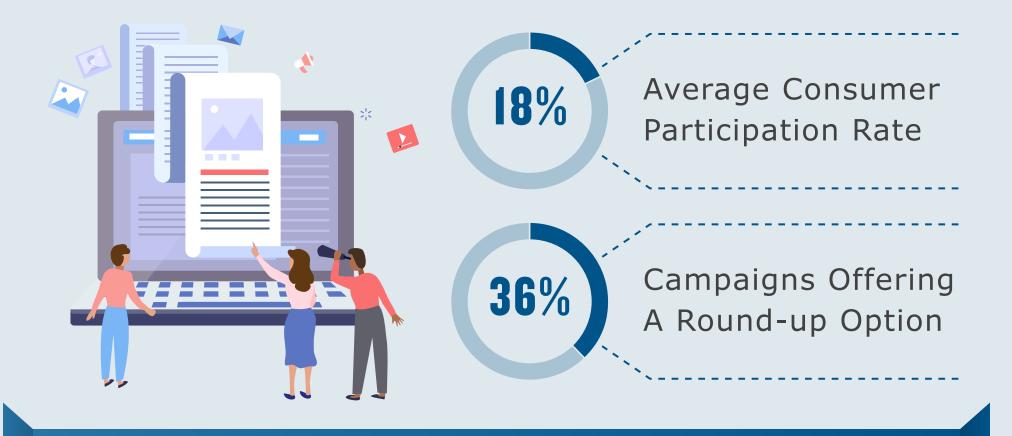


51%



57%

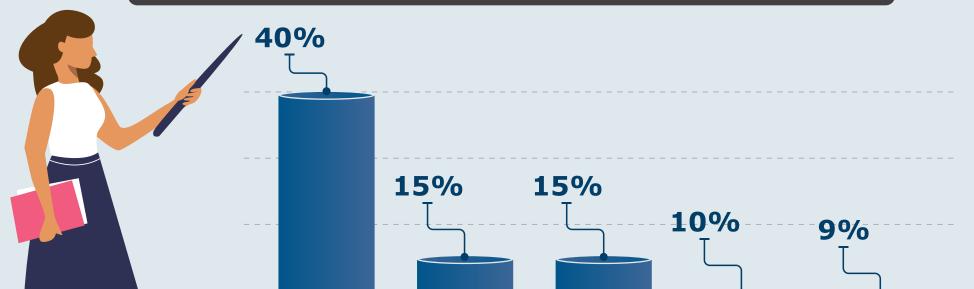
*Note: many campaigns offered consumers multiple options



LARGEST INDUSTRY SECTORS BY DOLLARS RAISED



LARGEST CAUSE AREAS BY DOLLARS RAISED





70%

60%

50% -



Health

Consumer Choice

Animal

Social Services

Health

Û

2016 VS. 2018

18 CAMPAIGNS

raised less money compared to 2016

30 CAMPAIGNS

raised more money compared to 2016, raising an additional \$59.6 million for good causes



*The number of campaigns that decreased in size may be understated due to 2016 campaigns not reporting their lower 2018 figures





www.EngageforGood.com