

SMALL BIZ GIVES

BIG



GIVING BACK, ONE SMALL BUSINESS AT A TIME



73%

of small businesses provide support to local charitable and communal causes



COMMUNITY CONTRIBUTIONS

61%

provide a value of up to \$10,000 to their community through charitable gifts, sponsorships or volunteer time on an annual basis



VOLUNTEER VIBES



37%

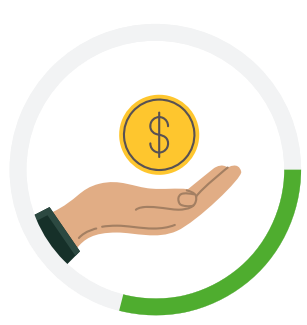
of SBOs encourage employees to volunteer in their communities outside of work hours

TOP THREE WAYS SBOs GIVE BACK THROUGH DONATIONS



35%

Goods, like Products or Food



29%

Money



29%

Time to Volunteer

DITCHING DIGITAL

28%

of Gen-Z and millennial SBOs prefer receiving a written "thank you" from their own vendors or service providers. Only 10% of SBOs said they prefer to be thanked digitally.



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All data sourced from a study conducted by Google among a nationally representative group of 502 small business owners from July 14-16, 2019. Included were small businesses of \$5 million or less in revenue.