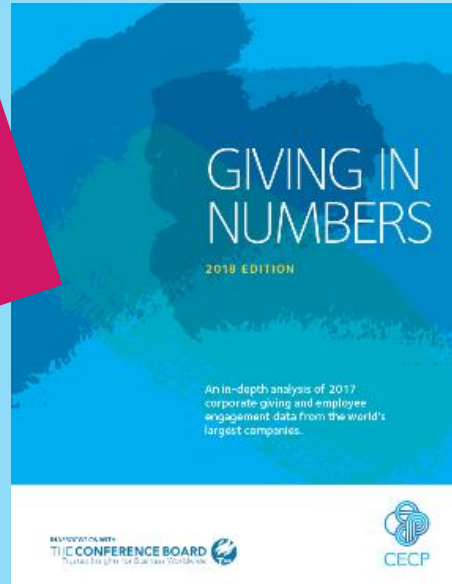


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# Trends in Corporate Giving

**Carmen Perez**  
Senior Director, Data Insights  
*CECP*



# AGENDA

- Setting the Context
- Total Giving Trends
- Social Issues
- Employee Engagement
- Impact Measurement
- International Giving
- Q&A

# SETTING THE CONTEXT

# SETTING THE CONTEXT

## CECP IN NUMBERS



**200+ CEOs & companies**

**\$7 trillion in aggregated annual revenue**

**\$18.6 billion in aggregated total societal investment**

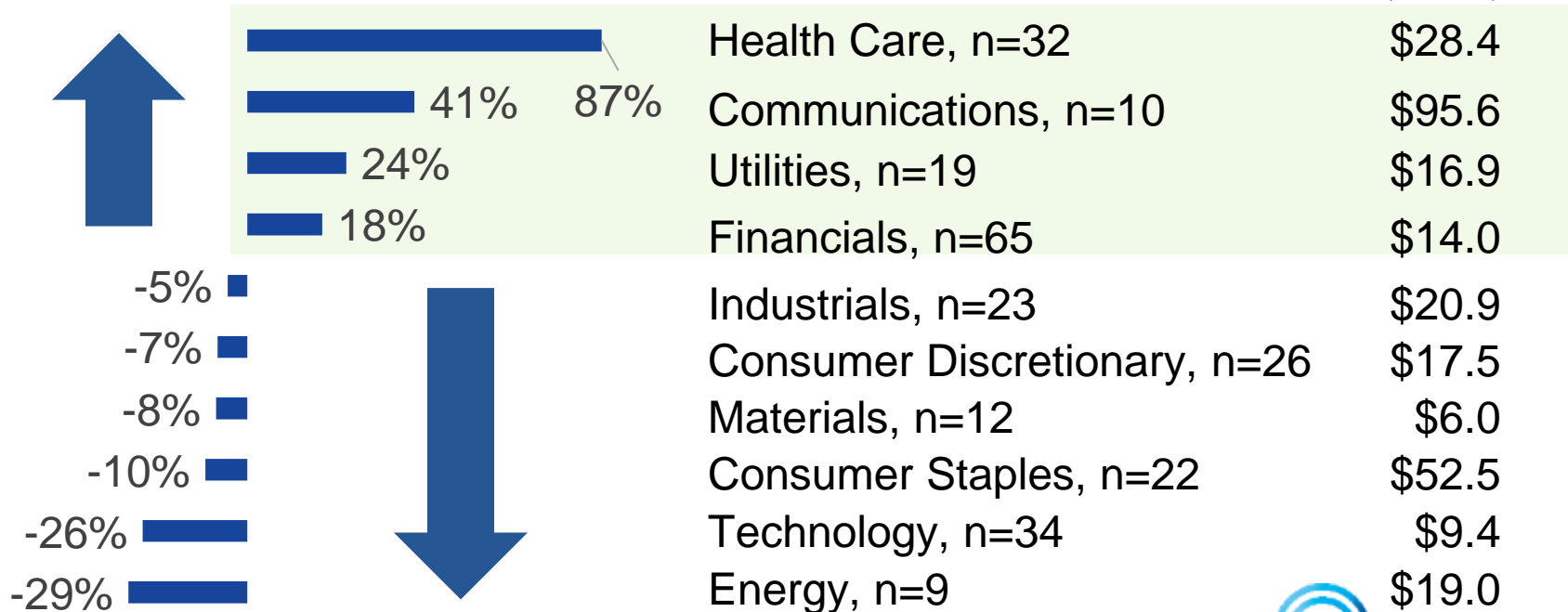


# TOTAL GIVING TRENDS

# TOTAL GIVING INCREASED

Growth Rate Across All Companies: **15%**

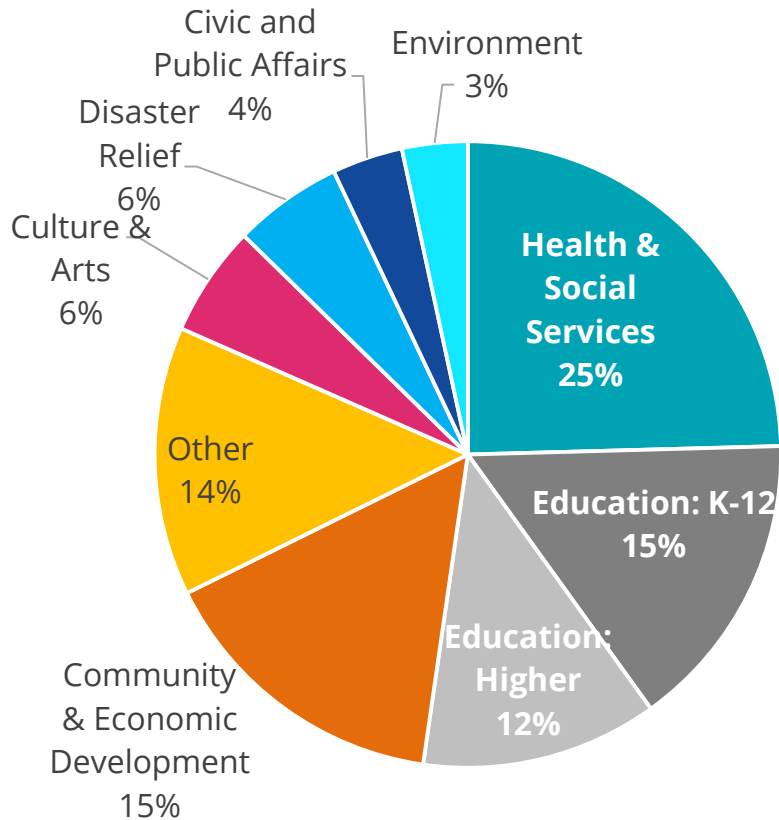
Growth Rate of Median Total Giving by Industry (2017 vs 2015)



# **Social Issues Where Companies Focus Their Funds**

# Disaster Relief Area Grew the Most

Program Area Allocations by Industry, 2017, Average Percentages



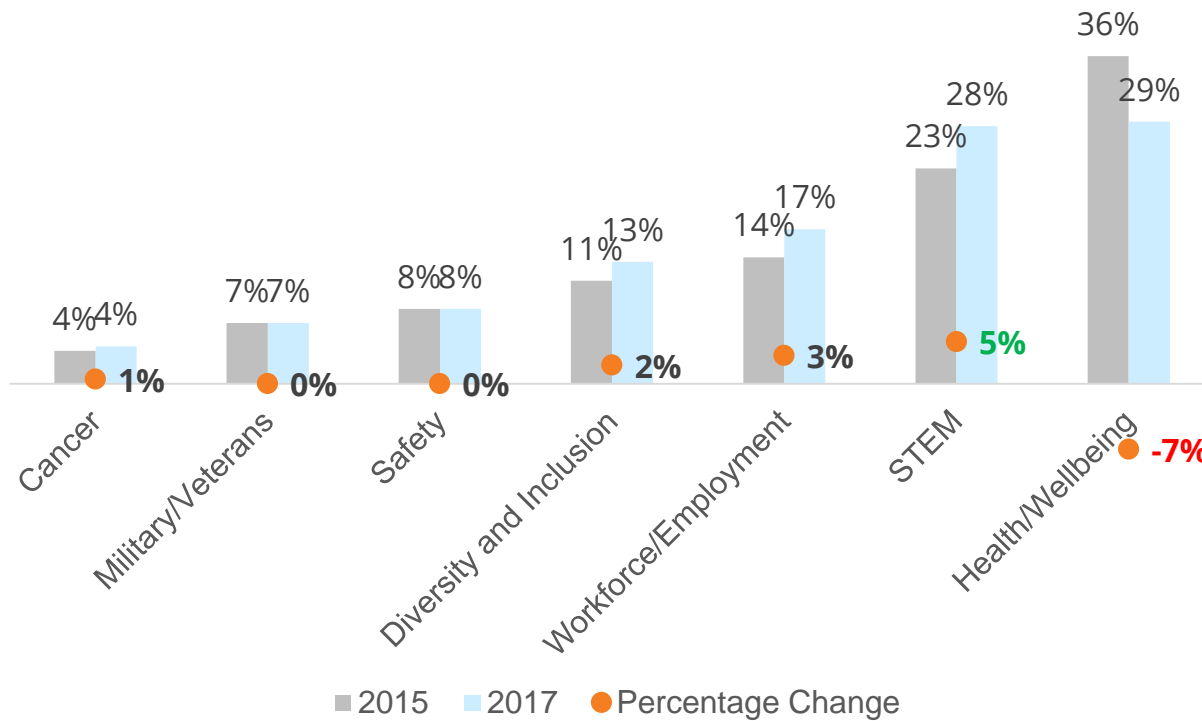
Program Area	Growth Rate of Median Cash Giving by Program Area between 2015 and 2017
Disaster Relief (n=79)	306%
Community & Economic Development (n=96)	27%
Culture & Arts (n=95)	16%
Environment (n=80)	16%
Education: K-12 (n=99)	7%
Health & Social Services (n=113)	-1%
Education: Higher (n=100)	-8%
Civic & Public Affairs (n=75)	-35%

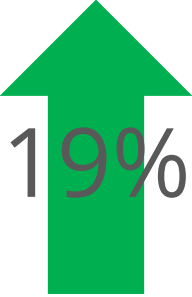


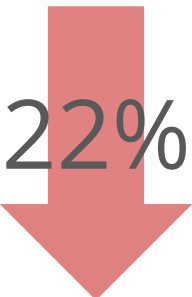


# Gaining Focus

Select Priority Focus Area Changes, Percentage of Companies Reporting Priority Focus Areas, Three-Year Matched Set, 2015-2017



Grant Amount (US\$)  19%

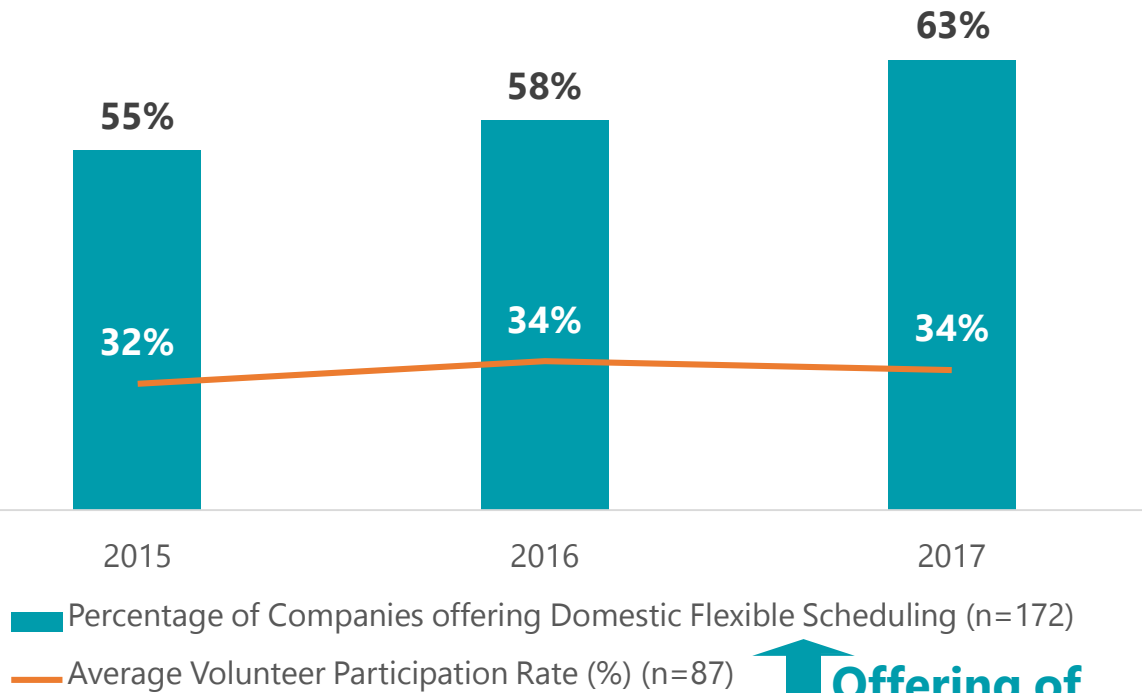
Number of Grants  22%



# EMPLOYEE ENGAGEMENT

# More Participation and More Open Matching

## Volunteering Trends



**Offering of  
"Flexible  
Scheduling"  
increased the  
most.**

## Matching Gift Trends

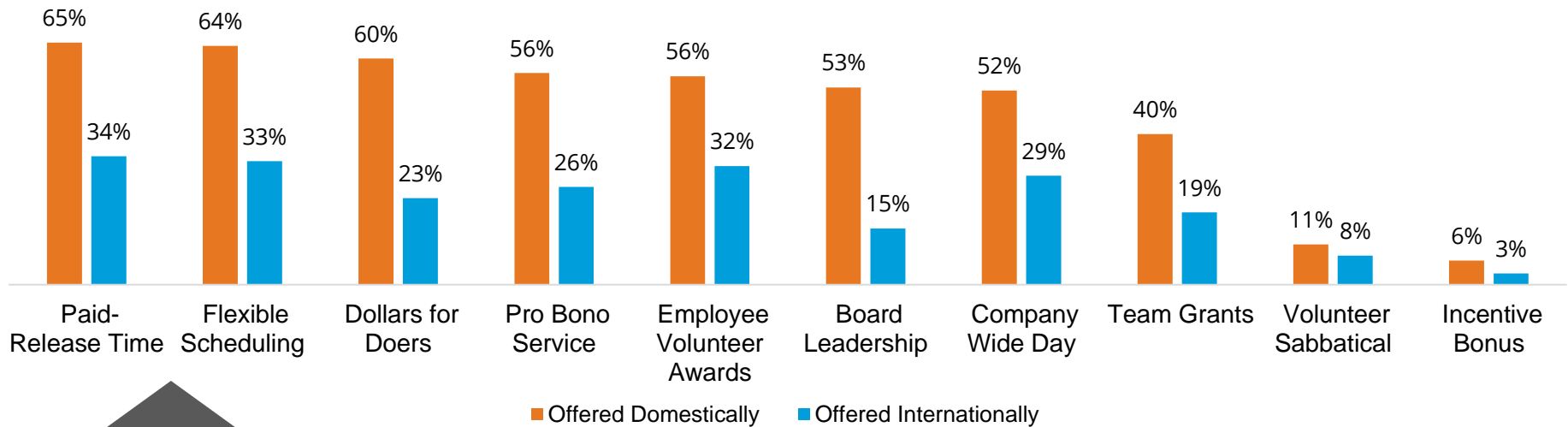
51% → 55%

2015 to 2017  
Percentage of companies where  
employees can pick any  
organization for the match of  
their donation



# Common Practice: Company Time to Volunteer

Corporate Volunteer Opportunities, 2017, Percentage of Companies Offering Each Program

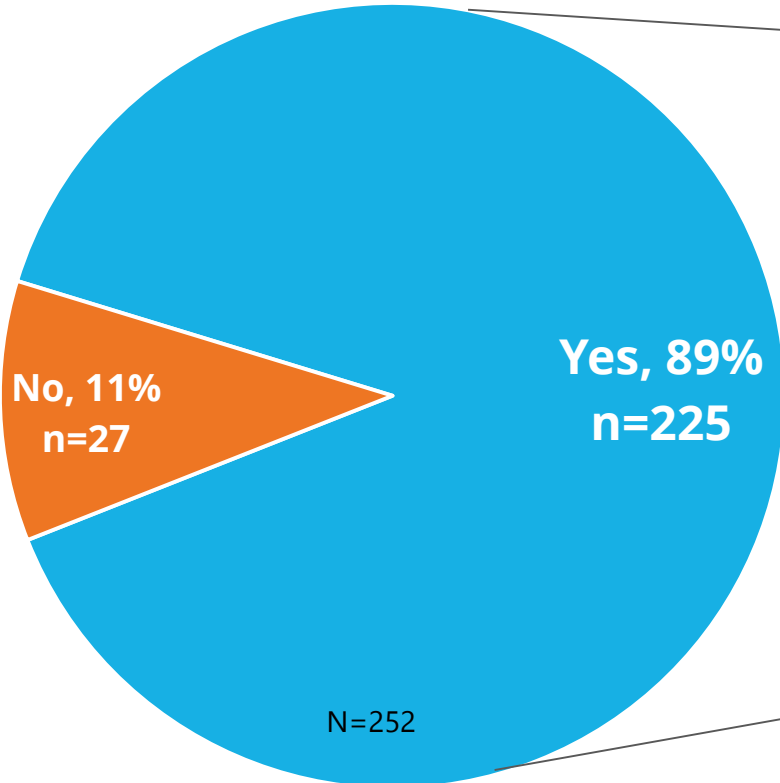


On Company Time and Most Commonly Offered

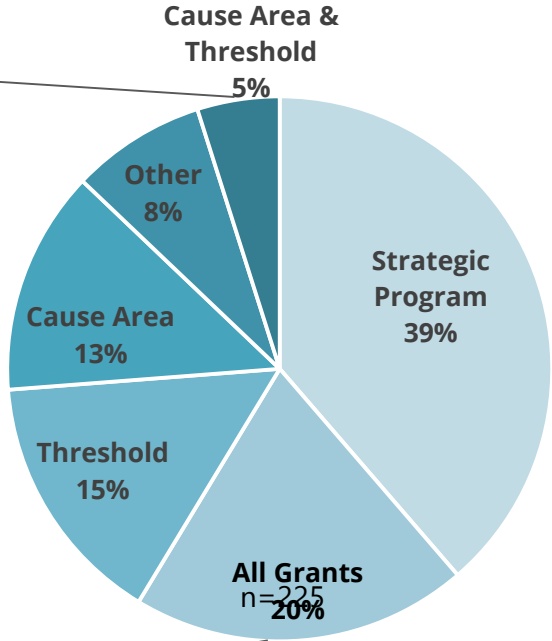
# IMPACT MEASUREMENT

# Measuring Impact, With Focus

Percentage of Companies That Measure Societal Outcomes and/or Impacts on at Least One Grant, 2017



Among those that said "Yes," On What did they measure outcomes and/or impact?, Percentage of Companies, 2017



Source: CECP company-reported dataset. 2017 Data, N=252

# INTERNATIONAL GIVING

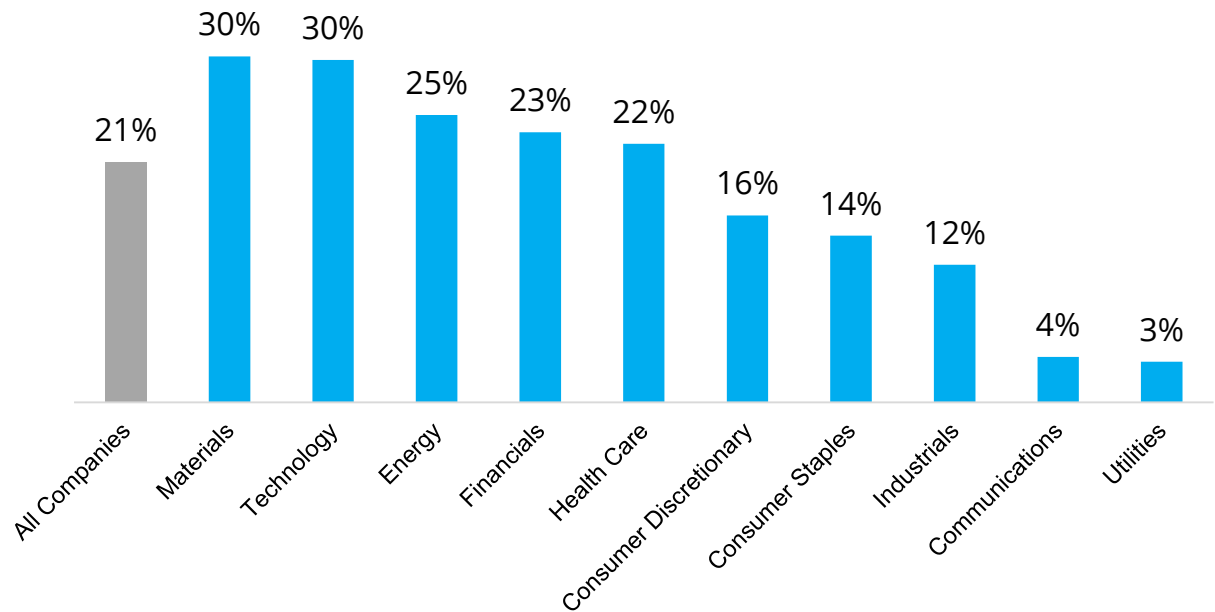
# 2 OUT OF 10 DOLLARS GO TO INTERNATIONAL END-RECIPIENTS



Average International Giving as a % of Total Giving

21%

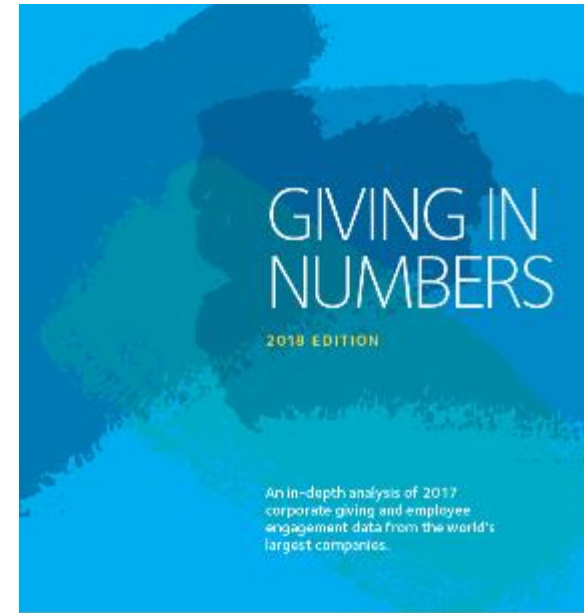
## International Giving as a % of Total Giving, Average Percentages, 2017





# THANK YOU!

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