



Leading companies stepped up to report total giving using the “Global Guide to What Counts” definition for the first time. This pilot was conducted in the fall of 2012 and companies reported on their 2011 contributions. The summary that follows presents the results.

**Respondent Profile**

Thirty one companies from diverse industries representing North America, Europe and Latin America responded. Their financial profile is summarized below. (Medians. Source: Bloomberg database, Retrieved February 15, 2013.)

- Revenue: US\$ 38.9 billion
- Pre-tax profit: US\$ 5.27 billion
- Total employees: 61,000

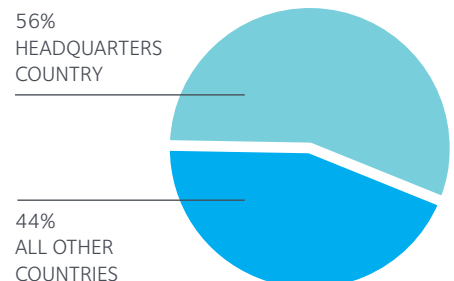
**BENCHMARKING SNAPSHOT, MEDIANS (N=27)**

Total Giving as a % of Revenue	0.19%
Total Giving as a % of Pre-tax Profit	1.24%
Total Giving per Employee	US\$1,125

**International Giving**

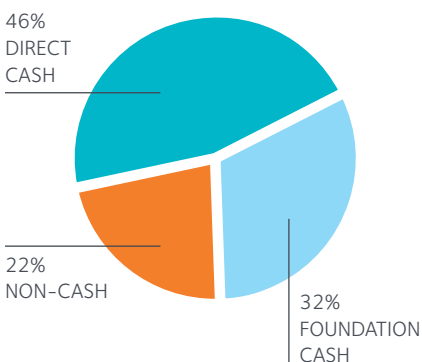
Companies reported a high proportion of giving to recipients outside their headquarters country. In contrast, CECP’s Corporate Giving Standard analysis reports that typically 14% of total giving goes to international end-recipients.

**LOCATION OF INTERNATIONAL GIVING END RECIPIENTS, AVERAGE PERCENTAGES (N=30)**



**Median Total Giving: US\$39 million**

**BREAKDOWN OF TOTAL GIVING BY FUNDING TYPE, AVERAGE PERCENTAGES (N=31)**



**Total Giving**

The total contributions figure includes three types of giving: direct (corporate) cash, foundation cash and non-cash giving. Non-cash giving includes product or in-kind donations as well as pro bono service. The sum of total contributions across all respondents was US\$5.2 billion in total giving. The breakdown among funding types is shown at left.



Eleven companies reported their total giving breakdown to specific countries and 114 countries received contributions from at least one company. This is the first collection of country-specific corporate contributions data. Below is a presentation of countries, excluding respondents' corporate headquarters countries, to which five or more companies made contributions.

Country	Companies Contributing
South Africa	8
Argentina	7
China	7
Japan	7
Mexico	7
Viet Nam	6
Chile	5
Colombia	5
Germany	5
India	5
Indonesia	5
Philippines	5
Thailand	5
Turkey	5

### Tracking Trends

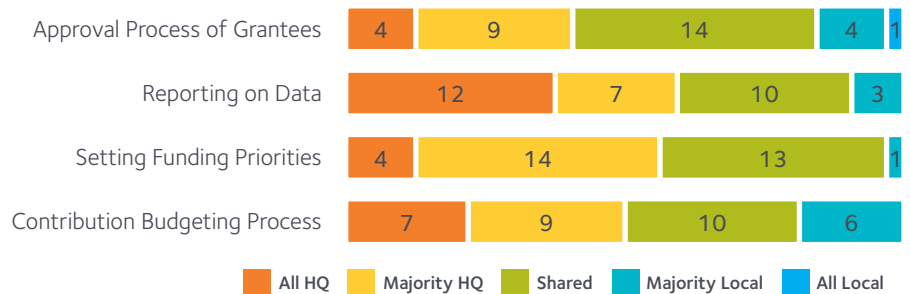
Companies reported giving to certain groups to track trends in contributions made to these areas. These contributions are excluded from total giving by the Global Guide criteria.

	Companies Contributing	Total Contributed
Government institutions	11	US\$5.4 million
Religious institutions	3	US\$1.1 million
For-profit institutions (social entrepreneurs)	3	US\$6.3 million

### Organizational Structure by Giving Activity

Practitioner feedback has shown a high level of interest in understanding peer companies structure and process for international giving. To explore this, companies rated their level of centralization or decentralization in contribution program management. Companies were asked to estimate the split of control and decision-making held by headquarters versus regional/local offices. The sliding scale is indicated on the legend below the chart. The number of companies selecting each option is represented in the chart.

#### CENTRALIZATION VS. DECENTRALIZATION (N=32)



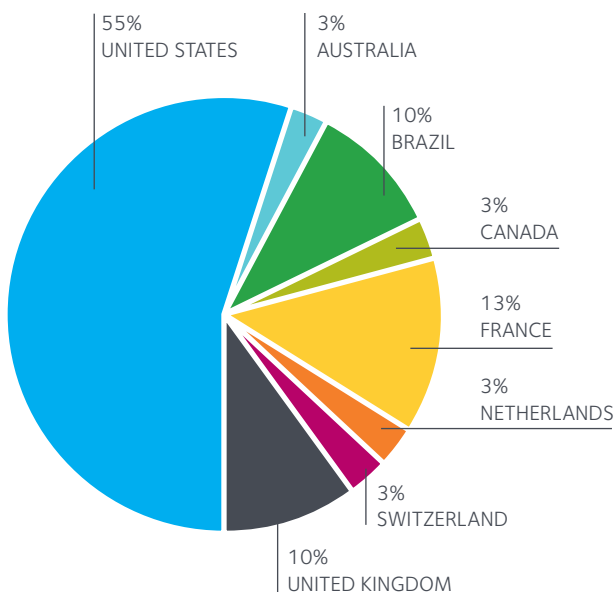


### Respondent Listing

Thirty one companies participated in this pilot and led the way to a better understanding of global giving. Below is a list of our respondents and a chart identifying the breakdown of the location of companies' headquarters.

*Abbott, Alcoa, Amway, AXA, BNP Paribas, Brasil Foods, Cargill, Cisco Systems, The Coca-Cola Company, ConocoPhillips, Gerdau, GlaxoSmithKline, Hess Corporation, HSBC Holdings plc, JPMorgan Chase, Kimberly-Clark Corporation, Kraft Foods, Macquarie Group, Merck, Microsoft Corporation, Motorola Solutions, Inc., Pearson, Praxair, RBC, Renault sas, Royal Dutch Shell plc, Sabre Holdings, TOTAL S.A., Votorantim, Western Union, Zurich Insurance Group*

### CORPORATE HEADQUARTERS LOCATIONS



### About CECP

CECP draws together and empowers senior executives of the world's leading companies to achieve unprecedented progress on societal challenges while driving business performance. Through highpowered connectivity and the platform to multiply investments in solving the world's most pressing issues, CECP is an irreplaceable tool catalyzing the forces that drive big change. For more information, please visit [www.CorporatePhilanthropy.org](http://www.CorporatePhilanthropy.org).

### About CECP's Global Guide

The Global Guide is the international standard for what recipients should include when reporting on corporate contributions. It was developed in 2011-2012 through extensive research and practitioner input. The Global Guide is used to collect data on total giving from the Forbes Global 2000. Data will be used for benchmarking and collaboration to improve solutions to global societal issues. For more information, please contact [cperez@corporatephilanthropy.org](mailto:cperez@corporatephilanthropy.org).