



# GIVING IN NUMBERS SURVEY 2016 EDITION

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*The full list of questions for the 2016 Giving in Numbers Survey on 2015 corporate contributions.*



## ABOUT

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### OVERVIEW

The Giving in Numbers Survey is an intuitive online data collection, reporting, and benchmarking system designed specifically for corporate philanthropy measurement. The tool was commissioned by the CEOs and Chairpersons of CECP with the goal of equipping giving professionals with an “apples to apples” system for analyzing the scope and scale of their philanthropic initiatives.

Last year, [271 companies](#) participated in the Giving in Numbers Survey. Launched in 2001 by CECP, now done in association with The Conference Board, the system now features more than \$250 billion in corporate giving data. The list of engaged corporations continues to grow with companies of all types. Visit [cecp.co/gin](http://cecp.co/gin) to learn more.

This year’s survey will stay open from January 15, 2016 through March 31, 2016.

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### 2015 TRENDS RELEASES

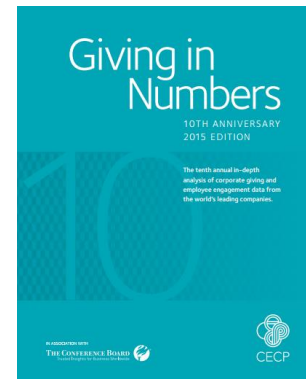
Drawing from the data of the survey, CECP releases the *Giving in Numbers* corporate benchmarking guide book each year, and in the fall of 2016 will release its 12<sup>th</sup> annual report on corporate giving trends with the benefit of support and insights from The Conference Board. **Companies must submit by Thursday, March 31, 2016 to be included.**

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### ACKNOWLEDGEMENTS

CECP, in association with The Conference Board, thanks the 271 companies that participated in the 2015 Giving in Numbers Survey (resulting in the *Giving in Numbers: 2015 Edition*) for their ongoing commitment to increased transparency in the corporate philanthropy field. The *Giving in Numbers* framework, used as the basis for the survey, was adapted from the London Benchmarking Group model, and we are grateful for its collaboration.

We also acknowledge the Points of Light Institute for its input on the volunteerism section of the survey and valuation guide, as well as the Taproot Foundation’s Pro Bono Action Tank for its leadership and expertise in the area of Pro Bono Service.



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### BENEFITS OF PARTICIPATION

- Participation is FREE
- *Leadership*: Demonstrate the leadership of your company in measurement and evaluation.
- *Peer Learning*: Exposure to, and recognition from, leaders in global CSR
- *Recognition*: Company name prominently displayed on the publication and CECP website as a survey participant
- *Benchmarking*: Compare to *Giving in Numbers* knowing your company is included
- *Members-Only Benefit*: Access to customized benchmarking data
- Begin the Giving in Numbers Survey by signing into [cecp.co/my-cecp](http://cecp.co/my-cecp)

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### CONTACT

For more information regarding the Giving in Numbers Survey, please visit our website [cecp.co/gin](http://cecp.co/gin) or contact: Jinny Jeong, Evaluation and Data Insights, CECP, at 212-825-2127 or [jjeong@cecp.co](mailto:jjeong@cecp.co).



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## SURVEY LEGEND



Respond to this question before proceeding to the rest of the section



New or refined for 2016 Survey



CECP will fill out for you using The Bloomberg Terminal

## I. COMPANY



### Q.A. DATA SHARING

I have read and agree to [CECP's Data Sharing Policy](#). [Yes or No]

The CECP survey allows you to customize how you will share company data within the CECP community. By sharing, you authorize your company-specific information to be included in the secure CECP Giving in Numbers Survey online system and customized benchmarking reports created by CECP staff. Sharing allows CECP to serve you better with the most robust and useful head-to-head benchmarking.

Indicating "Yes" means:

All survey questions will be shared.

Indicating "Decide question by question" means:

You must check YES or NO in the "Willing to Share?" box after each question.

*Note to members of The Conference Board's Contributions Councils and Global Social Investing Council: Your response to this question does not affect what data are/are not shared among Council members; this question applies only to how data is shared within the Corporate Giving Standard online system.*

Share within the CECP community?

[Yes or Decide question by question]



### I.A. Provide your COMPANY INFORMATION.

Company Name:	
Parent Company Name (if different):	
Did your company undergo a merger, acquisition, or divestiture that is considered significant by your industry standards during the 12 months of this survey?	[Choose one: Not Applicable, Merger, Acquisition, Divestiture]
Company Headquarters City:	
Company Headquarters State/Province/Region:	
Company Headquarters Country:	
Contact Person Name:	
Contact Email:	
Contact Title and Department:	
Department to Which You Report:	



Company Classification:	[Choose one: Manufacturing or Service]
Business Type:	[Choose Business-to-Business, Business-to-Consumer, Hybrid, Unknown]
End date for 12 months of data you submitted in this survey. (mm/dd/yyyy)	
If there is an annual internal meeting at which you or your team presents its corporate contributions history, performance, and/or proposals for the upcoming year, in which month is this meeting held?	[Choose Month]



**I.B. Provide your company's REVENUE & PRE-TAX PROFIT for the most recently completed fiscal year.**

Willing to share this information with other users for all years? [Yes or No]

	Revenue	Pre-Tax Profit
Domestic (Corporate Headquarters Country)		
International (Outside Corporate Headquarters Country)		
Total	Auto Calculated	Auto Calculated
Consolidated (only if breakdown is not available)		
Notes		



**I.C. Provide your company's EMPLOYEE COUNT at the end of the most recent fiscal year.**

Willing to share this information with other users for all years? [Yes or No]

Employee Count: Domestic (Corporate Headquarters Country)	
Employee Count: International (Outside Corporate Headquarters Country)	
Employee Count: Total	Auto Calculated
(Enter value only if breakdown above is not available; otherwise "na.") Employee Count: Consolidated	
Notes:	



## II. CONTRIBUTIONS



### II.A. Provide the value of your company's TOTAL CONTRIBUTIONS.

Please report total contributions using the [Global Guide Standard](#) whereby 'qualified recipients' are those that meet all 3 of the following criteria: they are formally organized, have a charitable purpose, and never distribute profits.



In the past, only recipients with a 501(c)(3) or international equivalent were 'qualified recipients'. Beginning with this year's survey, the Global Guide is our only definition. [More information here.](#)

Willing to share this information with other users for all years? [Yes or No]

For more information on data sharing, please refer to question Q.A. and [CECP's Data Sharing Policy.](#)

	Direct Cash	Foundation Cash	Subtotal Direct & Foundation Cash	Non-Cash	TOTAL CASH & NON-CASH
TOTAL			Auto Calculated		Auto Calculated

If you made **additional** contributions but will not be able to break them down in subsequent sections, indicate the total value of these additional contributions here.

If your company made contributions that are deductible on its federal tax return (approved by your auditing/legal team), but which do not meet the CECP criteria for inclusion outlined in the Survey Guide, record the total sum of those contributions here.

### Provide the breakdown of non-cash giving in Question II.A. above:

[Reference the CECP Survey Guide for a definition of Pro Bono Service.](#)

Product Donations	Pro Bono Service ( <a href="#">More information here</a> )	Other
\$	\$	\$





**II.B. Changes in TOTAL GIVING: Comparing your company's 2014 giving to its 2015 giving, why did certain types of giving increase or decrease? This insight greatly enhances CECP's analysis, so please take a moment to be as specific as you can.**

Will not be shared; this is for CECP "emerging trend" analysis only.

Response

**Estimate by what percentage you expect your total company contributions to change from 2015 to 2016.**

Willing to share with other users for all years? [Yes or No]

	Estimate Percentage Change
Total Giving	[Choose one: List of 8 ranges is displayed online]
Direct Cash	[Choose one: List of 8 ranges is displayed online]
Foundation Cash	[Choose one: List of 8 ranges is displayed online]
Non-Cash	[Choose one: List of 8 ranges is displayed online]
Details (please provide any necessary details for the selections above):	
Notes:	



**II.C. This section has 3 OPINION POLLS to help guide the future of our survey and data insights.**

Willing to share this information with other users for all years? [Yes or No]

<p><b>Opinion Poll: Trust</b></p> <p>Over the past two years, has building greater trust (e.g. Edelman Trust Barometer, Nielsen Global Consumer Confidence Survey, etc) with consumers and other stakeholders been one of the articulated goals for your company's societal engagement programs?</p>	<p>[Select One]</p> <p>Definitely Yes Mostly Yes Somewhat Mostly No Definitely No Unsure</p>
<p><b>Opinion Poll: Impact Investing</b></p> <p>Is your company active in impact investing (investments made into companies, organizations, and funds with the intention to generate social and environmental impact alongside a financial return)?</p>	<p>[Select One]</p> <p>Yes, highly active Yes, somewhat active No, not active, that may change in the near future No, not active, with no plans for changes in the future Unsure/unfamiliar with impact investing</p>
<p><b>Opinion Poll: Investor Relations</b></p> <p>CECP seeks to learn more about cross-departmental integration and collaboration. Has your corporate citizenship department (or similar department) been called upon to provide environmental, social, and/or governance (ESG) information on to a particular investor or to the investor relations department?</p>	<p>[Select One]</p> <p>Yes, both to a particular investor and investor relations department Yes, an investor Yes, investor relations department No, neither Unsure</p>



**II.D. Break down total contributions by PROGRAM TYPE.**

Willing to share this information with other users for all years? [Yes or No]

	CASH			NON-CASH	TOTAL CASH & NON-CASH
	Direct Cash	Foundation Cash	Subtotal Direct & Foundation Cash	Non-Cash	
Civic & Public Affairs			Auto Calculated		Auto Calculated
Community & Economic Development			Auto Calculated		Auto Calculated
Culture & Arts			Auto Calculated		Auto Calculated
Education: Higher			Auto Calculated		Auto Calculated
Education: K-12			Auto Calculated		Auto Calculated
Environment			Auto Calculated		Auto Calculated
Health & Social Services			Auto Calculated		Auto Calculated
Disaster Relief			Auto Calculated		Auto Calculated
Other (If including contributions in "Other", please briefly explain the types of programs in the "Notes" field below.)			Auto Calculated		Auto Calculated
Total	Sum must match that in II.A.	Sum must match that in II.A.	Auto Calculated	Sum must match that in II.A.	Auto Calculated
Notes					

**II.E. List up to four philanthropic FOCUS AREAS at your company, in order of priority (i.e., highest priority first). Please also share the primary success metric for each focus area.**

Willing to share this information with other users for all years? [Yes or No]

	Focus Area	Success Metric
1)		
2)		
3)		
4)		
Notes		





### III. INTERNATIONAL



#### III.A. Did your company contribute to INTERNATIONAL END-RECIPIENTS?

Willing to share this information with other users for all years? [Yes or No]

[Yes or No]

#### Estimate the CENTRALIZATION VS. DECENTRALIZATION of decisions made with respect to your company's international giving:

Deciding on the Contribution Budget Amount	[Select one:] All Headquarters Shared, with Majority Headquarters Shared, with Majority Regional/Local All Regional/Local
Setting Funding Priority Cause Areas	[Select one:] All Headquarters Shared, with Majority Headquarters Shared, with Majority Regional/Local All Regional/Local
Determining Data Tracking & Reporting	[Select one:] All Headquarters Shared, with Majority Headquarters Shared, with Majority Regional/Local All Regional/Local
Approval Process of Grantees/Recipients	[Select one:] All Headquarters Shared, with Majority Headquarters Shared, with Majority Regional/Local All Regional/Local

#### Break down total contributions to DOMESTIC & INTERNATIONAL end-recipients.

Willing to share this information with other users for all years? [Yes or No]

	CASH			NON-CASH	TOTAL CASH & NON-CASH
	Direct Cash	Foundation Cash	Subtotal Direct & Foundation Cash	Non-Cash	
<b>Giving to Domestic End-Recipients</b>					
Domestic Giving Source to Domestic End-Recipients			Auto Calculated		Auto Calculated
International Giving Source to Domestic End-Recipients			Auto Calculated		Auto Calculated
Subtotal for Domestic End-Recipients	Auto Calculated	Auto Calculated	Auto Calculated	Auto Calculated	Auto Calculated
<b>Giving to International End-Recipients</b>					
Domestic Giving Source to International End-Recipients			Auto Calculated		Auto Calculated
International Giving Source to International End-Recipients			Auto Calculated		Auto Calculated



Subtotal for International End-Recipients	Auto Calculated	Auto Calculated	Auto Calculated	Auto Calculated	Auto Calculated
Total All	Sum must match that in II.A.	Sum must match that in II.A.	Auto Calculated	Sum must match that in II.A.	Auto Calculated

Notes and Details (Please share information about your company's vetting process for international organizations, including methods used for equivalency determination)	
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**Estimate the percentage of your company's giving to international end-recipients that goes through PHILANTHROPIC INTERMEDIARIES.**

Willing to share this information with other users for all years? [Yes or No]

What percentage of your giving to international end-recipients is through Philanthropic Intermediaries (e.g., Charities Aid Fund (CAF) or United Way Worldwide)?	<b>[0%-100%]</b>
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**III.B. Break down the amount of your total giving by GEOGRAPHIC REGION of end-recipients.**

Willing to share this information with other users for all years? [Yes or No]

	TOTAL CASH & NON-CASH
Global (i.e., not region-specific)	
Asia & the Pacific	
Europe	
Latin America & the Caribbean	
Middle East & Africa	
North America	
Unknown (breakdown not available)	
Total	Auto Calculated (Sum must match that in II.A.)



**III.C. Break down total international giving by COUNTRY.**

If the total amount in country-specific giving does not equal total contributions in Question II.A., CECP will add the balance to the field "Unknown (breakdown not available)."

Willing to share this information with other users for all years? [Yes or No]

	TOTAL CASH & NON-CASH CONTRIBUTIONS
Afghanistan	
Andorra	
Argentina	
Austria	
Bahrain	
Belarus	
Benin	
Etc. (see online survey for full list)	<a href="#">Auto Calculated</a> (If the sum does not match that in II.A., the balance will be added to "Unknown (breakdown not available).")

Breakdown not available (Note: If the total amount in country specific giving does not equal total contributions in question II.A., CECP will add the balance to this field)	
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<b>III.D. Break down total international giving by PROGRAM TYPE.</b>	
Willing to share this information with other users for all years? [Yes or No]	
	Total Cash & Non-Cash to International End-Recipients
Civic & Public Affairs	
Community & Economic Development	
Culture & Arts	
Education: Higher	
Education: K-12	
Environment	
Health & Social Services	
Disaster Relief	
Other <i>(If including contributions in "Other", please briefly explain the types of programs in the "Notes" field below.)</i>	
Total	Auto Calculated
Notes	



## IV. ENGAGEMENT



### IV.A. Did your company offer at least one employee MATCHING-GIFT PROGRAM?

Willing to share this information with other users for all years? [Yes or No]

[Yes or No]



**Break down the total value of your MATCHING GIFTS to employee giving.**

Willing to share this information with other users for all years? [Yes or No]

	Direct Cash	Foundation Cash	Subtotal	Match Ratio & Program Caps	Identify which Individual Sub-Groups were Eligible for each Matching-Gift Program					% of Eligible Employees Donating Money through each Program (for Dollars for Doers, provide % of employees participating in the program)	Additional Program Specifics
					Domestic Full-Time Emp.	Domestic Part-Time Emp.	Retirees	Int'l Emp.	Board Members		
<b>Workplace Giving Campaigns</b>			Auto Calc.		Y/N	Y/N	Y/N	Y/N	Y/N		
<b>Year-Round Policy</b>			Auto Calc.		Y/N	Y/N	Y/N	Y/N	Y/N		
<b>Dollars for Doers</b>			Auto Calc.		Y/N	Y/N	Y/N	Y/N	Y/N		
<b>Disaster-Relief Employee Matching</b>			Auto Calc.		Y/N	Y/N	Y/N	Y/N	Y/N		
<b>Other</b>			Auto Calc.		Y/N	Y/N	Y/N	Y/N	Y/N		
<b>TOTAL MATCHING</b>											
<b>Notes</b>											



<p>Some matching programs are limited to specific organizations while others are open to all applicable organizations. <b>Does your company limit which organizations are eligible for a match in your company's domestic market?</b></p> <p>Please select the answer that best describes your company's approach to employee choice in matching gifts</p>	<p>[Select one:]</p> <ul style="list-style-type: none"><li><input type="radio"/> No: We do not limit which nonprofit organizations are eligible to receive a matching gift in the geographic area the company serves</li><li><input type="radio"/> Yes: We limit matches to a select number of nonprofit organizations</li><li><input type="radio"/> Yes: We limit matches to a cause area or select cause areas (e.g., Education or Disaster Relief)</li><li><input type="radio"/> Yes: We limit matches solely to educational institutions</li></ul>
<p>Please indicate any matching gift programs you plan on making changes to in the next 2 years, or have closed down in the past 2 years</p>	<p>[Open Field]</p>
<p>Details (Please provide any additional details about your approach to employee choice in this field)</p>	<p>[Open Field]</p>



<b>IV.B. PHILANTHROPIC LEVERAGE: Money Raised from Others by Your Company</b>	
Willing to share this information with other users for all years? [Yes or No]	
<b>Money Raised from Non-Employees</b>	
Number of Fundraising Campaigns During the 12 Month Period	
Total Number of Campaign Days (across all campaigns)	
Total Marketing/Admin. Dollars Spent	
Total Dollar Amount Generated for Non-Profits	
Total Number of Non-Profit Partners Supported	
<b>Money Raised from Employees:</b>	
Total Dollar Amount Generated for Non-Profits from Employee Payroll Deductions	
Total Dollar Amount Generated for Non-Profits from Other Employee Contributions	
Total Number of Non-Profit Partners Supported	
Please indicate any employee-volunteer programs you plan on making changes to in the next 2 years, or have closed down in the past 2 years	
Notes:	





**IV.C. Identify which EMPLOYEE-VOLUNTEER PROGRAMS are offered by your company.**

Willing to share this information with other users for all years? [Yes or No]

	Domestic	International	Program Specifics
Paid-Release Time	[Yes or No]	[Yes or No]	
Flexible Scheduling	[Yes or No]	[Yes or No]	
Dollars for Doers	[Yes or No]	[Yes or No]	
Employee-Volunteer Recognition Awards	[Yes or No]	[Yes or No]	
Retiree Volunteering	[Yes or No]	[Yes or No]	
Family Volunteering	[Yes or No]	[Yes or No]	
Team Grants	[Yes or No]	[Yes or No]	
Incentive Bonuses	[Yes or No]	[Yes or No]	
Company-Wide Day of Service	[Yes or No]	[Yes or No]	
Volunteer Sabbatical	[Yes or No]	[Yes or No]	
Board Leadership Programs	[Yes or No]	[Yes or No]	
Pro Bono Service (valued as non-cash giving; see the Survey Guide)	[Yes or No]	[Yes or No]	
Other	[Yes or No]	[Yes or No]	
Please indicate any employee-volunteer programs you plan on making changes to in the next 2 years, or have closed down in the past 2 years			
Notes			

Does your company measure the business value of employee participation in corporate volunteer programs (e.g., improved retention)?	[Yes or No]
If yes, please describe the specific metrics you use to measure the value	Open Field



**IV.D. Which programs appear to have been the most SUCCESSFUL? Select the top 3 in each of the domestic and international categories, for a total of 6.**

Willing to share this information with other users for all years? [Yes or No]

Dom	Int'l	
[Yes?]	[Yes?]	Paid-Release Time
[Yes?]	[Yes?]	Flexible Scheduling
[Yes?]	[Yes?]	Dollars for Doers
[Yes?]	[Yes?]	Employee-Volunteer Recognition Awards
[Yes?]	[Yes?]	Retiree Volunteering
[Yes?]	[Yes?]	Family Volunteering
[Yes?]	[Yes?]	Team Grants
[Yes?]	[Yes?]	Incentive Bonuses
[Yes?]	[Yes?]	Company-Wide Day of Service
[Yes?]	[Yes?]	Volunteer Sabbatical
[Yes?]	[Yes?]	Board Leadership Programs
[Yes?]	[Yes?]	Pro Bono Service (valued as non-cash giving; see the Survey Guide)
Notes		

**IV.E. Estimate the PERCENTAGE of your company's employees who VOLUNTEERED at least one hour over the course of the year on company time.**

Willing to share this information with other users for all years? [Yes or No]

	[0%-100%]
Notes	

Please share one activity, tactic, or initiative that was SUCCESSFUL in improving volunteer participation	
Please share one activity, tactic, or initiative that was NOT AS SUCCESSFUL as expected in improving volunteer participation	



**IV.F. Provide your company's total EMPLOYEE ENGAGEMENT HOURS.**

Willing to share this information with other users for all years? [Yes or No]

<b>Provide the number of on-company-time pro bono hours:</b>	<b>Pro Bono Hours</b>

**On-Company-Time Volunteerism**

Does your company have an "On-Company-Time" / "Paid-Release-Time" volunteering policy or program?				[Yes or No]
	Domestic	International	Total	Consolidated
Total # of volunteer hours performed				
Cost to the company of on-company-time hours using company figures				
Explain how you calculated the estimated cost to company of on-company-time hours				

**Outside-Company-Time Volunteerism**

Does your company have an "Outside-Company-Time" program or policy?				[Yes or No]
	Domestic	International	Total	Consolidated
Estimate the total # of volunteer hours performed outside-company-time				
Notes				

	Total Consolidated Hours
If you are unable to distinguish between on-company-time and outside-company-time hours, please share total consolidated hours here	



## V. ADMINISTRATION



### V.A. Provide information on your company's FOUNDATIONS & TRUSTS.

Willing to share this information with other users for all years? [Yes or No]

Does your company have a foundation or trust? (If you have more than 1 foundation or trust, please specify how many in the "Notes" field below.)	[Yes or No]
What type of foundation does your company have?	[Choose one: Predominately Endowed, Predominately Pass-Through, Hybrid, Operating, Other]
What was the total dollar amount of all corporate funds transferred to the foundation or trust during the 12 months of this survey?	
Notes	

### V.B. Provide the number, in decimal format, of CONTRIBUTIONS FTEs (i.e., full-time equivalent staff members) in your Corporate Community Affairs department, corporate foundation(s), and "all other groups."

Willing to share this information with other users for all years? [Yes or No]

	Corporate Community Affairs	Corporate Foundation	All Other Groups	Total	FTE Consolidated (enter value only if breakdown is not available; otherwise "na")
FTEs: Domestic (Corporate Headquarters Country)				Auto Calculated	
FTEs: International (Outside Corporate Headquarters Country)				Auto Calculated	
FTEs: Total	Auto Calculated	Auto Calculated	Auto Calculated	Auto Calculated	Auto Calculated
Notes:					



**V.C. What is the largest grant dollar amount that the senior-most grantmaker can APPROVE without deferring to a review committee or board?**

Answer separately for the corporate and foundation sides.

Willing to share this information with other users for all years? [Yes or No]

Corporate	
Foundation	
Notes	

**V.D. Provide the total number of GRANTS MADE (excluding matching gifts).**

Answer separately for the corporate and foundation sides.

Willing to share this information with other users for all years? [Yes or No]

	Domestic	International	TOTAL	Consolidated (enter value only if breakdown is not available; otherwise "na")
# of Grants (Foundation)			Auto Calculated	
# of Grants (Corporate)			Auto Calculated	
# of Recipient Organizations (Foundation)			Auto Calculated	
# of Recipient Organizations (Corporate)			Auto Calculated	
Notes				

**V.E. What are your company's total MANAGEMENT & PROGRAM COSTS?**

Willing to share this information with other users for all years? [Yes or No]

	Foundation & Corporate Community Affairs	All Other Groups	Total Mgmt & Program Costs (excluding costs associated with volunteerism)	Consolidated Foundation & Corporate Community Affairs & All Other Groups (enter value only if breakdown is not available; otherwise "na")	Volunteerism	Total Foundation & Corporate Community Affairs & All Other Groups & Volunteerism	Consolidated Foundation & Corporate Community Affairs & All Other Groups & Volunteerism (enter value only if breakdown is not available; otherwise "na")
TOP-LINE MGMT & PROGRAM COSTS			Auto Calc.			Auto Calc.	
Notes							
Briefly, what data or information does your company review/consider to determine its annual corporate giving budget?							



<b>V.F. Use of Software</b>	
Will <u>not</u> be shared; this is for CECP analysis only.	
Does your company use specialized software for Grants Management?	[Yes or No]
Vendor Name:	
Type of Software?	[Select one:] <input type="checkbox"/> Hosted Online System <input type="checkbox"/> Installed System <input type="checkbox"/> System Integrated with Back Office Services <input type="checkbox"/> Custom-Built System
Does your company use specialized software for Employee Engagement?	[Yes or No]
Vendor Name:	

## VI. EVALUATION



<b>VI.A. Describe your company's CURRENT MEASUREMENT PRACTICES.</b>	
Willing to share this information with other users for all years? [Yes or No]	
Which levels of the Logic Model does your company currently measure?  <i>Please check all applicable levels even if only for one grant</i>	[Select all that apply:] <input type="checkbox"/> Inputs <input type="checkbox"/> Activities <input type="checkbox"/> Outputs <input type="checkbox"/> Outcomes <input type="checkbox"/> Impacts
Which of the following best describes the scope of your company's measurement of societal outcomes and/or impacts of your grants?  Our company measures societal outcomes and/or impacts for:	[Select One:] <input type="radio"/> All grants, regardless of grant size <input type="radio"/> Only grants larger than a specific threshold (please share the threshold) <input type="radio"/> Only grants made to a specific cause area (or cause areas) <input type="radio"/> Only grants made to a specific cause area (or cause areas) that exceed a specific threshold <input type="radio"/> Only grants made for a strategic philanthropic program (or programs) <input type="radio"/> Other (please describe)
How would you describe your company's level of experience with measuring the societal outcomes and/or impacts of your grants?	[Select One:] <input type="radio"/> Slightly Experienced: Have measured societal outcomes and/or impacts for 2 years or less <input type="radio"/> Moderately Experienced: Have measured societal outcomes and/or impacts for 3-4 years <input type="radio"/> Very Experienced: Have measured societal outcomes and/or impacts for 5 or more years



**VI.B. Describe your company's SUPPORT TO GRANTEES with respect to measuring outcomes and/or impacts.**

Willing to share this information with other users for all years? [Yes or No]

**What type of support do you provide your grantees to measure outcomes and/or impacts?**

[Select one]:

- We provide cash support to grantees to help them measure impact (e.g., a grant specifically for the costs of measuring outcomes and/or impacts)
- We provide in-kind and/or volunteer support to grantees to help them measure outcomes and/or impacts (e.g., product or expertise)
- We provide BOTH cash and in-kind and/or volunteer support to grantees to help them measure outcomes and/or impacts
- We do not provide support to grantees specifically to measure outcomes and/or impacts
- Other (please be specific) \_\_\_\_\_

**VI.C. Share the following details about one STRATEGIC PHILANTHROPIC PROGRAM in which you measure the outcomes and/or impacts of your grant(s).**

Please select the program taking up the most time, money, and management resources at your company.

Willing to share this information with other users for all years? [Yes or No]

Program Name with Brief Description of Program	[Open]
Total Cash & Non-Cash Contributed by Your Company to this Program	\$
Programmatic Focus Area	[Drop Down – Program Area Options]
Target Beneficiary Group (demographic description)	[Open]
Impact Metrics	[Open]

**Within that strategic philanthropic program, which resource(s) did you use to measure the societal outcomes and/or impacts of your grant(s)?**

Willing to share this information with other users for all years? [Yes or No]

[Select all that apply:]

- Internal Resource: Developed Entirely In-House
- Internal Resource: Developed In-House, Informed by External Tool(s) or Model(s) *(text box: Which tools or models?)*
- External Resource: Grantee
- External Resource: Consulting Firm *(text box: Which firm?)*
- External Resource: Research Institution *(text box: Which institution?)*
- External Resource: University *(text box: Which university?)*
- External Resource: Public Agency (e.g. metrics tracked by government agencies)
- Other *(Open Ended Text Box)*



**Estimate the percentage of total giving to that program that was dedicated to evaluation aimed at measuring societal outcomes and/or impacts.**

Willing to share this information with other users for all years? [Yes or No]

[0%-100%]

In addition to the impact metrics you shared above for your strategic philanthropic program, what are some other metrics commonly used across multiple (or all) grantees?

Please share up to 3 examples of metric(s)  
(e.g., # of students enrolled in, or # of students that graduated from a program)

**VI.D. Currently, how does your company USE DATA from grantees and/or nonprofit partners (check all that apply)?**

Willing to share this information with other users for all years? [Yes or No]

[Select all that apply:]

- Internal purpose: Monitor grantees to decide which grantees/partners to fund
- Internal purpose: Decide what cause area(s) to support
- Internal purpose: Demonstrate outcomes to internal stakeholders
- Internal purpose: Measure progress as it ties back to company-wide goals
- Internal purpose: Other internal purpose (please specify here) \_\_\_\_\_
- External purpose: Report publicly what our giving achieved (e.g., annual CSR report)
- External purpose: Demonstrate outcomes to external stakeholders (e.g., nonprofits or external audiences)
- External purpose: Share results with public to increase brand and/or business value
- External purpose: Other external purpose (please specify here) \_\_\_\_\_