Leading Through Complexity: Giving in Numbers Brief 2018

CECP, in association with The Conference Board, produces the largest, most robust, industry-leading, and internationally recognized research on corporate social investment, Giving in Numbers. This year, **250+ multi-billion dollar companies** with aggregate revenues of **$11.3 trillion participated**. Leading companies are taking charge and re-defining ‘purpose’ and success for themselves; pacesetters are being rewarded for innovative practices and policies; and CEOs are stepping forward on social issues, empowered by the passion of their employees and the communities they serve.

**COMPANIES IN GIVING IN NUMBERS SURVEY REPRESENT**

- **17.4 Million**
  - Employees
  - Aggregates
- **$11.3 Trillion**
  - Revenue
  - Aggregates

**HOW MUCH?**

- **$23.8 Billion**
  - Aggregate Total Giving
- **$19.2 Million**
  - Median Total Giving

**12%**
Median percentage of total corporate cash giving that matches employee donation

**9 out of 10**
Corporations match employee donations

**COMPANY SOCIAL STRATEGY SNAPSHOT**

- **7 out of 10**
  - companies gave to recipients outside their headquarters’ country

**GLOBAL**

- **26.8 Million**
  - Corporate Cash
- **18.6 Million**
  - Foundation Cash
- **9.9 Million**
  - Non-Cash

**TOP SPOT**
- 28% of Total Giving went to Education programs (Higher and K-12)

**SECOND HIGHEST**
- 25% went to Health and Social Service programs

**THIRD HIGHEST**
- 15% went to Community and Economic Development programs

**CAUSES**
Typical Breakdown

**VOLUNTEERING**

- **30%**
  - Average corporate-volunteer participation rate
- **42%**
  - Top-quartile corporate-volunteer participation rate
- **65%**
  - Companies with paid-release time volunteer programs; most offered domestic volunteer program

**Top-Quartile Leaders**

- **$55.3 Million**
  - Median Total Giving

**THE BREAKDOWN**

- **$26.8 Million**
  - Corporate Cash
- **$18.6 Million**
  - Foundation Cash
- **$9.9 Million**
  - Non-Cash

*Notes: Unless noted, 2017 data collected in 2018. HOW MUCH represent medians and top quartile (minimum to be in the top 25% of companies on each measure). CAUSES figure represent average percentages of Total Giving. N values vary for each measure. Additional definitions available in the CECP Valuation Guide.*

CECP, a coalition of more than 200 CEOs and companies that are a force for good, conducts the annual Giving in Numbers Survey in association with The Conference Board. http://cecp.co