

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?



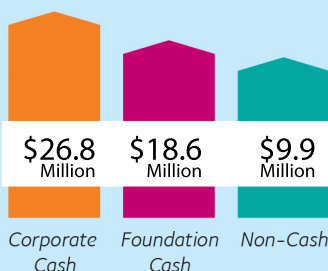
\$23.8
BILLION
Aggregate Total Giving

\$19.2
MILLION
Median Total Giving

Top-Quartile Leaders

\$55.3
MILLION
Median Total Giving

The Breakdown



12%

Median percentage of total corporate cash giving that matches employee donation

9 out of 10
Corporations match employee donations



EMPLOYEE GIVING

CORPORATE SOCIAL STRATEGY SNAPSHOT



7 out of 10

companies gave to recipients outside their headquarters' country

GLOBAL

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

VOLUNTEERING

28% TOP SPOT

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*

* 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>

