CECP Giving in Numbers Survey, 2020 Edition

Giving in Numbers is the **unrivaled leader** on benchmarking corporate social investments, in partnerships with companies. Thank you to the 500+ companies that have participated over the years for your ongoing commitment to this research!

Survey Contents

For questions, please contact Alexa Yiğit, Data Insights' Senior Associate at ayigit@cecp.co or 646-448-1311.

Data Sharing within the CECP Community
Although optional, we encourage companies to share all data submitted in order to produce the most robust and useful head-to-head benchmarking in this corporate community. *More information regarding CECP's Data Sharing Policy can be found in the User Guide.*

All information submitted via this survey is secure and safeguarded. CECP takes very seriously that companies may be sharing confidential information and can be assured that your data will remain protected.

Indicating "Yes":
All survey questions will be shared within this benchmarking community. No further sharing questions are required.

Indicating "Decide question by question":
You must select YES or NO in the "Willing to Share?" questions throughout the survey, typically following each section of the survey.

<u>*Share within the CECP community?</u>

- Yes, willing to share all data within the CECP community

- Decide question by question on whether to share

I. RESPONDENT INFORMATION

I.A. Respondent Information

Responding Company Name: [Type here]
Parent Company Name (if above is a subsidiary): [Type here]
Company Headquarters City, State/Province/Region, Country: [Type here]
Contact Person Name: [Type here]
Contact Title: [Type here]
Contact Email (where the final survey email confirmation should be sent): [Type here]

II. COMMUNITY INVESTMENT

II.A. Total Community Investments

*Please provide your company's **2019 TOTAL Community Investments** (Total Cash + Non-Cash, $USD):* [Type here]

Provide the **breakdown** values of your company's total contributions in $USD (*breakdown must equal total community investments reported above*):
    Direct (or Corporate) Cash (FY2019): [Type here]
    Foundation Cash (FY2019): [Type here]
    Non-Cash (FY2019): [Type here]

If available, please provide the Total Non-Cash breakdown (must equal total non-cash reported above):
    Product Donations: [Type here]
    Pro Bono Service: [Type here]
    Other: [Type here]
    Breakdown not available: [Type here]

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 ($USD). [Type here]

II.B. Totals by Program Type

Please break down total contributions (II.A) by PROGRAM TYPE.	Cash ($USD)	Non-Cash ($USD)
Civic & Public Affairs	[Type here]	[Type here]
Community & Economic Development	[Type here]	[Type here]
Culture & Arts	[Type here]	[Type here]
Education: Higher Education	[Type here]	[Type here]
Education: K-12	[Type here]	[Type here]
Environment	[Type here]	[Type here]

2020 Giving in Numbers Survey

Health & Social Services	[Type here]	[Type here]
Disaster Relief	[Type here]	[Type here]
Other	[Type here]	[Type here]
Total (Must equal II.A)	[Type here]	[Type here]

If you selected 'other' program type above, please specify: [Type here]

II.C. Priority Focus Areas by Program Types

For which of the above program areas does your company have a strategic focus? Please list up to (4) below:

#	Program Type (e.g. Education: K:12)	Focus Area (e.g. STEM)	Strategic Program Tied to Focus Area (if applicable, e.g. STEM4Girls Chicago Program)	Strategic Program Cash ($USD)	Strategic Program Non-Cash ($USD)	What KPIs do you have for this focus area and/or strategic program?
1	[Type here]	[Type here]	[Type here]	[Type here]	[Type here]	[Type here]
2	[Type here]	[Type here]	[Type here]	[Type here]	[Type here]	[Type here]
3	[Type here]	[Type here]	[Type here]	[Type here]	[Type here]	[Type here]
4	[Type here]	[Type here]	[Type here]	[Type here]	[Type here]	[Type here]

In recent years, some focus areas are increasingly prevalent for corporate community investments. Does your company consider any of these social issue areas of high importance? Check multiple if more than one apply:
- Cybersecurity/data privacy
- Disaster response
- Healthy lifestyles
- Future of work
- Mental Health
- STEM

II. D Community Investment Strategies

Sustainable Development Goals (SDGs)
In the coming year, would you consider including the SDGs in a presentation or materials to your CEO/ Senior Executives, investors and other key stakeholders due to their importance of the SDGs to your strategy and programs?
- Already including
- Would consider including
- Might consider including
- Don't use SDGs
- Don't know

2020 Giving in Numbers Survey Page **3** of **13**

Private-Sector Partnerships

Would you consider including partnerships with other private-sector companies in a presentation or materials to your CEO/Senior Executives, investors and other key stakeholders due to the importance of these partnerships to your strategy and programs?

- Already including
- Would consider including
- Might consider including
- Don't have partnerships
- Don't know

III. INTERNATIONAL

III.A. International Breakdown

Please indicate whether your company contributed at least one grant that had **international impact** in 2019 the survey year. Select one: Yes / No

If yes, please provide estimated total community investment $ (II.A) for both your Headquarters country and International. Breakdown the total based on **where the funds had impact**, *not where the check was cut.*

	Total Community Investment $USD (Corporate Cash, Foundation Cash & Non-Cash)
Headquarters Country (domestic)	[Type here]
International (outside headquarters country)	[Type here]
Total	[Type here]

III.B. Country Breakdown

COUNTRY LEVEL: Report community investments (cash and non-cash) (II.A) by country of where the impact of the contribution is located in ($USD).

Enter any country data you have regardless whether it is all countries where you have programs or only some countries where you have programs.

The "breakdown not available" field should contain the remaining, unallocated balance of total community investment. The total must equal the same amount as your reported total community investments.

Headquarters country (or domestic) community investment should go in your HQ country's field. *Please make sure to also include any community investments made within your headquarters – for most this will be the USA.*

	$USD
Afghanistan	
Albania	
Algeria	
Andorra	
Etc. *Full list of countries available online*	

Breakdown Not Available	

IV. EMPLOYEE ENGAGEMENT

IV.A. Matching Gifts

Did your company offer at least one employee MATCHING-GIFT PROGRAM? Select one: Yes / No

Please provide the total value ($USD) of your MATCHING GIFTS to employee community investment - *DO NOT INCLUDE funds given by employees:* [Type here]

Please provide the breakdown by program if you have it available (**DO NOT INCLUDE funds given by employees**):	Direct Cash ($USD)	Foundation Cash ($USD)
Workplace Giving Campaigns	[Type here]	[Type here]
Year-Round Policy	[Type here]	[Type here]
Dollars for Doers	[Type here]	[Type here]
Disaster Relief	[Type here]	[Type here]
Other	[Type here]	[Type here]

Match Ratio & Program Caps
*Caps refers to the minimum and maximum matched gifts per employee per year. Match Ratio for Dollars for Doers is the grant amount per hours of service.

	Program Caps	Match Ratios	Program Details
Workplace Giving Campaigns	[Type here]	[Type here]	[Type here]
Year-Round Policy	[Type here]	[Type here]	[Type here]
Dollars for Doers	[Type here]	[Type here]	[Type here]
Disaster Relief	[Type here]	[Type here]	[Type here]
Other	[Type here]	[Type here]	[Type here]

Total Employee Community Investment
Employees give through corporate programs, most of which the company matches but that is not always the case. Over the past year, how much did **employees** give *total* (matched and non-matched, $USD)? [Type here]

Participation Rate (%)

What percentage of employees gave through corporate matching programs? Employee participation rate%: [Type here]

What matching gift program, campaign, or effort achieved the highest % participation rate? [Type here]

Some matching programs are limited to specific organizations while others are open to all applicable organizations. Does your company limit which organizations are eligible for a match in your company's domestic market? Please select the answer that best describes your company's approach:

- No: We do not limit which nonprofit organizations are eligible to receive a matching gift in the geographic area the company serves
- Yes: We limit matches to a select number of nonprofit organizations
- Yes: We limit matches to a select number of cause areas (e.g., Education or Arts)
- Yes: We limit matches solely to educational institutions

IV.B. Employee Volunteer Programs & Hours

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

	Are these offered by your company?	
	Domestic Employees	International Employees
Paid Release Time (also called VTO)	Y or N	Y or N
Flexible Scheduling	Y or N	Y or N
Dollars for Doers	Y or N	Y or N
Employee-Volunteer Recognition Awards	Y or N	Y or N
Team Grants	Y or N	Y or N
Incentive Bonuses	Y or N	Y or N
Company-Wide Day of Service	Y or N	Y or N
Volunteer Sabbatical	Y or N	Y or N
Board Leadership Programs	Y or N	Y or N
Pro Bono Service	Y or N	Y or N
Virtual volunteering	Y or N	Y or N
Other	Y or N	Y or N

If 'Other', please provide program name and/or description: [Type here]

How many hours does your company policy offer to employees for volunteer service on an annual basis? This is often called Volunteer Time-Off (VTO) If your company offers a number of days, please multiply the number of days by 8. Type the number of hours:

Provide your company's total employee volunteer hours (#): [Type here]

What stakeholders have access to one or more of your company's volunteer programs?
- Board members
- Customers
- Suppliers
- Vendors
- Partners
- Other, please specify: [Type here]

IV.C. Employee Volunteer Participation Rate

Please provide the total percentage participation rate of employees that volunteered through corporate programs over this past year (%): [Type here]

What volunteer program achieved the highest % participation rate? [Type here]

V. ADMINISTRATION

V.A. Organization Structure

Did your company undergo a merger, acquisition, or divestiture that is considered significant by your industry standards during the last year? Select: Yes / No

If 'Yes', select: Merger, Acquisition, OR Divestiture

End date for 12 months of data you submitted in the survey [Type here]

Help your peer companies better understand your corporate structure. Where does your department sit within the company? Choose the option that best represents your reporting line:
- Administration
- Communications
- Community Affairs / Community Relations
- External Affairs
- Executive Office
- Public Affairs
- Government Affairs
- Finance
- Legal
- Human Resources
- Marketing
- Strategy
- Sustainability
- Other, please specify

What is your department or team's name? [Type here]

Team Size: Full-time Equivalents (FTEs)

Size of the Department: Number of FTE staff members in your department. (Please use a decimal if the team includes part-time responsibilities of some staff members.) If the categories below do not apply for your department, enter the total team members into the "breakdown not available" line.

	Number of FTEs: Domestic (Corporate HQ Country)	Number of FTEs: International (Outside Corporate HQ Country)
Corporate Foundation	[Type here]	[Type here]
Corporate Community Affairs or related terms	[Type here]	[Type here]
Communications/Marketing dedicated to community investments	[Type here]	[Type here]
All Other Groups	[Type here]	[Type here]
Breakdown Not Available	[Type here]	[Type here]
Total	[Type here]	[Type here]

V.B. Foundations

Does your company have at least one foundation or trust? Select one: Yes / No

If yes, what type of foundation does your company have? Select one: Predominately Pass-Through, Endowed, Hybrid, Operating, Other

If yes, what was the total dollar amount of all corporate funds transferred to the foundation or trust during the 12 months of this survey? Please report in US Dollars. [Type here]

If yes, does your company have more than one corporate foundation? For example, some companies open a corporate foundation in certain countries where it is advantageous to do so. Select one: Yes (Type in Number) / No

V.C. Recipients

Provide the total number of Domestic & International Recipients (excluding matching gifts) for your company's community investments.

	Domestic *(within your HQ country)*	International	Breakdown Not Available
# of Recipient Organizations	[Type here]	[Type here]	[Type here]

What is the largest grant dollar amount that the senior-most grant-maker can APPROVE without deferring to a review committee or board?
Corporate side: [Type here]
Foundation side: [Type here]

V.D. Budget: Management & Program Costs

Peer companies seek to compare the costs it takes to operate social investments departments and staff. If the categories below do not apply to your company, please simply enter the total budget in the "Breakdown not available" field. Including salaries, what are your company's approximate total MANAGEMENT & PROGRAM COSTS ($).

	TOP-LINE MGMT & PROGRAM COSTS
Foundation	[Type here]
Corporate Community Affairs	[Type here]
Volunteerism	[Type here]
All Other Groups	[Type here]
Breakdown not available	[Type here]
Total	[Type here]

VI. EVALUATION

VI.A. Outcomes Measurement

In previous years, we've found that 85%+ of companies measure outcomes on at least one grant. Which of the following best describes the scope of your company's measurement of societal outcomes of your grants? Our company measures societal outcomes for:
- All grants, regardless of grant size
- Only grants larger than a specific threshold (please share the threshold [Type here])
- Only grants made to a specific cause area (or cause areas) [Type here]
- Only grants made to a specific cause area (or cause areas) that exceed a specific threshold: [Type here]
- Only grants made for a strategic philanthropic program (or programs)

- We do not measure outcomes
- Other (please describe) [Type here]

VI.B Measuring to Manage

Does your department/team use a dashboard or scorecard of metrics to manage its achievement of your strategy?
- Yes, for a long time
- Yes, it's relatively new
- No
- Don't know

How often does your team review the results of the tracked KPIs/metrics?
- Quarterly or more frequently
- Less frequently than quarterly
- Don't review results
- Don't know

Does your company consider the investor perspective when reporting on social KPIs in your sustainability report? For example, aligning reporting with SASB.
- Yes, frequently
- Yes, sometimes
- No
- Not sure

Over the last year, were any of your ESG-related KPIs/metrics requested by a colleague internally in preparation for your company's quarterly earnings calls? Select: Yes / No

If yes and readily available, please specify which KPIs/metrics: [Type here]

VI.C. Measuring Business ROI

Employee Metrics

Does your company measure the business value of community investments in terms of metrics that assess employees (e.g., improved retention)?
- Yes
- No
- Don't know

If yes, does your company:
- Survey volunteers
- Lever an existing employee survey (e.g. add one question on pride increase due to social strategies)
- Analyze HR data to compare volunteers to non-volunteers (e.g. identify rising leaders)
- Other, please specify:

From your perspective, what employee benefit of community investments is most important to your company?
- Improve retention rate
- Identify rising leaders
- Increase employee engagement score
- Gain skills/professional development
- Attract/recruit better potential candidates
- Other, please specify:

If available, please provide examples of the employee engagement related KPIs your team tracks on an annual basis to achieve the above benefits: [Type here]

Customer or Brand Metrics

Does your company measure the business value of community investments in terms of metrics that assess the brand or customers (e.g., increased customer loyalty)?
- Yes
- No
- Don't know

If yes, does your company:
- Survey customers
- Lever an external company-wide brand assessment (e.g. Reputation Institute)
- Analyze marketing data (e.g. impressions, clicks, site traffic)
- Other, please specify:

From your perspective, what customer or brand benefit of community investments is most important to your company?
- Increase customer loyalty
- Acquire new customers
- Increase customer referrals
- Attract and retain best candidates and employees
- Improve brand perception
- Improve reputation/trust score
- Other, please specify:

If available, please provide some customer/brand related KPIs your team tracks on an annual basis to achieve the above benefits: [Type here]

VII. THE S IN ESG: TOTAL SOCIAL INVESTMENT

From your perspective, how are the resources available to improve Diversity/Inclusion/Equity at your company changing?
- On the rise
- Steady
- On the decline

- Don't know

From your perspective, how are the resources available to improve Human Rights at your company changing?
- On the rise
- Steady
- On the decline
- Don't know

From your perspective, how is your company's resources for social strategies for entities within its supply chain changing?
- On the rise
- Steady
- On the decline
- Don't know

In the last year, did your company conduct "impact investing?" For large companies, "impact investing" (the incorporation of ESG factors into investing decisions) could occur along the continuum of investing assets from the Foundation to assets managed by the Treasury department or a third-party asset manager.
- Yes
- No
- Don't know

If yes, what % of AUM at your company are allocated toward impact investing %: [Type here]

If yes, please specify the impact objectives/themes your company invested in: [Type here]

If yes, are these assets actively or passively managed? Select: Active / Passive / Don't know

In the last year, did your company conduct business with a social lens that is not counted/ not reported in your ESG metrics? Sometimes these efforts are called "shared value" initiatives.
- Yes, many
- Yes, some
- No
- Don't know

In the last year, did your company donate or otherwise lever anything digital for social goals? This does not refer to executing a donation digitally, but instead the donation itself is something digital, such as data, cryptocurrency, digital assets, etc.
- Yes, many
- Yes, some
- No
- Don't know

In the last year, did your company have any internships or apprenticeships with social goals integrated in how they operate? (e.g. a workforce program specifically for at-risk students that includes on-the-job experience)
- Yes, many
- Yes, some
- No
- Don't know

If yes, approximately how many socially-driven interns did your company employ in 2019? [Type here]

BONUS: **Feedback on what to add next year!** What ESG benchmark (either monetary ($) or percentage (%)) would be a helpful addition to this survey? [Type here]

VIII. CORPORATE PURPOSE

Background Information
Companies are increasingly looking to set forth or adjust their corporate purpose in alignment with their long-term values. The recent Business Roundtable's (BRT) Statement on the Purpose of a Corporation, has sparked recent conversation and momentum to include additional stakeholders.

In a recent article, the Harvard Business Review differentiates between a corporate's vision, mission and purpose, stating that a corporate purpose should '_inspire your staff to do good work for you, find a way to express the organization's impact on the lives of customers, clients, students, patients — whomever you're trying to serve. Make them feel it._'

Please note this section will not be shared in any way, it will all remain anonymous regardless of your selection of the Data Sharing questions. Results will only be shared at aggregate level.

From your perspective, is your company's corporate purpose related to a specific focus area? If so, please specify which one: [Type here]

From your perspective, if asked what is your company's corporate purpose, how many employees in the headquarters country do you think would know what it was?
- Almost all would know
- Most would know, some would have to look it up
- Most would have to look it up, some would know
- Almost all would have to look it up
- N/A: no purpose statement

From your perspective, if asked what is your company's corporate purpose, how many employees internationally (outside the headquarters country) do you think would know what it was?
- Almost all would know
- Most would know, some would have to look it up
- Most would have to look it up, some would know
- Almost all would have to look it up
- N/A: no purpose statement

From your perspective, how frequently do senior executives/leadership refer to the corporate purpose, whether in documents, emails, meetings, or plans?
- Very frequently
- Frequently
- Not very frequently
- Never
- N/A: no purpose statement

From your perspective, how frequently do middle managers refer to the corporate purpose, whether in documents, emails, meetings, or plans?

- Very frequently
- Frequently
- Not very frequently
- Never
- N/A: no purpose statement

Are metrics in place to ensure your department's business practices align with the company's corporate purpose? Select: Yes / No / Unsure

If yes, please specify a few of these metrics: [Type here]

You have reached the end of the survey.

Thank you for participating in this year's *Giving in Numbers* Survey! Your contribution to this industry-leading research helps raise the level of awareness and transparency on how companies are a **force for good** in society.

For any questions, please reach out to Alexa Yiğit (ayigit@cecp.co).