

# Integrity and Action: Reshaping the Role of Business: Giving in Numbers Brief 2019

Chief Executives for Corporate Purpose (CECP) produces *Giving in Numbers*, the unrivaled leader on benchmarking of corporate social investment, in partnership with companies. This year, 250 multi-billion-dollar companies with aggregate revenues of \$7.9 trillion participated. *Giving in Numbers* is the premier industry survey and research, providing standard-setting criteria in a go-to guide that has defined the field and advanced the movement.

## COMPANIES IN GIVING IN NUMBERS SURVEY REPRESENT

**16.2**  
Million  
**EMPLOYEES**



**\$7.9**  
Trillion  
**REVENUE**



**33%**  
Average  
corporate volunteer  
participation rate



**50%**  
Top-quartile  
corporate volunteer  
participation rate



**66%**  
Companies offered paid-release time  
volunteer programs; most offered  
domestic volunteer program

## HOW MUCH?

**\$26.0**  
BILLION  
Aggregate Total Giving

**11%**  
Median percentage of total  
corporate cash giving that  
matches employee donation



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

## EMPLOYEE GIVING

## VOLUNTEERING

**\$20.7**  
MILLION  
Median Total Giving

Top-Quartile Leaders  
**\$60.0**  
MILLION  
Median Total Giving

## CORPORATE SOCIAL STRATEGY SNAPSHOT

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

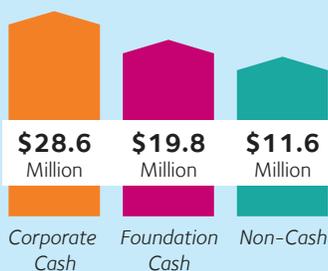


**SECOND HIGHEST 25%**  
went to Health and  
Social Service programs



**THIRD HIGHEST 16%**  
went to Community and  
Economic Development programs

## The Breakdown



**7 out of 10**

companies gave to  
recipients outside their  
headquarters' country

## GLOBAL

## CAUSES Giving by Program Area

\* Notes: Unless noted, 2018 data collected in 2019. 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

Chief Executives for Corporate Purpose (CECP) is a CEO-led coalition that believes that a company's social strategy — how it engages with key stakeholders including employees, communities, investors, and customers — determines company success.