

CECP's Giving in Numbers: The Newest Trends and Data to Inform Your Strategies



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Moderated by Jessica Caracciolo
(Events Associate, CECP)

Thank you to our *Giving in Numbers* Sponsors:

This session will be recorded



Thank you to our Summit Sponsors:



Giving in Numbers 2020 Webinar

CECP Data & Trends

July 28, 2020

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GIVING IN NUMBERS 2020

Will be
released
October

Giving in Numbers 2020: Scale and Impact

US\$ **7.4T**

REVENUE

US\$ **24.8B**

TOTAL GIVING

33M

VOLUNTEER
HOURS

13,860

Community
Investment
FTES

19th year of benchmarking! CECP's dataset dates back to **2001**

THANK YOU!

Thank You to Our *Giving in Numbers* Sponsors



Thank You to Our Summit Sponsors



THANK YOU!

Thank You to Our *Giving in Numbers* Participants



THANK YOU!

Your participation strengthens the *largest* and *most robust* dataset on trends in the industry – here to serve you through custom benchmarking and the *Giving in Numbers* report

POLL QUESTION

Were you able to join our data presentation during our 2020 summit in May? (Single Choice)

YES

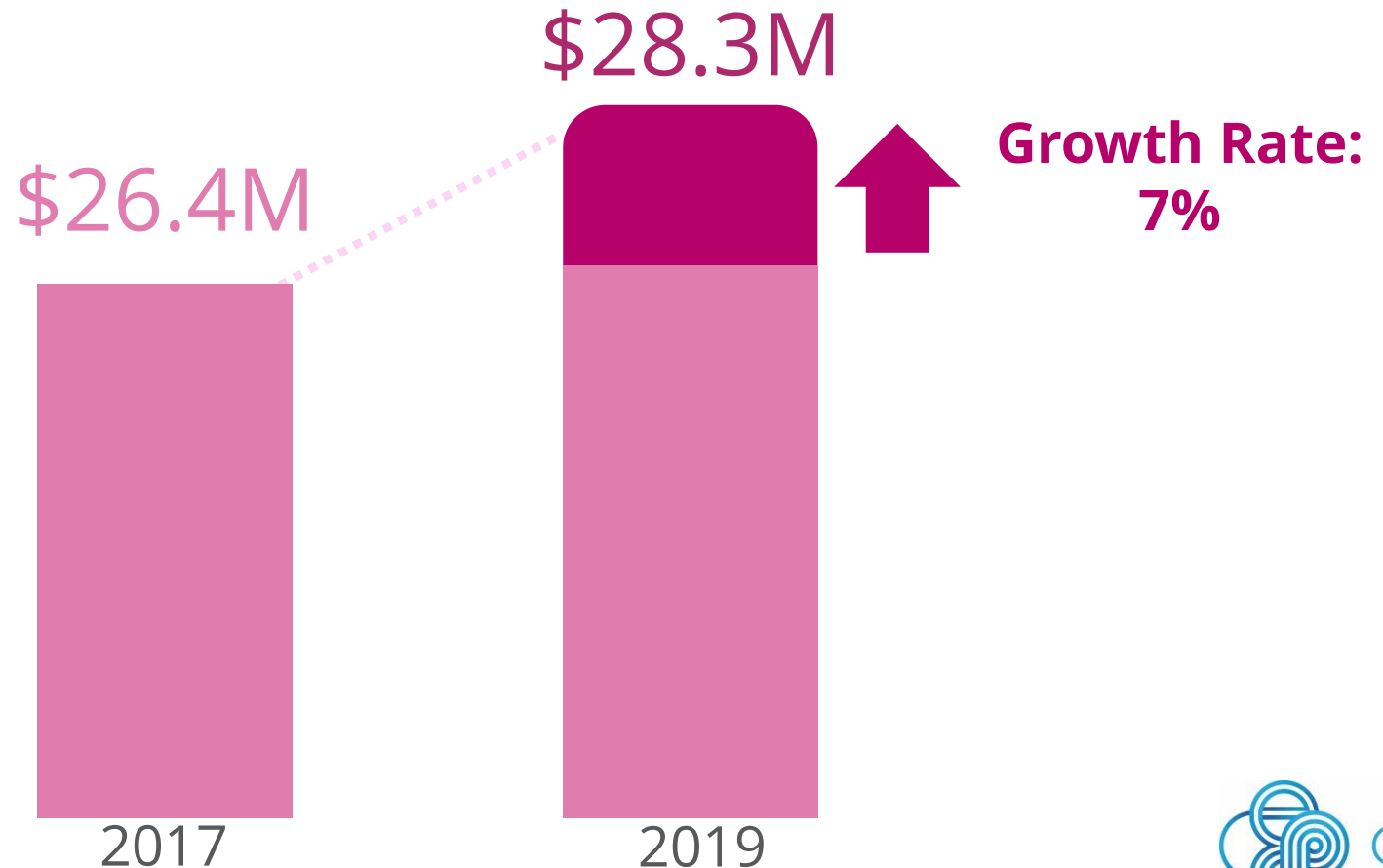
NO

SUMMIT DI PRESENTATION RECAP

- > Re – **Prioritization** due to Covid-19
 - 65% of companies predict stable budget in 2021
- > Post-Recession **Performance**
 - Recovery varied across industries
 - In-kind donations: key in recovery
- > Community Investments for **People**
 - Community investments outperform the average when reporting to Marketing and & External Affairs
- > Purpose and the **Planet**
 - C-Suite emphasizes purpose more than middle management
- > **Policies** to Influence Inclusion
 - Resources for DEI are rising for most companies

TOTAL COMMUNITY INVESTMENTS INCREASED

Change in Median
Total Giving,
2017 vs 2019



MATCHING GIFTS DECREASED

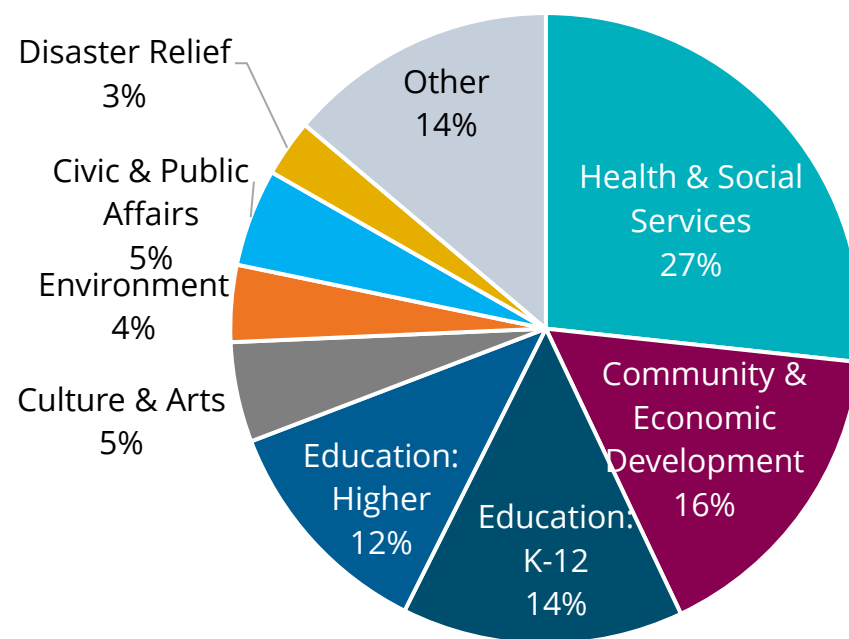
Growth Rate of
Median Matching Gifts (USD\$)
2017 vs 2019



Source: Giving in Numbers, 2020 Edition, 2017-2019 matched-set data, n=120

HEALTH & SOCIAL SERVICES TOP CAUSE

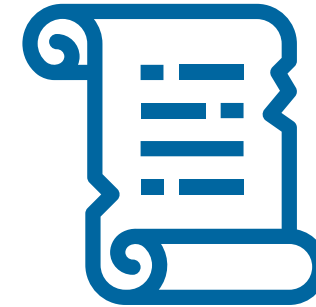
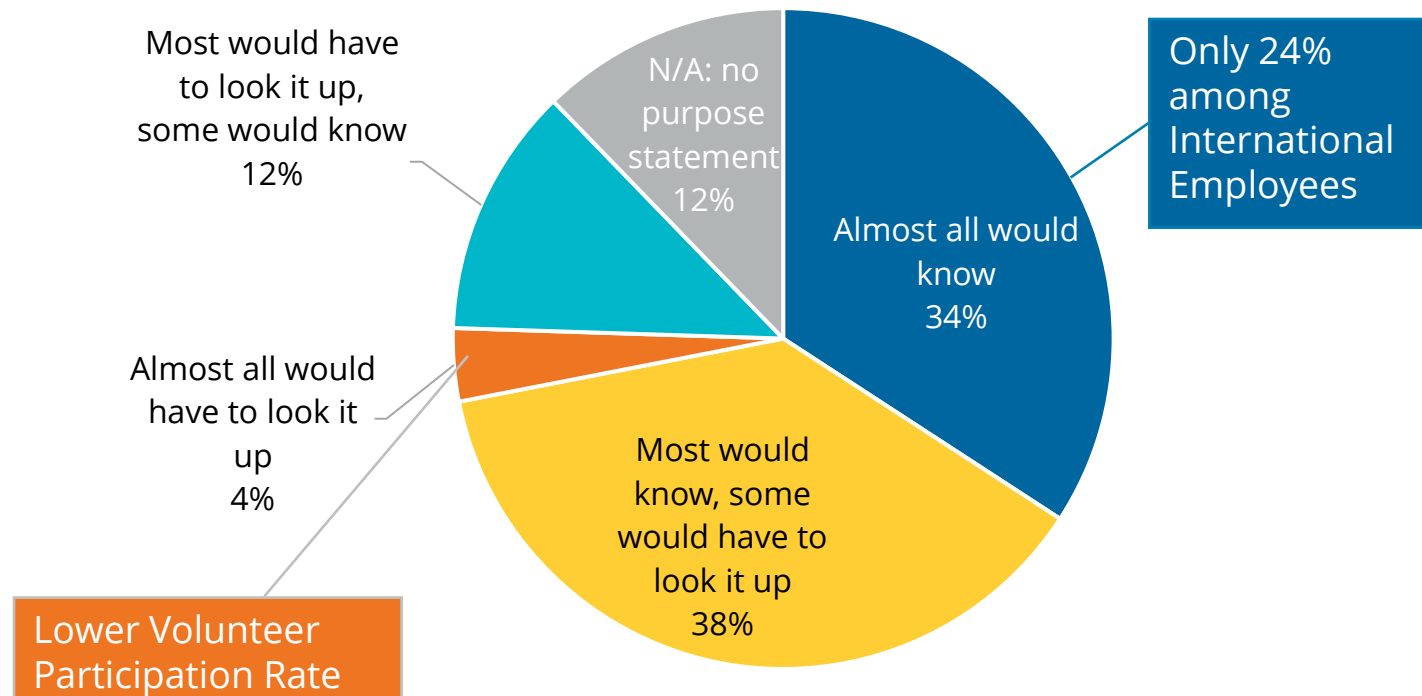
Program Area Allocations by Industry, 2019, Average Percentages



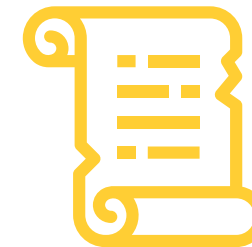
72% OF DOMESTIC EMPLOYEES WOULD KNOW THEIR CO'S CORPORATE PURPOSE

% of Headquarters Employees that Know Corporate Purpose, 2019

% of Executives that Refer to Corporate Purpose at least Frequently, 2019



84%
of C-Suite



66%
of Middle Mgmt

TSI ON THE RISE

Companies (%) for which resources are **on the rise** for each “S” in ESG area.
(Other options: steady, on the decline)

Diversity,
Equity &
Inclusion

74%



Supply Chain



36%

Human Rights



33%

TSI THROUGH IMPACT INVESTING



2 of 10 companies
conducted
Impact Investing

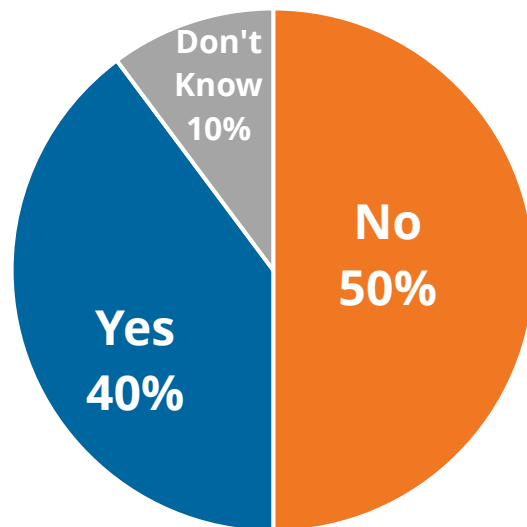
“...determined to generate social and **environmental** impact as well as financial returns...” – Global Impact Investing Network (GIIN)

AUM

2% of Assets Under Management
are used for Impact Investing
(Median)

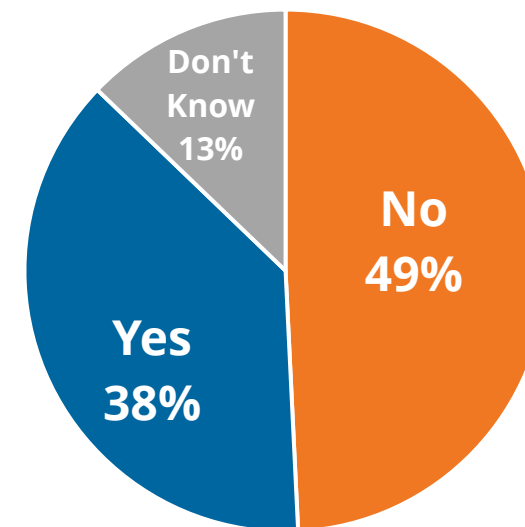
MEASUREMENT OF BUSINESS IMPACT IS A KEY FACTOR IN MAXIMIZING RESOURCES

Does Your Company Measure the Business Value of Community Investments in Terms of Metrics that Assess Employees?



N=196

Does Your Company Measure the Business Value of Community Investments in Terms of Metrics that Assess the Brand or Customers?



N=195

Source: Giving in Numbers 2020 Edition, 2019 data

POLL QUESTION

How is your company currently tracking non-traditional volunteerism?

Q&A

Moderated by Jessica Caracciolo
Events Associate, CECF

WRAP-UP

- Pulse surveys once a week
- 2020 Summit deck & resources available online
- Log into MyCECP for self-access benchmarking & other resources
- Save the dates:
 - **August 18** at 1pm ET: Workplace Giving webinar
 - **October 29**: The 2020 *Giving in Numbers Report* released
 - **November 2020**: Webinar on the recently released Report
 - **January 2021**: Next year's survey launches

OTHER RESOURCES


- > Past Issues of ***Giving in Numbers***:
<https://cecp.co/home/resources/giving-in-numbers/>
- > CECP'S **Insights Blog** – trends, data, view from inside the corporate world: <https://cecp.co/home/resources/cecp-insights-blog/>
- > CECP's **Investing in Society**: overview on how leading companies are investing in communities to find solutions to entrenched social issues <https://cecp.co/iis/>
- > Contact: insights@cecp.co

THANK YOU!

APPENDIX

COMMUNITY & ECONOMIC DEVELOPMENT CAUSE WITH TOP GROWTH

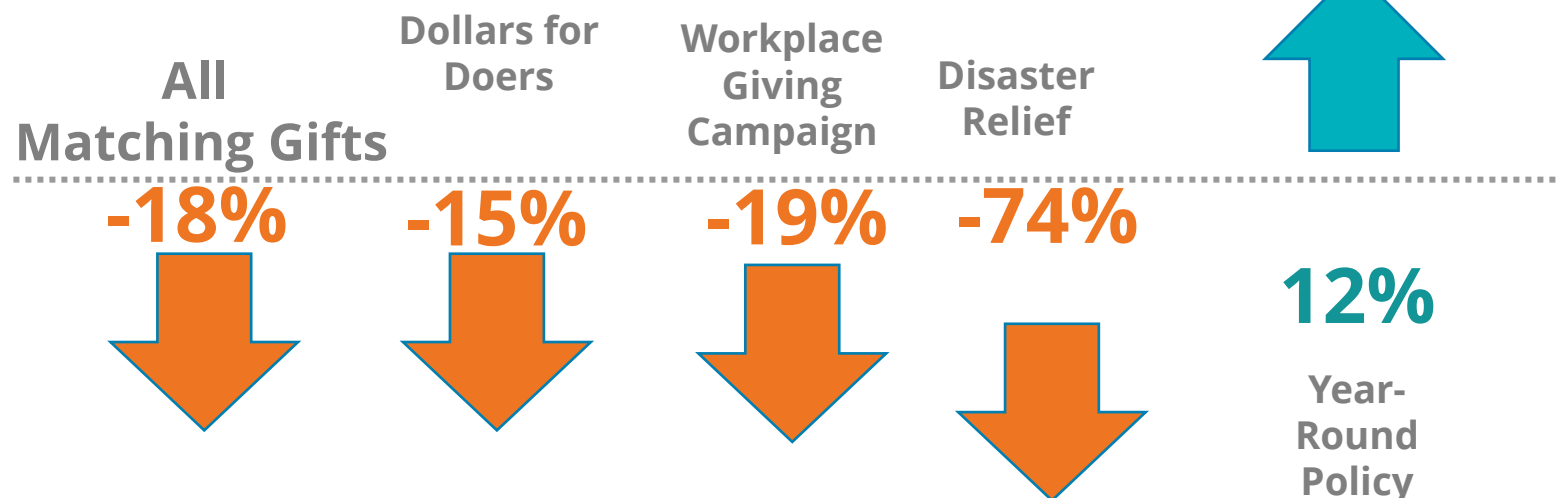
Program Area	Growth Rate of Median Cash Giving by Program Area between 2017 and 2019
Community & Economic Development (n=78)	42%
Education: Higher (n=78)	31%
Environment (n=70)	24%
Education: K-12 (n=85)	20%
Civic & Public Affairs (n=60)	11%
Culture & Arts (n=83)	2%
Health & Social Services (n=92)	-1%
Disaster Relief (n=69)	-66%



MATCHING GIFTS DECREASED

Growth Rate of Median Matching Gifts (USD\$) 2017 vs 2019

Below are the percentage changes in companies **offering** such programs over a three-year matched set (2017-2019):

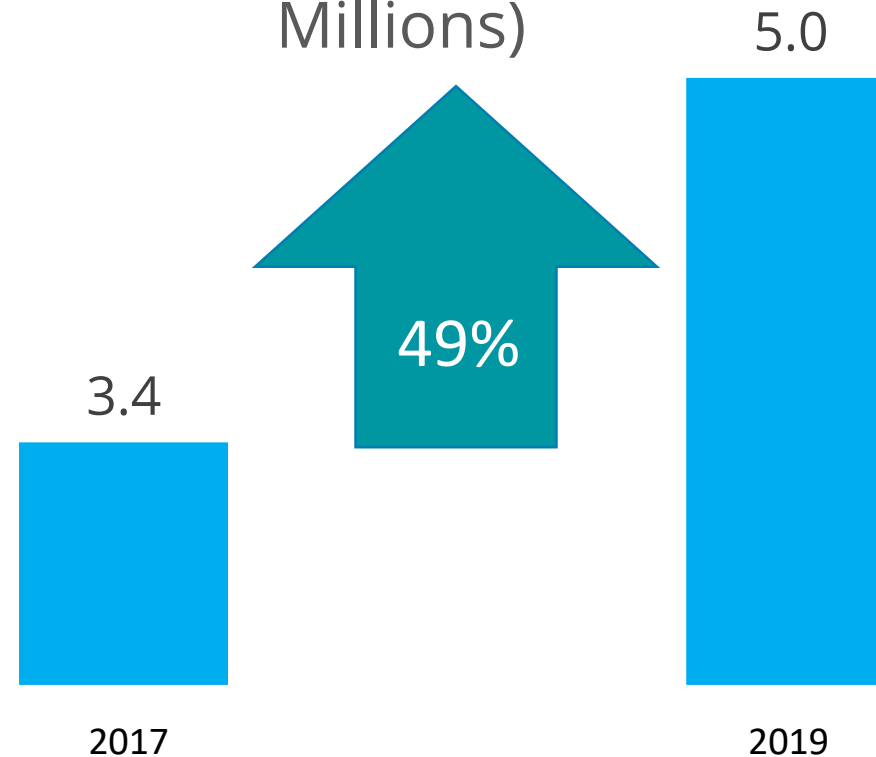


- ↓ Workplace-Giving Campaign: 48% to 39%
- ↓ Year-Round Policy: 88% to 81%
- ↓ Dollars for Doers: 59% to 58%
- ↓ Disaster Relief: 47% to 19%

Source: Giving in Numbers, 2020 Edition, 2017-2019 matched-set data, n=120

INTERNATIONAL GIVING IS ON THE RISE

Median International Giving (in US\$
Millions)

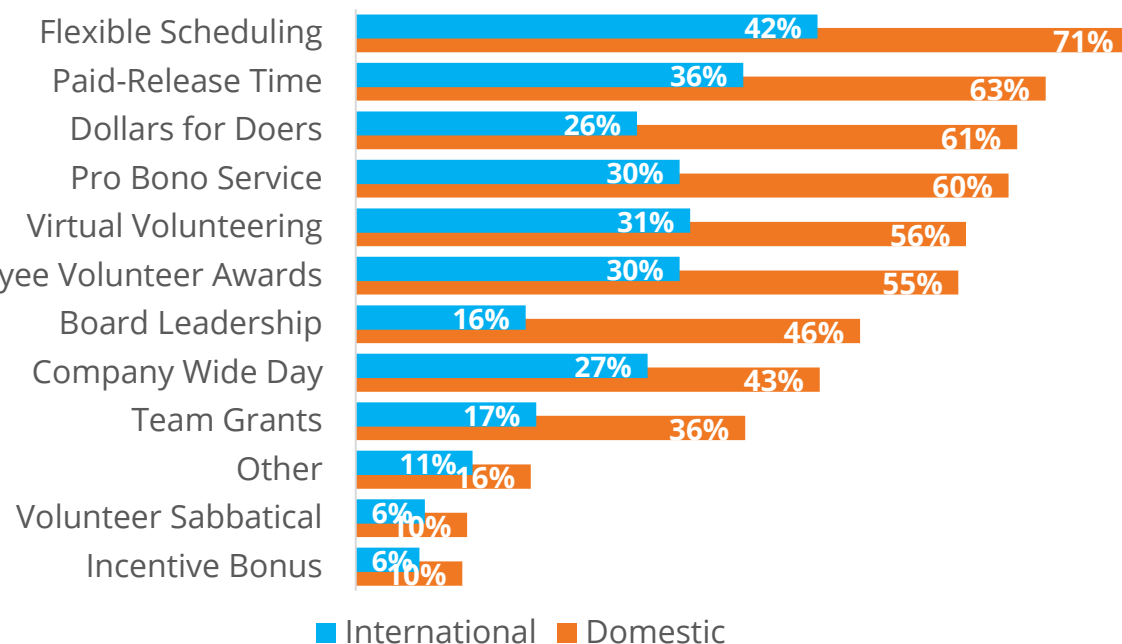


Source: Giving in Numbers, 2020 Edition, 2019 data, N=130

Source: Giving in Numbers, 2020 Edition, 2017-2019 matched-set data, N=72

MORE FLEXIBLE VOLUNTEER PROGRAMS

Corporate Volunteer Opportunities
Percentage of Companies Offering Each Program
2019



Source: Giving in Numbers 2020 Edition, 2019 data, n=205

Percentage Points Change in terms of
Volunteer Program Offering
Three Year Matched Set
2017-2019

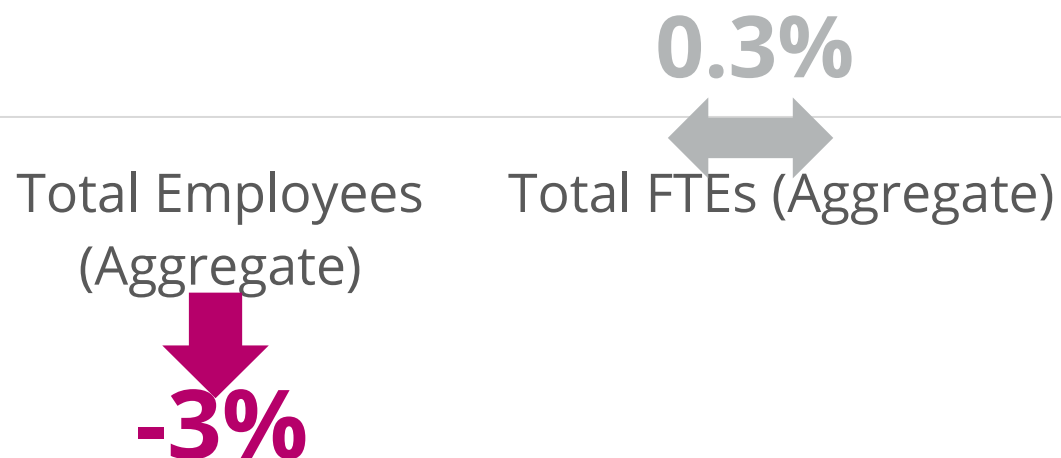
	Domestic Volunteer Program
Flexible Scheduling	8.8%
Incentive Bonus	4.9%
Other	4.2%
Pro Bono Service	2.1%
Dollars for Doers	1.2%
Paid-Release Time	0.0%
Volunteer Sabbatical	0.0%
Employee Volunteer Awards	-1.0%
Board Leadership	-4.2%
Company Wide Day	-4.6%
Team Grants	-8.1%

Source: Giving in Numbers 2020 Edition, 2017-2019 matched-set data, n=144



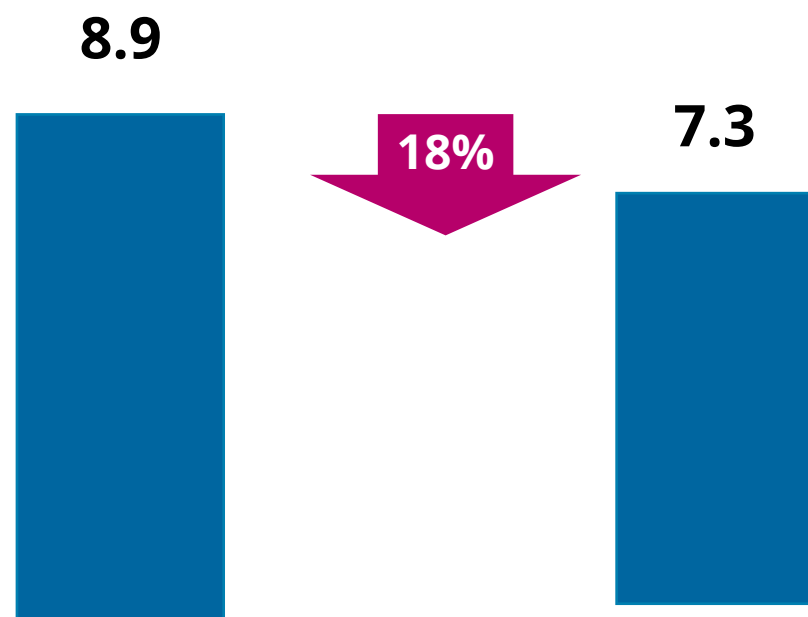
HUMAN CAPITAL FOCUSED ON COMMUNITY INVESTMENTS

Growth Rates Aggregate Totals,
Five- Year Matched Set



Source: Giving in Numbers 2020 Edition, 2015-2019 matched-set
data, N= 148

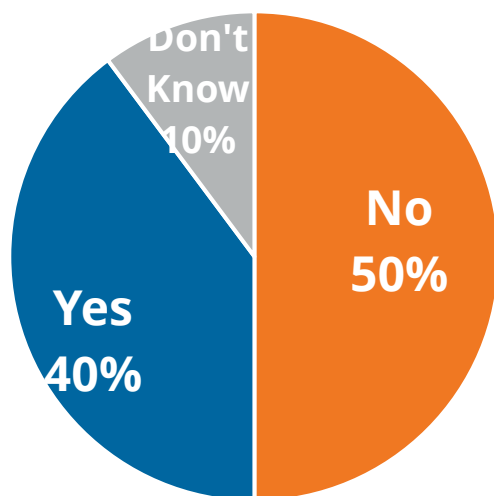
Median number of



Source: Giving in Numbers 2020 Edition, 2015-2019 matched-set
data, N=148

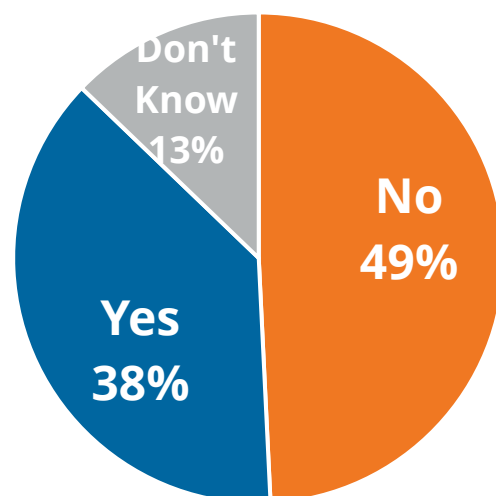
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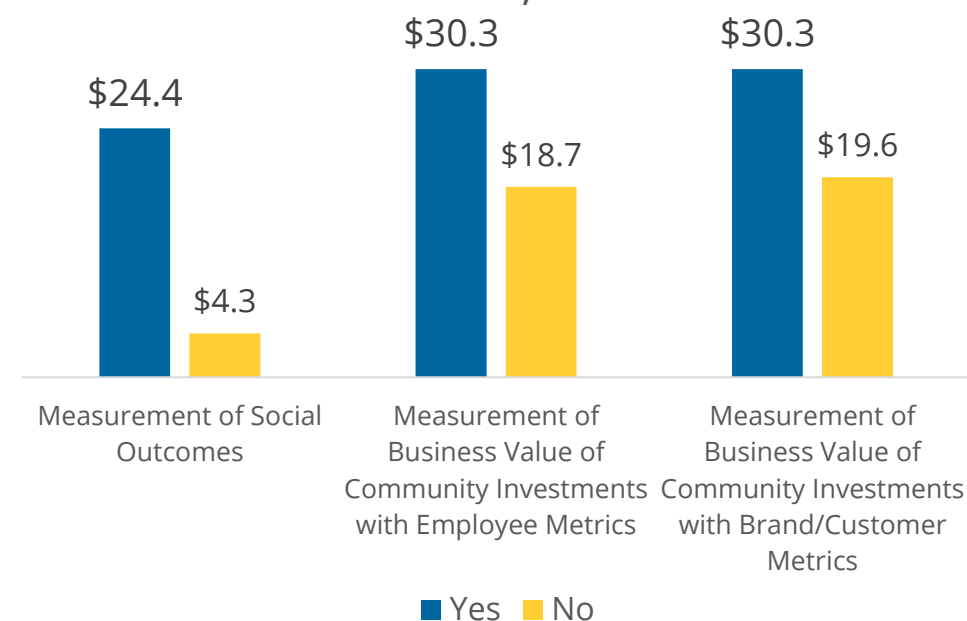
N=196

Does Your Company Measure the Business Value of Community Investments in Terms of Metrics that Assess the Brand or Customers?



N=195

Median Total Giving, in US\$ Millions, 2019



Source: Giving in Numbers 2020 Edition, 2019 data, N=207

PERFORMANCE (1 OF 2)

Recession Look Back: 2007 vs. 2009

- > **5 of 9 industries decreased** median Total Community Investments
- > A higher % of companies (**38%**) **increased Total Community Investments** compared to those who increased cash (26%)

Industry	2 Year Matched-Set n	Median Total Community Investments (in US\$ Millions) Adjusted by Inflation		
		2007	2009	Growth Rate
Materials	6	\$ 37.8	\$ 28.7	-24%
Consumer Staples	13	\$ 76.5	\$ 58.2	-24%
Financials	28	\$ 31.1	\$ 26.4	-15%
Industrials	9	\$ 24.7	\$ 23.0	-7%
Communications	6	\$ 40.2	\$ 37.4	-7%
Consumer Discretionary	13	\$ 20.2	\$ 20.3	0%
Technology	14	\$ 18.3	\$ 18.4	
Utilities	11	\$ 11.1	\$ 12.6	
Health Care	16	\$ 35.4	\$ 60.5	
All Companies	120	\$ 28.0	\$ 24.5	-12%

Source: Chief Executives for Corporate Purpose, *Giving in Numbers*, 3 Year Matched-Set, n = 120, 2007 – 2009. Community Investments defined in CECP *Valuation Guide*.



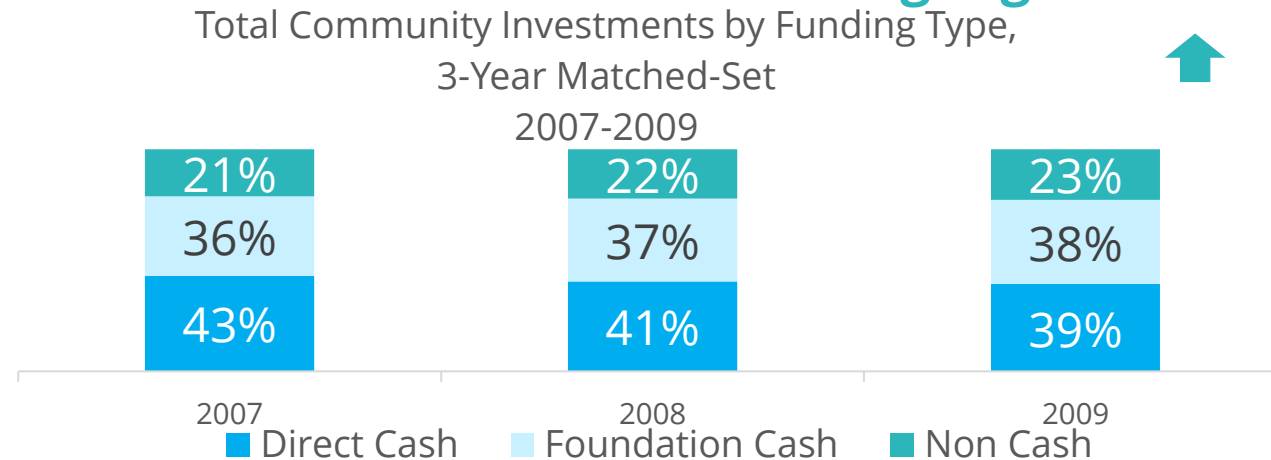
PERFORMANCE (2 OF 2)

Recession Look Back: 2007 vs 2009

> Across 120 companies

- Median Total Community Investments **decreased by 12%**
- Median Cash Community Investments **decreased by 20%**

> Technology, Utilities and Health Care **showed larger gains** when including **in-kind donations**



Watch for more on
the recession on
the CECP Insights
blog!



Source: Chief Executives for Corporate Purpose, *Giving in Numbers*, 3 Year Matched-Set, n = 120, 2007 - 2009