



Total Cash Giving Benchmarking, New York City and Utilities companies

CECP, Company Services
insights@cecp.co
August 2020

Data Source: *Giving in Numbers 2020*

Giving in Numbers 2020: Scale and Impact

GIN 2020
will be
released
in
October

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**

Giving in Numbers

2019 EDITION

The unrivalled leader in benchmarking
on corporate social investments, in
partnership with companies

Chief Executives for Corporate Purpose



<http://cecp.co/gin>

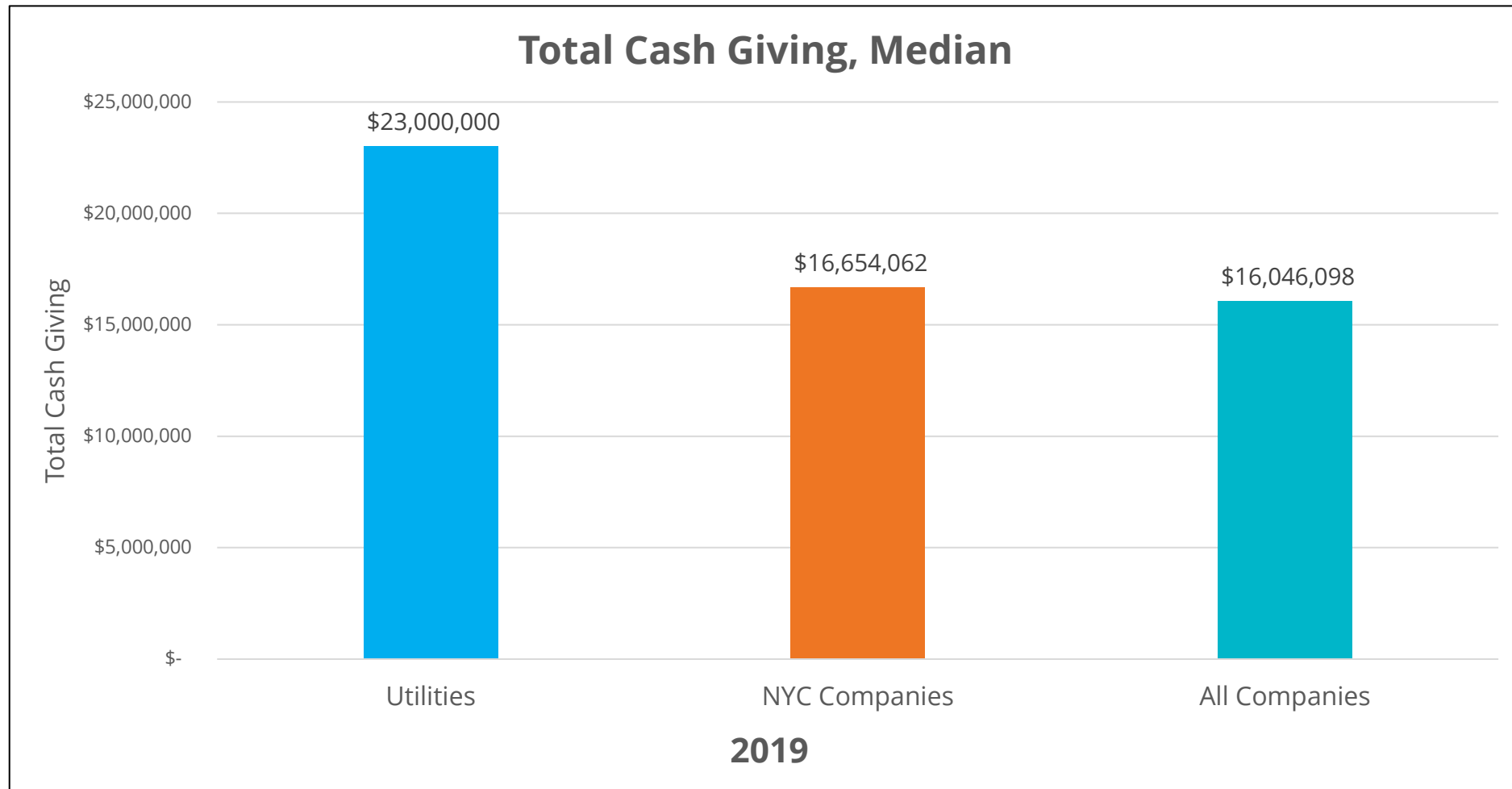


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Benchmarking

The term cash in the slides refers to the total community investments (giving) minus non-cash

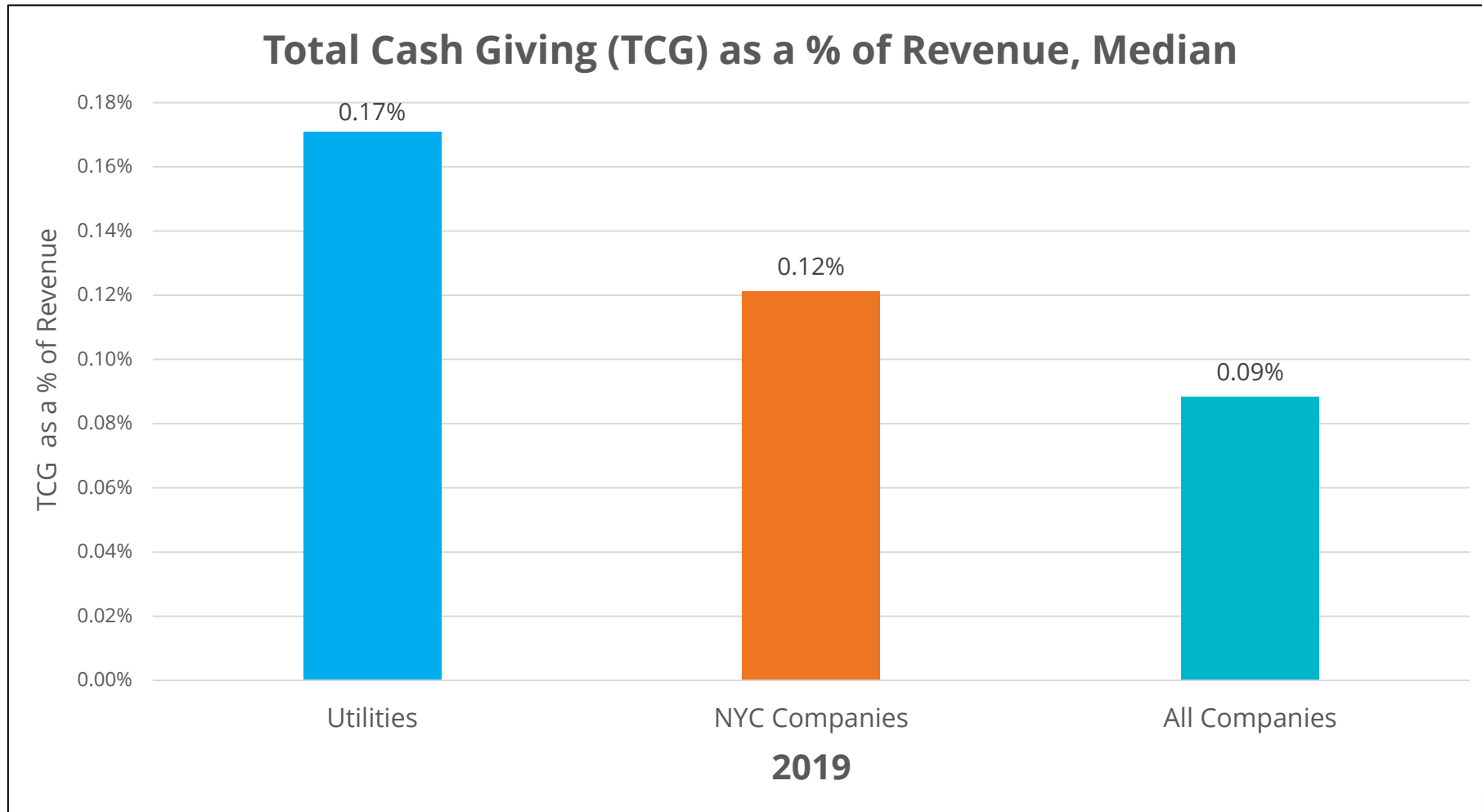
Custom Analysis: Comparing Cash



Source: CECP 2019 company-reported dataset. Utilities N=15, New York City N=32, All companies N=223 [Definitions available in the CECP Valuation](#)

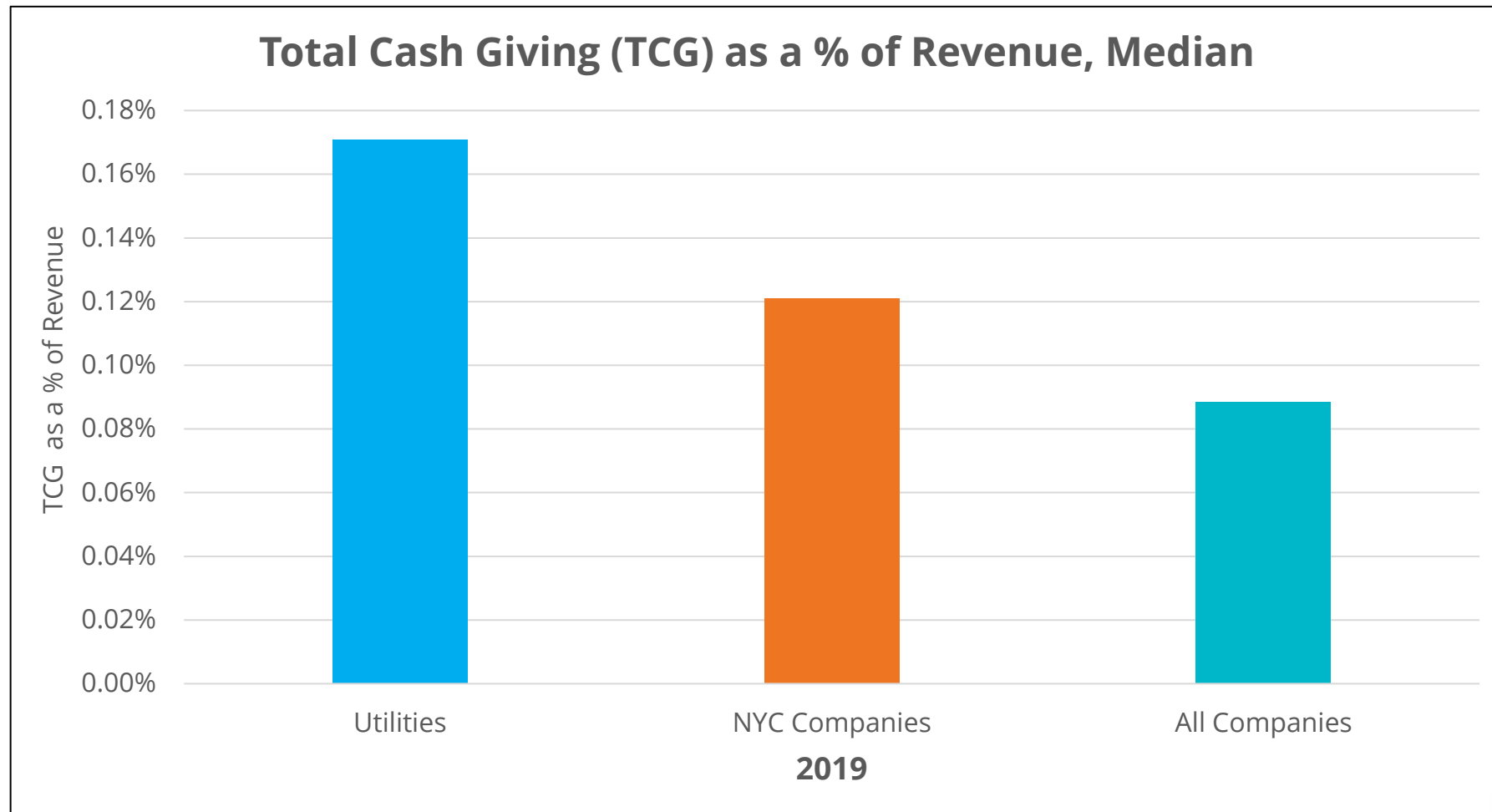
[Guide.](#)

Custom Analysis: Comparing Cash Benchmarked by Revenue



Source: CECF 2019 company-reported dataset. Utilities N=15, New York City N=32, All companies N=223

Custom Analysis: Comparing Cash Benchmarked by Pre-tax Profit



Source: CECP 2019 company-reported dataset. Utilities N=15, New York City N=32, All companies N=223

Custom Analysis: Quartile Breakdown

Metric	Utilities	NYC companies	All companies
Cash giving, 25% percentile	\$ 12,739,861	\$ 5,741,547	\$ 6,000,000
Cash giving, 50% percentile	\$ 23,000,000	\$ 16,654,062	\$ 16,046,098
Cash giving, 75% percentile	\$ 34,665,662	\$ 42,724,443	\$ 45,656,998
Cash Giving as % of Revenue, 25% percentile	0.14%	0.07%	0.05%
Cash Giving as % of Revenue, 50% percentile	0.17%	0.12%	0.09%
Cash Giving as % of Revenue, 75% percentile	0.21%	0.26%	0.16%
Cash Giving as % of Pre-tax Profit, 25% percentile	0.87%	0.31%	0.52%
Cash Giving as % of Pre-tax Profit, 50% percentile	1.29%	0.67%	0.91%
Cash Giving as % of Pre-tax Profit, 75% percentile	1.77%	0.90%	1.76%

Source: CECP 2019 company-reported dataset. Utilities N=15, New York City N=32, All companies N=223

Additional 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/>