

# The New Competitive Advantage: Giving in Numbers Brief 2016

**In the most complete annual survey of corporate societal engagement,**

**Companies in Giving in Numbers Survey represent:**

**CECP**, in association with **The Conference Board**, heard from a record 272 multi-billion dollar companies with aggregate revenues of USD\$ 7.5 Trillion. Leading companies are tapping *The New Competitive Advantage* of societal engagement; a majority of companies saw increased attention from new stakeholders, such as the investor community, recognizing that societal commitments are **good for business.**

**17.3**  
Million  
**EMPLOYEES**  
*aggregates*

**7.5**  
USD Trillion  
**REVENUE**

## Corporate Societal Engagement Snapshot

### HOW MUCH?

**\$24.5 Billion - Aggregate Total Giving**

*Top Quartile - Medians:*

**\$47.9 Million - Total Giving**

**\$23.5** Corporate Cash

**\$16.0** Foundation Cash

**\$8.4** Non-Cash

### VOLUNTEERING



**31%**

*Average corporate-volunteer participation rate*

**50%**

Top quartile corporate-volunteer participation rate

**56%**

Companies with paid-release time volunteer programs

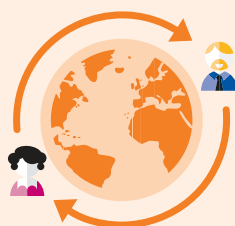
### EMPLOYEE GIVING

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

Percentage of total corporate cash giving that matches employee donations

**12%**

### GLOBAL



**7 out of 10**

companies gave to recipients outside the headquarters country

### CAUSES

*Typical Breakdown*

**Top Spot**  
**29%**

of Total Giving went to Education (Higher and K-12)

**Second Highest**

**26%**

went to Health and Social Service programs

**Third Highest**

**13%**

went to Community and Economic Development programs

\* Notes: Unless noted, 2015 data collected in 2016. HOW MUCH represent medians and top quartile in Millions (minimum to be in the top 25% of companies on each measure). EMPLOYEE GIVING percentage represents the median. CAUSES figure represent average percentages. N values vary for each measure. Additional definitions available in the CECP Valuation Guide.

CECP, a coalition of 150 CEOs who are a force for good, conducts the annual Giving in Numbers Survey in association with The Conference Board.  
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