

CECP Trends: Giving in Numbers Preview



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Giving in Numbers Preview

Your Changing Role:

 **New Competitive Advantage**

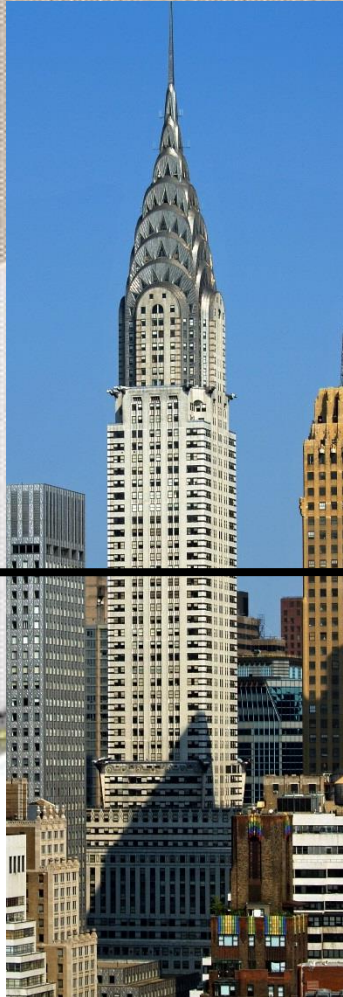
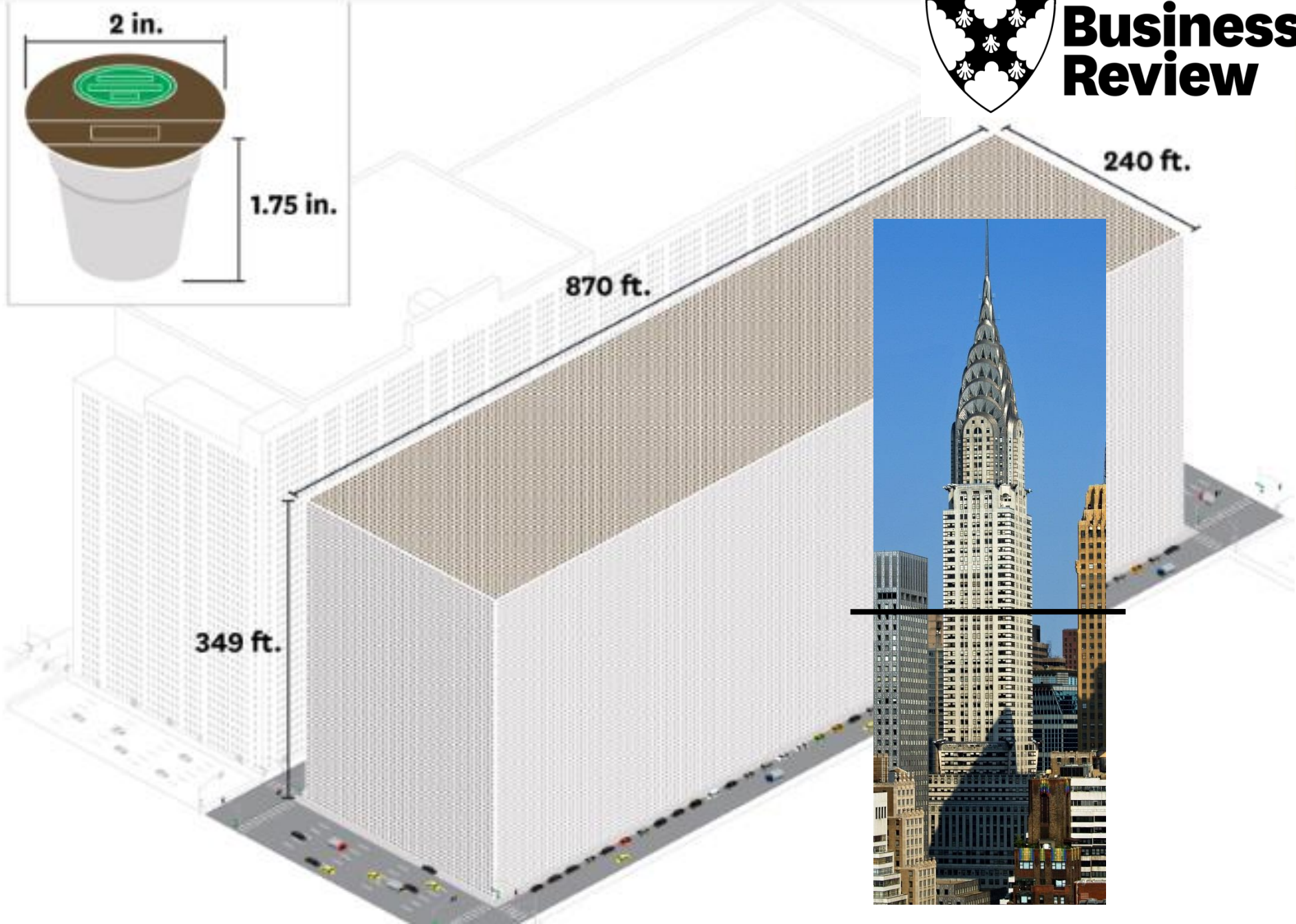
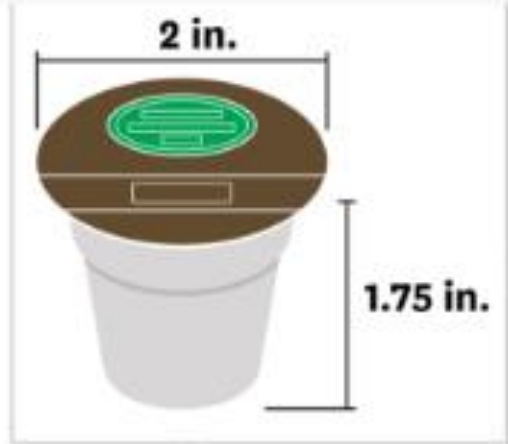
 **Core Responsibilities**

Carmen Perez, Director, Evaluation and Data Insights

Interviewed by:

Tim Youmans, Research Director, Strategic Investor Initiative



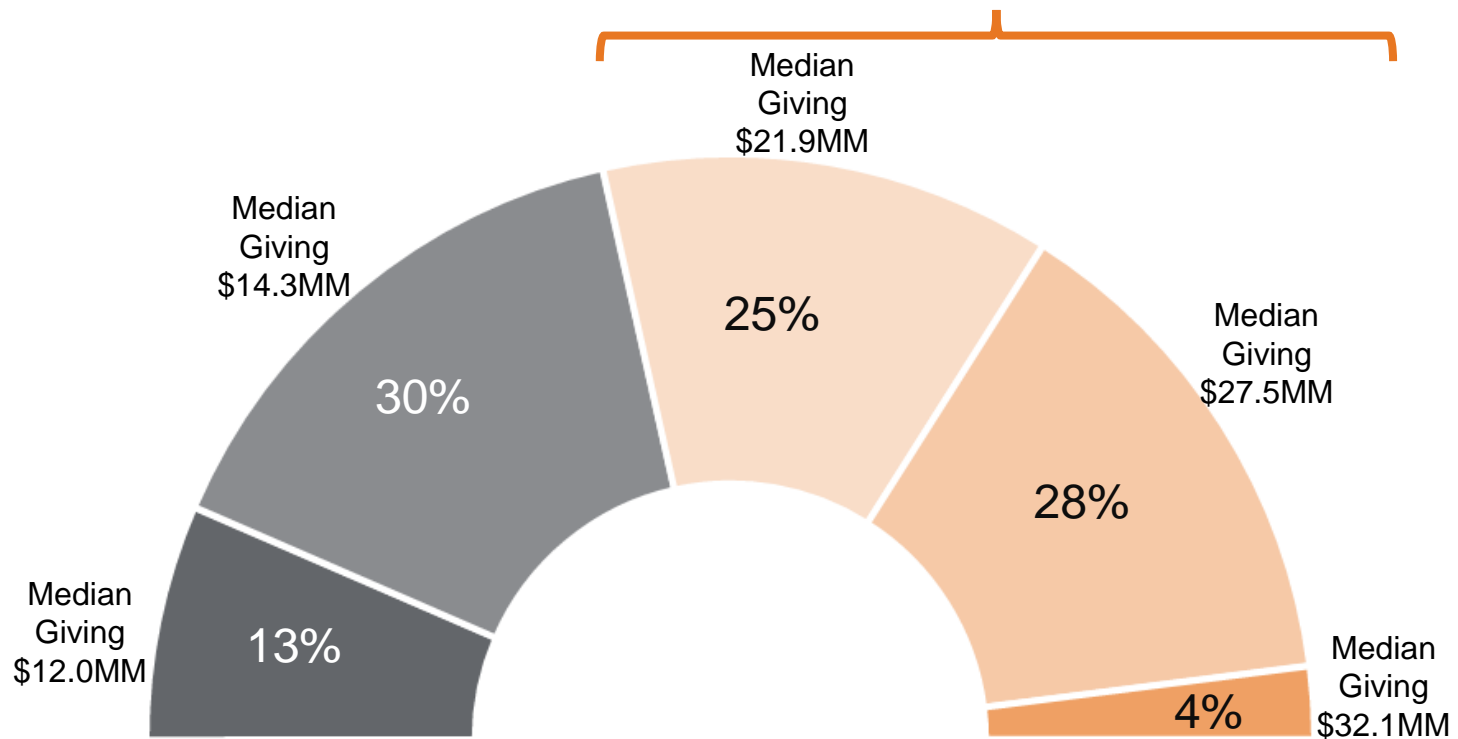


➤ New Competitive Advantage:

Three Key Insights

Investors Are Asking

56% report ESG information to Investors



■ Unsure ■ No, neither ■ Yes, investor relations department ■ Yes, both to a particular investor and investor relations department ■ Yes, an investor

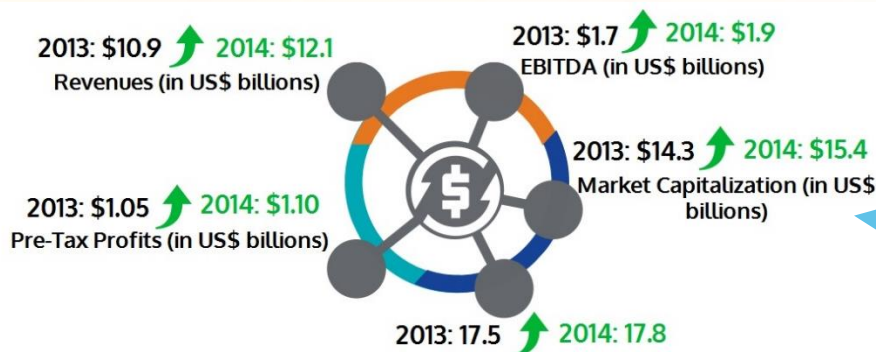
“Has your corporate citizenship department (or similar department) been called upon to provide environmental, social, and/or governance (ESG) information on to a particular investor or to the investor relations department?”

Source: CECP company-reported dataset. 2015 Data, N=217

Note: MM = Millions

ESG and Performance

F
Financial
Performance



Released
on *CECP
Insights
blog*

S
Social

2013: \$20.7 = 2014: \$20.5
Total Giving (in US\$ millions)

2013: 79.6% ↑ 2014: 86.7%
Percentage of companies
that measure outcomes
and/or impacts

2013: 12.1% ↑ 2014: 12.7%
Employee Turnover

G
Governance



2013: 16.7% ↑ 2014: 18.2%
Percentage of Women on
Boards

2013: 26.2% ↑ 2014: 30.0%
Percentage of companies
linking ESG metrics to
Compensation for Boards

2013: 25.8% = 2014: 25.8%
Percentage of Companies
with a CSR/Sustainability
Committee

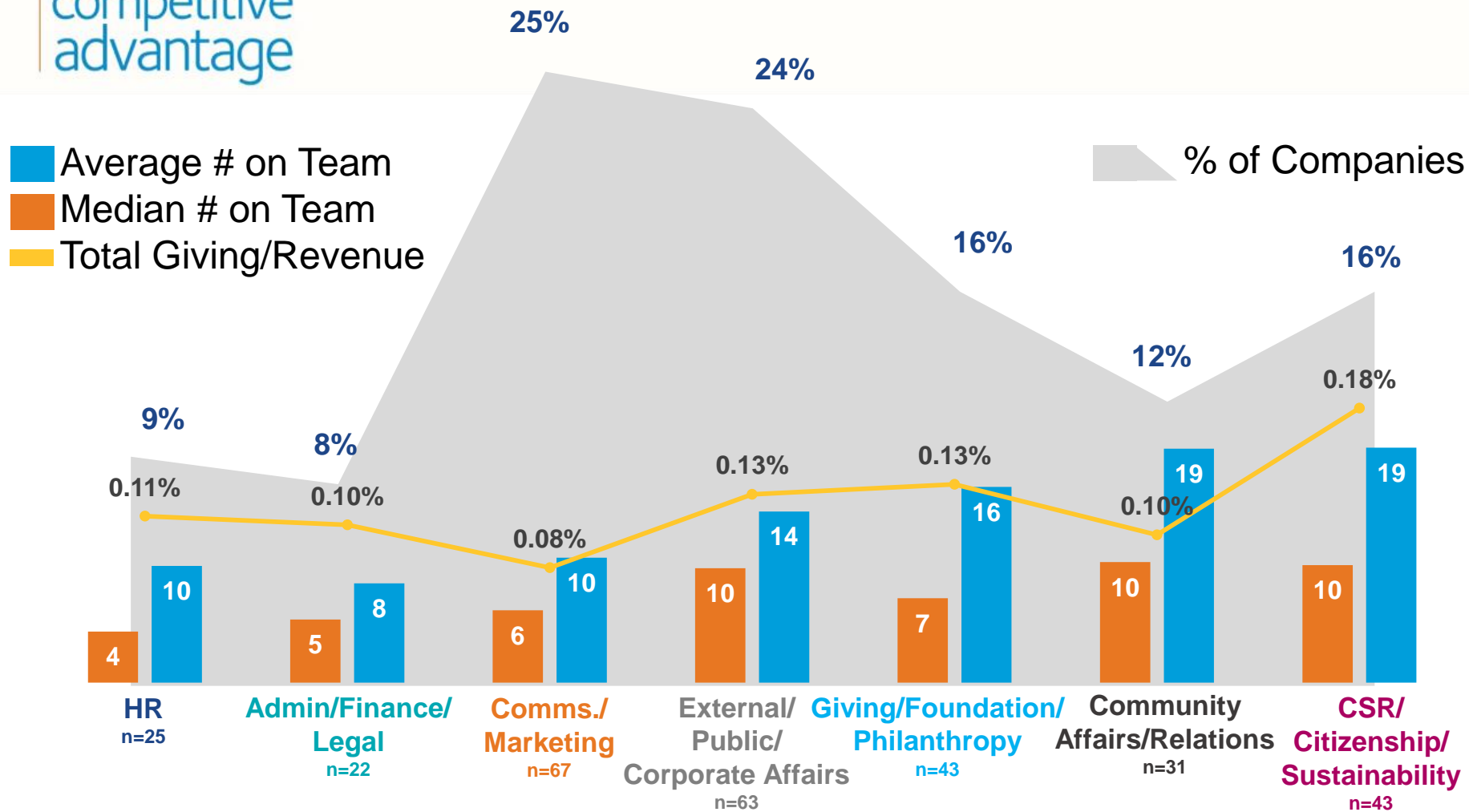
E
Environment

2013: 5.97 ↑ 2014: 6.05
Water Use (in millions
of cubic meters)

2013: 1.14 = 2014: 1.16
Greenhouse Gas Emissions
(in millions of metric tons)

2013: 57.1 ↓ 2014: 52.9
Total Waste (in thousands
of metric tons)

Where You Sit Matters



Poll Question

If your department moved within corporate reporting structure **last year**, did it move closer to the CEO?

- Yes it moved; Closer to CEO
- Yes it moved; Same distance from CEO
- Yes it moved; Stayed direct to CEO
- No move; Stayed direct to the CEO
- No move; Not reporting directly to CEO

➤ Core Responsibilities

Preview:
Four *Giving in Numbers* Topics

Your Sector Matters

Total Giving Changes 2013→2015

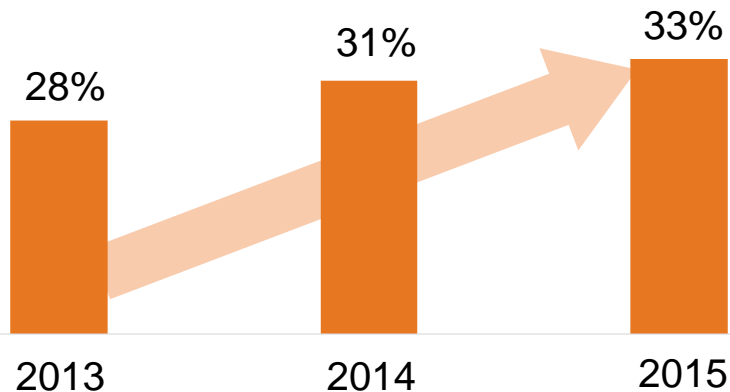
	Total Giving/ Revenue	Total Giving/ PTP	% Change Median Total Giving
Communications	↓	↓	-26%
Consumer Discretionary	↑	↑	-20%
★ Consumer Staples	↑	↑	2%
Energy	↑	↑	-25%
Financials	↓	↓	7%
↓ Health Care	↓	↓	-19%
Industrials	=	↓	-2%
Materials	=	↓	-11%
Technology	↓	↓	29%
Utilities	↑	↓	11%
All Companies	↓	↓	1%

Decreased at least 0.10%	Decreased at least 0.10%	Decreased at least 10%
Decreased between 0.10% and 0%	Decreased between 0.10% and 0%	Decreased between 10% and 0%
No Significant Change	No Significant Change	No Significant Change
Increased between 0% and less than 0.03%	Increased between 0% and less than 0.10%	Increased between 0% and less than 10%
Increased at least 0.03%	Increased at least 0.10%	Increased at least 10%

Volunteer Participation...

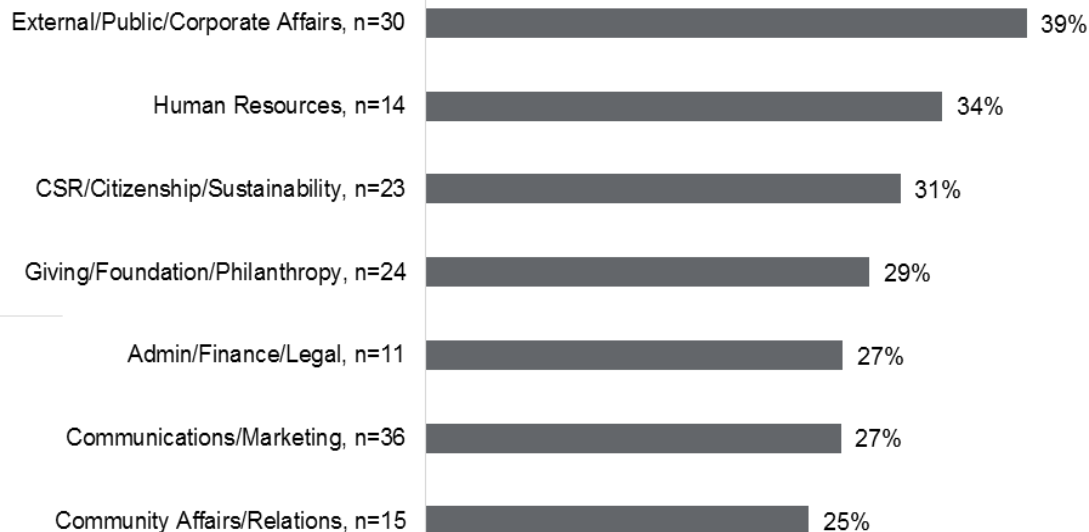
...Is Up

Average Percentage of Employees Volunteering at Least One Hour on Company Time, Matched-Set Data, **N=69**



...Varies by Dept.

Volunteer Participation Rate, Average Percentage, 2015



Growth in Responsibility

2011

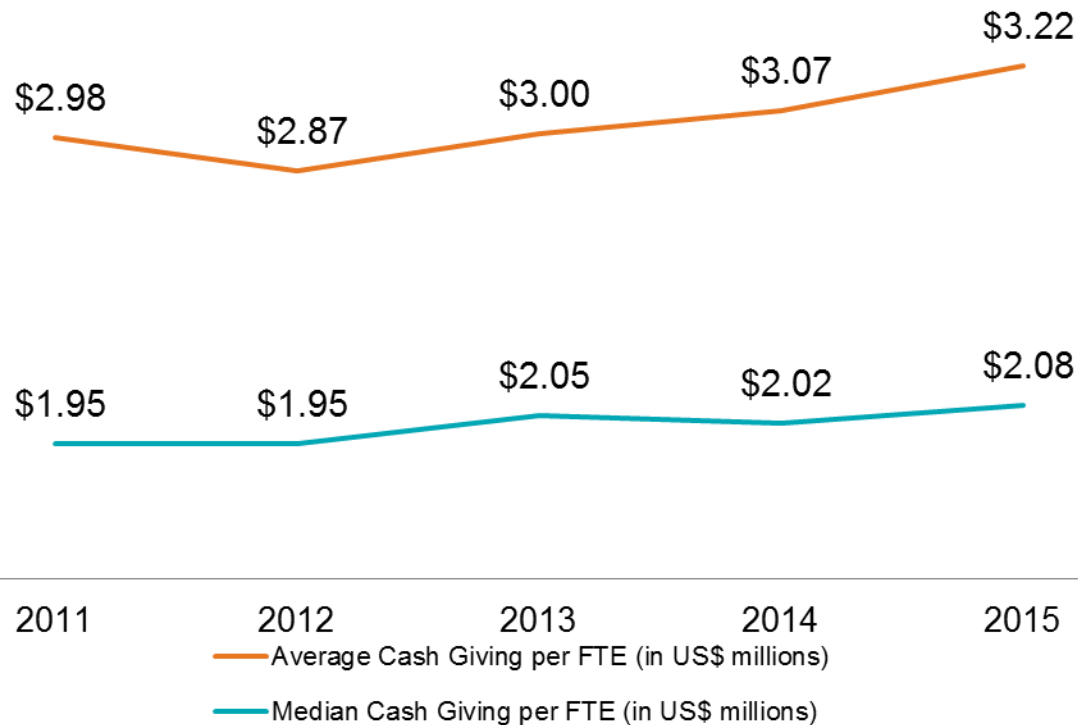
1500

FTEs

8.31 million

Total
Employees

Total Cash Giving per Full-Time Equivalent (FTE)



2015

1550

FTEs

8.16 million

Total
Employees

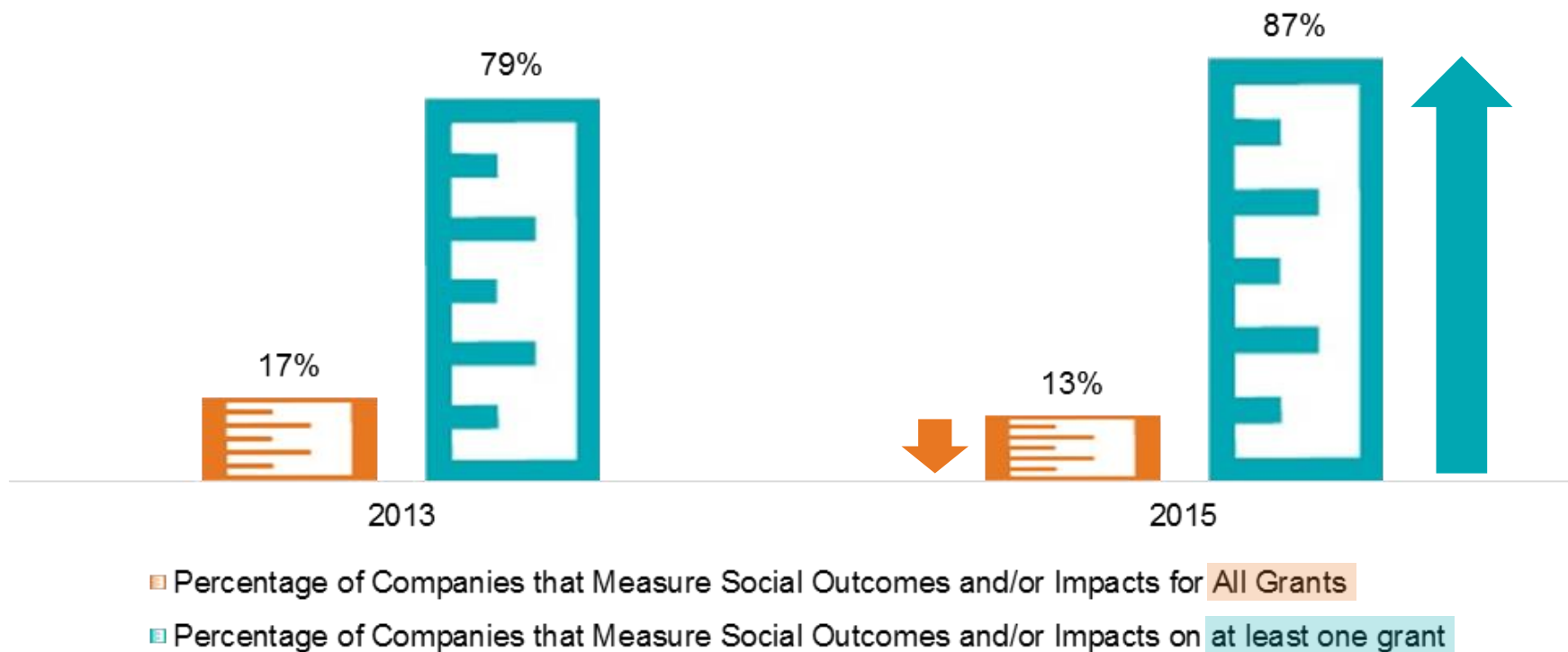
Growth
Rate

3%

-2%

Measurement, Both Up and Down

Percentage of companies measuring social outcomes and/or impacts, 2013-2015



Poll Question

Your department's increased accountability to the business has led to which demand occurring the most in the last year:

- The need to show results to both the business AND society from **existing** efforts and programs
- Pressure to innovate, undertake **NEW** efforts and programs
- Push to integrate your department's expertise to inform/enhance other business departments or functions
- Increased demand for reporting and transparency from various stakeholders seeking information on your work
- None of these occurred or there is no increased accountability

What's Next For Your Changing Role

➤ New Competitive Advantage

➤ Core Responsibilities

Record Breaking Year!

Thank you for your work and commitment for creating the largest and most comprehensive study in our field!

✓ 272 Multi-billion dollar companies

80+ companies
involved for 10 years
or more!

✓ \$7.5 trillion in aggregated revenues

Celebrating our 15th
Year!

✓ 62 companies out of the Fortune 100

**Thank you to
The Conference
Board!**



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the new
competitive
advantage