

Giving in Numbers 2018: What's Trending?

CECP, in association with **The Conference Board**, produces the largest, most robust, industry-leading, and internationally recognized research on corporate social investment, *Giving in Numbers*. This year, 300+ multi-billion dollar companies with aggregate revenues of over \$7 trillion participated. Leading companies are increasing giving; focusing on signature programs with fewer yet bigger community investments; expanding employee volunteer programs; and contributing greater cash towards Disaster Relief. For more information, please contact CECP at info@cecp.co.

INCREASE IN TOTAL GIVING

6 out of 10

companies increased total giving, 2015 to 2017

+15%

Growth of median total giving, 2015 to 2017



DEEPER IMPACT OF GRANTS

22%

fewer grants are being written, but

19%

larger total grant amounts, 2015 to 2017



INTERNATIONAL GIVING

2 out of 10

giving dollars go to international-end recipients

10%

of international giving goes to Disaster Relief



CAUSES

306% +

Higher median cash giving for Disaster Relief vs. three years ago (2015)



6%

of total giving goes to Disaster Relief

+5pp & +3pp*

in percentage of companies reporting STEM and Workforce/Employment as top-priority focus areas, respectively, 2015 to 2017



MEASUREMENT OF OUTCOMES/IMPACTS

9 out of 10

companies are measuring the social outcomes/impacts of their programs



GROWTH OF CONTRIBUTIONS TEAMS

4%

increase in overall corporate employee headcount, 2013 to 2017

15%

increase in contributions teams' headcount, 2013 to 2017**



EMPLOYEE ENGAGEMENT CREATING VALUE & IMPACT IN SOCIETY

51% → 55%

Percentage of companies offering open matching-gift programs, 2015 to 2017

\$1.3 MILLION

Median dollar amount raised from employee payroll deductions



Notes: Unless noted, 2017 data collected in 2018. N values vary for each measure. Additional definitions available in the CECP Valuation Guide.

* 'pp' refers to percentage points.

**Notes: Same group of companies for overall corporate employee headcount and contributions teams headcount.

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. Founded in 1999 by actor and philanthropist Paul Newman and other business leaders to create a better world through business, CECP has grown to a movement of more than 200 of the world's largest companies that represent \$6.2 trillion in revenues, \$18.4 billion in societal investment, 13 million employees, and \$15 trillion in assets under management. CECP helps companies transform their social strategy by providing customized connections and networking, counsel and support, benchmarking and trends, and awareness building and recognition.