CECP Giving in Numbers Survey, 2019 Edition

[Giving in Numbers](http://cecp.co/home/resources/giving-in-numbers/) is the **unrivaled leader** for benchmarking corporate social investments, in partnerships with companies. Thank you to the 500+ companies that have participated over the years for your ongoing commitment to this research!

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New Section for 2019! Multiple choice approach to questions encourage as many companies as possible to respond in this innovative and leading area

**Changes:** Based on year-round questions from you and your peers at large companies, CECP added and hid questions for the 2019 survey; the net result is a shorter survey! Also, there are more multiple choice and less open-text fields for easier completion. Comments and questions always welcome. Please contact Alexa Yiğit, Data Insights Senior Associate at [ayigit@cecp.co](mailto:ayigit@cecp.co) or 646-448-1311.

Data Sharing within the CECP Community

Although optional, we encourage companies to share all data submitted in order to produce the most robust and useful head-to-head benchmarking in this corporate community. *More information regarding CECP's Data Sharing Policy can be found in the User Guide.*  
   
All information submitted via this survey is secure and safeguarded. CECP takes very seriously that companies may be sharing confidential information and can be assured that your data will remain protected.  
   
**Indicating “Yes” means:   
All survey questions will be shared. No further sharing questions are required.  
   
Indicating “Decide question by question” means:   
You must check YES or NO in the “Willing to Share?” questions throughout the survey, typically at the bottom of question pages.**

**\*Share within the CECP community?**

* Yes, willing to share all data within the CECP community
* Decide question by question on whether to share

# COMPANY INFORMATION

## I.A. Respondent Information

Company Name: [Type here]

Parent Company Name (if above is a subsidiary): [Type here]

Did your company undergo a merger, acquisition, or divestiture that is considered significant by your industry standards during the last year? (select) Yes. Select: Merger, Acquisition, OR Divestiture or No

Company Headquarters City, State/Province/Region, Country: [Type here]

Contact Person Name: [Type here]

Contact Email (this is where the final survey email confirmation will be sent): [Type here]

Contact Title: [Type here]

Company Classification (select one): Service OR Manufacturing

Business Type (select one): Business-to-Business, Business-to-Consumer, Hybrid, Other

End date for 12 months of data you submitted in the survey [Type here]

If publicly traded, what is your company’s stock ticker? [Type here]

# COMMUNITY INVESTMENTS

## II.A. Total Community Investments

Provide the value of your company’s TOTAL CONTRIBUTIONS in $USD. First, please provide the breakdown of Total Cash Giving:

Direct (or Corporate) Cash (FY2018): [Type here]

Foundation Cash (FY2018): [Type here]

Total Cash Giving: [Type here]

Second, please provide Total Non-Cash Giving (FY2018): [Type here]

If available, please provide the breakdown Total Non-Cash Giving (must equal above):

Product Donations: [Type here]

Pro Bono Service: [Type here]

Other: [Type here]

Breakdown not available: [Type here]

If you made **additional**contributions but will not be able to break them down in subsequent sections, indicate the total value of these additional contributions here (**$USD**). [Type here]

## II.B. Changes in Total Giving

Changes in TOTAL GIVING: Comparing your company's 2017 giving to its 2018 giving, why did certain types of giving increase or decrease? Response: [Type here]

## II.C. Totals by Program Type

|  |  |  |
| --- | --- | --- |
| Please break down total contributions by PROGRAM TYPE. | **Cash ($USD)** | **Non-Cash ($USD)** |
| Civic & Public Affairs |  |  |
| Community & Economic Development |  |  |
| Culture & Arts |  |  |
| Education: Higher Education |  |  |
| Education: K-12 |  |  |
| Environment |  |  |
| Health & Social Services |  |  |
| Disaster Relief |  |  |
| Other |  |  |
| **Total** (Must equal II.A) |  |  |

## II.D. Priority Focus Areas

**List up to four FOCUS AREAS at your company in order of priority.**

|  |  |  |
| --- | --- | --- |
| Focus Areas (4) | Program Type (select one for each) | Do you have a KPI for this focus area? If yes, what KPI? |
| [Type here] | Civic & Public Affairs  Community & Economic Development  Culture & Arts  Education: Higher Education  Education: K-12  Environment  Health & Social Services  Disaster Relief  Other | [Type here] |

In recent years, some focus areas are increasingly prevelant for corporate community investments. Does your company consider any of these social issue areas of high importance? Check multiple if more than one apply:

* Disaster response
* Healthy lifestyles or related
* STEM
* Workforce

## II.E. Strategic Programs

Strategic programs are those to which your company commits more time, strategy, money, and management. They are often named and used frequently in external communications. How many strategic programs does your company have?

* None
* 1-2
* 3-5
* 6 or more

Share details about one STRATEGIC PROGRAM. If your company has more than one, share details about one that you think has the most impact.Please provide the**program name with brief description**. [Type here]

Total Cash & Non-Cash Contributed by Your Company to this Program ($): [Type here]

Program Type (Select one) Civic & Public Affairs, Community & Economic Development, Culture & Arts, Education: Higher, Education: K-12, Environment, Health & Social Services, Disaster Relief, Other

Metrics are not required, but if you track certain data on this program please share the metrics here: [Type here]

II. F Community Investment Strategies

Sustainable Development Goals (SDGs)

In the coming year, would you consider including the SDGs in a presentation or materials to your CEO/ Senior Executives due to their importance of the SDGs to your strategy and programs?

• Already including

• Would consider including

• Might consider including

• Don’t use SDGs

• Don’t know

Private-Sector Partnerships

Would you consider including partnerships with other private-sector companies in a presentation or materials to your CEO/Senior Executives due to the importance of these partnerships to your strategy and programs?

• Already including

• Would consider including

• Might consider including

• Don’t have partnerships

• Don’t know

# INTERNATIONAL

## III.A. International Breakdown

Please indicate whether your company contributed at least one grant to **international end-recipients** in the survey year. Select one: Yes / No

Please break down total giving ($USD) by DOMESTIC and INTERNATIONAL end-recipients.  The total must be equal to Total Contributions reported in question II.A.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Direct Cash | Foundation Cash | Non-Cash |
| Domestic End-Recipients |  |  |  |
| International End-Recipients |  |  |  |
| **Total** (Must equal II.A) |  |  |  |

Estimate the percentage of your company’s giving to international-end recipients that goes through PHILANTHROPIC INTERMEDIARIES: [Type here]%

Which option **best describes** the approval of NGO grants outside your corporate headquarters (HQ) country office?

* HQ does all HQ and non-HQ approvals
* Local offices do all their own (non-HQ) approvals
* Approval split by market: Some local offices do their own approvals, some local offices must submit to HQ
* Approval split by type: Local offices do some of their own approvals, some approvals must be done at HQ
* No NGOs outside HQ country receive grants

## III.B. Country Breakdown

COUNTRY LEVEL: Report total giving (cash and non-cash) by country of where the beneficiaries of the contribution are located (in $USD). Enter any country data you have regardless whether it is all countries where you have programs or only some countries where you have programs. The “breakdown not available” field should contain the balance of total giving. Headquarters country (or domestic) giving should go in your HQ countries’ field.

|  |  |
| --- | --- |
|  | $USD |
| Afghanistan |  |
| Albania |  |
| Algeria |  |
| Andorra |  |
| Etc. *Full list of countries available online* |  |
| Breakdown Not Available |  |

## III.C. International Contributions Program Type Breakdown

**Break down total international contributions by PROGRAM TYPE. Total Giving (Cash & Non-Cash Giving) to International End-Recipients:**

|  |  |
| --- | --- |
|  | $USD |
| Civic & Public Affairs | [Type here] |
| Community & Economic Development | [Type here] |
| Culture & Arts | [Type here] |
| Education: Higher Education | [Type here] |
| Education: K-12 | [Type here] |
| Environment | [Type here] |
| Health & Social Services | [Type here] |
| Disaster Relief | [Type here] |
| Other | [Type here] |
| **Total** (must equal total to international end-recipients in III.A) |  |

# EMPLOYEE ENGAGEMENT

## IV.A. Matching Gifts

**Did your company offer at least one employee MATCHING-GIFT PROGRAM?** Select one: Yes / No

Break down the total value ($USD) of your MATCHING GIFTS to employee giving.

***DO NOT INCLUDE funds given by employees.***

|  |  |  |  |
| --- | --- | --- | --- |
|  | Direct Cash ($USD) | Foundation Cash ($USD) | Total ($USD) |
| Workplace Giving Campaigns | [Type here] | [Type here] | [Type here] |
| Year-Round Policy | [Type here] | [Type here] | [Type here] |
| Dollars for Doers | [Type here] | [Type here] | [Type here] |
| Disaster Relief | [Type here] | [Type here] | [Type here] |
| Other | [Type here] | [Type here] | [Type here] |

Match Ratio & Program Caps

\* Caps refers to the minimum and maximum matched gifts per employee per year. Match Ratio for Dollars for Doers is the grant amount per hours of service.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Program Caps | Match Ratios | Program Details |
| Workplace Giving Campaigns | [Type here] | [Type here] | [Type here] |
| Year-Round Policy | [Type here] | [Type here] | [Type here] |
| Dollars for Doers | [Type here] | [Type here] | [Type here] |
| Disaster Relief | [Type here] | [Type here] | [Type here] |
| Other | [Type here] | [Type here] | [Type here] |

Participation Rate (%)

What percentage of employees gave at least $1 that was matched by your company across all programs? Employee participation rate: %

Please provide the breakdown by program if you have it available:

|  |  |
| --- | --- |
|  | Employee Participation Rate (%) |
| Workplace Giving Campaigns | [Type here] |
| Year-Round Policy | [Type here] |
| Dollars for Doers | [Type here] |
| Disaster Relief | [Type here] |
| Other | [Type here] |

Some matching programs are limited to specific organizations while others are open to all applicable organizations. Does your company limit which organizations are eligible for a match in your company’s domestic market? Please select the answer that best describes your company’s approach:

* No: We do not limit which nonprofit organizations are eligible to receive a matching gift in the geographic area the company serves
* Yes: We limit matches to a select number of nonprofit organizations
* Yes: We limit matches to a select number of cause areas (e.g., Education or Arts)
* Yes: We limit matches solely to educational institutions

Employee assistance funds are often created to help employees during periods of unexpected financial hardship (e.g. natural disasters). Is your company's employee assistance fund managed in-house or by an outside organization?

* All internal
* Mixed internal/external
* All external
* We don’t have an employee assistance fund

## IV.B. Philanthropic Leverage

PHILANTHROPIC LEVERAGE: Money Raised from Others by Your Company for non-profit/NGO partners.

Raised From Non-Employees ($USD):

|  |  |
| --- | --- |
| Total Dollar Amount Generated for Non-Profits | [Type here] |

Raised from Employees: Total Dollar Amount Generated for Non-Profits ($USD)

|  |  |
| --- | --- |
| Total Dollar Amount Generated for Non-Profits From Employee Payroll Deductions | [Type here] |
| Total Dollar Amount Generated for Non-Profits From Other Employee Contributions | [Type here] |

## IV.C. Employee-Volunteer Programs

Identify which EMPLOYEE-VOLUNTEER PROGRAMS are offered by your company.

|  |  |  |
| --- | --- | --- |
|  | Are these offered by your company? | |
|  | Domestic Employees | International Employees |
| Paid Release Time (also called VTO) | Y or N | Y or N |
| Flexible Scheduling | Y or N | Y or N |
| Dollars for Doers | Y or N | Y or N |
| Employee-Volunteer Recognition Awards | Y or N | Y or N |
| Team Grants | Y or N | Y or N |
| Incentive Bonuses | Y or N | Y or N |
| Company-Wide Day of Service | Y or N | Y or N |
| Volunteer Sabbatical | Y or N | Y or N |
| Board Leadership Programs | Y or N | Y or N |
| Pro Bono Service | Y or N | Y or N |
| Virtual volunteering | Y or N | Y or N |
| Other | Y or N | Y or N |

How many hours does your company policy offer to employees for volunteer service on an annual basis? If your company offers a number of days, please multiply the number of days by 8. Type the number of hours:

Beyond full-time employees, do other groups of workers (part-time, contractors, union) have access to your company’s volunteer programs?

* Yes, all groups of workers have access to some or all programs
* Yes, some groups of workers have access to some or all of our programs
* No, we are planning to expand eligibility to more groups of workers
* No, we have no plans to expand eligibility to more groups of workers
* Other or Unsure

## IV.D. Employee-Volunteer Program Success

In the past two annual surveys, companies have reported successful tactics to increase volunteer participation.

Multiple companies repeated the methods in the list below. Please indicate whether or not your company did any of these tactics in 2018. (check all that apply):

* Activate local volunteer champions or volunteer councils
* Increase participation of CEO or senior executives in volunteering
* Educate employees in a seminar or training
* Brand your volunteer program/offerings
* Increase convenience of service (location, timing)
* None of these

Please share a description of what you consider your most successful **skills-based volunteering** effort, both program details and why you consider it a success [Type here]

## IV.E. Volunteer Percentage Participation

Estimate the PERCENTAGE of your company’s employees who VOLUNTEERED at least one hour over the course of the year (%). [Type here]%

Does this percentage include employees that volu\nteered:

* On-company time
* Off-company time
* We don’t track on- or off- company time
* Not Sure

## IV.F. Employee Engagement & Volunteer Hours

Provide your company’s total EMPLOYEE ENGAGEMENT HOURS.

Provide the number of on-company-time pro bono hours (Reminder: You can include the value of pro bono as ‘non-cash’ in question II.A. Refer to our Pro Bono Valuation Guide for details on how to convert the hours into a dollar value): [Type here]

**On-Company-Time Volunteerism**

Does your company have an “On-Company-Time” / “Paid Release Time” volunteering policy or program? Select one: Yes / No

If “Yes”, total # of volunteer hours performed on-company-time: [Type here]

**Outside-Company-Time Volunteerism.**

Does your company have an “Outside-Company-Time” program or policy? Select one: Yes / No

If “Yes”, what is the total # of volunteer hours performed outside-company-time: [Type here] hours

If you are unable to distinguish between on-company-time and outside-company-time hours, please share total consolidated hours here. [Type here]

# ADMINISTRATION

V.A. Organization Structure

Help your peer companies better understand your corporate structure. Where does your department sit within the company? Choose the option that best represents your reporting line:

* Communications
* Community Affairs / Community Relations
* External Affairs / Public Affairs
* Corporate Citizenship / Corporate Social Responsibility
* Corporate Foundation
* Finance or Legal
* Human Resources
* Marketing
* Sustainability
* Other, please specify

What is your department or team’s name? Last year, common answers were Community Affairs, Foundation, or CSR: [Type here]

## V.B. Foundations

Does your company have at least one foundation or trust? Select one: Yes / No

If yes, what type of foundation does your company have? Select one: Predominately Pass-Through, Endowed, Hybrid, Operating, Other

If yes, can you share a sentence or two to describe how your company manages its reserve/investments? Peer companies often ask how others allocate foundation assets. (open field)

If yes, what was the total dollar amount of all corporate funds transferred to the foundation or trust during the 12 months of this survey? Please report in US Dollars. [Type here]

If yes, does your company have more than one corporate foundation? For example, some companies open a corporate foundation in certain countries where it is advantageous to do so. Select one: Yes (Type in Number) / No

## V.C. Team Size: Full-time Equivalents (FTEs)

Size of the Department: Number of FTE staff members in your department. (Please use a decimal if the team includes part-time responsibilities of some staff members.) If the categories below do not apply for your department, enter the total team members into the “breakdown not available” line.

|  |  |  |
| --- | --- | --- |
|  | Number of FTEs: Domestic (Corporate HQ Country) | Number of FTEs: International (Outside Corporate HQ Country) |
| Corporate Foundation | [Type here] | [Type here] |
| Corporate Community Affairs or related terms | [Type here] | [Type here] |
| All Other Groups | [Type here] | [Type here] |
| Communications/Marketing dedicated to community investments |  |  |
| Breakdown Not Available | [Type here] | [Type here] |
| **Total** | [Type here] | [Type here] |

## V.D. Grants and Recipients

Provide the total number of GRANTS MADE (excluding matching gifts).

|  |  |  |  |
| --- | --- | --- | --- |
|  | Domestic | International | Breakdown Not Available |
| # of Grants | [Type here] | [Type here] | [Type here] |
| # of Recipient Organizations | [Type here] | [Type here] | [Type here] |

What is the largest grant dollar amount that the senior-most grant-maker can APPROVE without deferring to a review committee or board?

Corporate side: [Type here]

Foundation side: [Type here]

Break Down Not Available: [Type here]

## 

## V.E. Budget: Management & Program Costs

Peer companies seek to compare the costs it takes to operate social investments departments and staff. If the categories below do not apply to your company, please simply enter the total budget in the “Breakdown not available” field. Including salaries, what are your company’s approximate total MANAGEMENT & PROGRAM COSTS ($).

|  |  |
| --- | --- |
|  | TOP-LINE MGMT & PROGRAM COSTS |
| Foundation |  |
| Corporate Community Affairs |  |
| Volunteerism |  |
| All Other Groups |  |
| Breakdown not available |  |
| **Total** |  |

## V.F. Software

Does your company use specialized software for Grants Management? Select one, Yes/No

Does your company use specialized software for Employee Engagement? Select one, Yes/No

What does the employee engagement software support?

* Giving and Volunteering
* Just Giving
* Just Volunteering
* Unsure

In your opinion, how does this software affect your team’s efficiency?

* More efficiency
* Same level of efficiency
* Less efficiency
* Don’t know

# Evaluation

## VI.A. Outcomes Measurement

In previous years, we’ve found that 85%+ of companies measure outcomes on at least one grant. Which of the following best describes the scope of your company’s measurement of societal outcomes of your grants? Our company measures societal outcomes for:

* All grants, regardless of grant size
* Only grants larger than a specific threshold (please share the threshold [Type here])
* Only grants made to a specific cause area (or cause areas) [Type here]
* Only grants made to a specific cause area (or cause areas) that exceed a specific threshold: [Type here]
* Only grants made for a strategic philanthropic program (or programs)
* We do not measure outcomes
* Other (please describe) [Type here]

Companies often ask whether or not their peers require the same information or different information from grantees. What option best describes the metrics (outputs, outcomes) you request on your application, RFP, or report submissions?

* The same metrics from nearly all partners
* Some metrics that are the same, some metrics that are different for each
* The metrics reported by each partner are different
* Not applicable
* Unsure

Whether across multiple programs or for one specific program, what is the number of “lives touched” by your community investments? Lives touched refers to metrics which represent reach and can include people affected, program participants, students trained or other related terms. Also, share details on what’s included in that number. If your company does not capture reach metrics, please type N/A: [Type here]

VI.B Measuring to Manage

Does your department/team use a dashboard or scorecard of metrics to manage its achievement of your strategy?

* Yes, for a long time
* Yes, it’s relatively new
* No
* Don’t know

How often does your team review results on a list of KPIs/metrics?

* Quarterly or more frequently
* Less frequently than quarterly
* Don’t review results
* Don’t Know

VI.C. Measuring Business ROI

Does your company measure the business value of community investments in terms of metrics that assess employees? (e.g., improved retention)?

* Yes
* No
* Don’t know

If yes, does your company:

* Survey volunteers
* Lever an existing employee survey (e.g. add one question on pride increase due to social strategies)
* Analyze HR data to compare volunteers to non-volunteers (e.g. identify rising leaders)
* Other, please specify

EMPLOYEE METRICS In your opinion, what employee benefit is most important to your company?

* Improve retention rate
* Identify rising leaders
* Increase employee engagement score
* Gain skills/professional development
* Attract/recruit better potential candidates
* Other

Does your company measure the business value of community investments in terms of metrics that assess the brand or customers? (e.g., increased customer loyalty)?

* Yes.
* No
* Don’t know

If yes, does your company:

* Survey customers
* Lever an external company-wide brand assessment (e.g. Reputation Institute)
* Analyze marketing data (e.g. impressions, clicks, site traffic)
* Other, please specify

CUSTOMER OR BRAND METRICS In your opinion, what customer or brand benefit is most important to your company?

* Increase customer loyalty
* Acquire new customers
* Increase customer referrals
* Attract and retain best candidates and employees
* Improve brand perception
* Improve reputation/trust score
* Other

1. **The S in ESG: Total Social Investment**

How does your company structure the use of resources (staff or budget) for Diveristy/Inclusion/Equity?

* Within our department
* Elsewhere in the company
* No resources or budget
* Don’t know

How does your company structure who leads the use of resources (staff or budget) for Human Rights?

* Within our department
* Elsewhere in the company
* No resources or budget
* Don’t know

How does your company structure who leads the use of resources (staff or budget) for social strategies for entities within your company’s supply chain?

* Within our department
* Elsewhere in the company
* No resources or budget
* Don’t know

In the last year, did your company conduct “impact investing?” For large companies, “impact investing” (the incorpration of ESG factors into investing decisions) could occur along the continnuum of investing assets from the Foundation to assets managed by the Treasury department.

* Yes, often
* Yes, sometimes
* No
* Don’t know

In the last year, did your company conduct business with a social lens that is not counted/ not reported in your ESG metrics? Sometimes these efforts are called “shared value” initiatives.

* Yes, a lot
* Yes, some
* No
* Don’t know

In the last year, did your company donate or otherwise lever anything digital for social goals? This could be data, cryptocurrency, digitial assets, etc.

* Yes, a lot
* Yes, some
* No
* Don’t know

In the last year, did your company have any internships or apprenticeships with social goals integrated in how they operate? (e.g. a workforce program for at-risk students that includes on-the-job experience)

* Yes, a lot
* Yes, some
* No
* Don’t know

**Please share any comments or questions about the Total Social Investment questions above:**

You have reached the end of the survey.

Thank you for participating in this year's *Giving in Numbers* Survey! Your contribution to this industry-leading research helps raise the level of awareness and transparency on how companies are a **force for good** in society.

*For any questions, please reach out to* ***Alexa Yiğit*** *(*[*ayigit@cecp.co*](mailto:ayigit@cecp.co)*).*