Integrity and Action: Reshaping the Role of Business: Giving in Numbers Brief 2019

Chief Executives for Corporate Purpose (CECP) produces Giving in Numbers, the unrivaled leader on benchmarking of corporate social investment, in partnership with companies. This year, 250 multi-billion-dollar companies with aggregate revenues of $7.9 trillion participated. Giving in Numbers is the premier industry survey and research, providing standard-setting criteria in a go-to guide that has defined the field and advanced the movement.

**COMPANIES IN GIVING IN NUMBERS SURVEY REPRESENT**

16.2 Million Employees

$7.9 Trillion Revenue

**HOW MUCH?**

$26.0 Billion Aggregate Total Giving

$20.7 Million Median Total Giving

**Top-Quartile Leaders**

$60.0 Million Median Total Giving

**The Breakdown**

- Corporate Cash: $28.6 Million
- Foundation Cash: $19.8 Million
- Non-Cash: $11.6 Million

**EMPLOYEE GIVING**

11% Median percentage of total corporate cash giving that matches employee donation

9 out of 10 Corporations match employee donations

**CORPORATE SOCIAL STRATEGY SNAPSHOT**

- 28% Top Spot of Total Giving went to Education programs (Higher and K-12)
- 25% Second highest went to Health and Social Service programs
- 16% Third highest went to Community and Economic Development programs

**CAUSES**

Giving by Program Area

**GLOBAL**

- 7 out of 10 companies gave to recipients outside their headquarters’ country

**VOLUNTEERING**

- 66% Companies offered paid-release time volunteer programs; most offered domestic volunteer program

- 50% Top-quartile corporate volunteer participation rate

- 33% Average corporate volunteer participation rate

*Notes: Unless noted, 2018 data collected in 2019. HOW MUCH represent medians and top quartile (minimum to be in the top 25% of companies on each measure). CAUSES figure represent average percentages of Total Giving. N values vary for each measure. Additional definitions available in the CECP Valuation Guide.

Chief Executives for Corporate Purpose (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.