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CECP Launches 2019 Industry-Defining Giving in Numbers Survey

Unrivaled inquiry into corporate social investment practices goes live, continuing to serve as go-to guide for corporate citizenship professionals

January 7, 2020, New York, NY—[Chief Executives for Corporate Purpose \(CECP\)](#), the unrivaled leader in benchmarking on corporate social investments, is celebrating the launch of the 15th annual Giving in Numbers Survey, in partnership with hundreds of the world's leading companies. The survey is open to companies with revenues of US \$2 billion or more, including companies not yet affiliated with CECP.

CECP is a [coalition](#) of over 200 of the world's largest companies that represent more than \$6.6 trillion in revenues, \$21.2 billion in social investment, 14 million employees, \$15 trillion in assets under management, and 17 countries in its Global Exchange.

CECP has the largest and most robust data set on trends in the industry, shared by **more than 550 multi-billion-dollar companies over 15 years, representing more than \$290 billion in corporate social investments over that time span**. The analysis of the data, the *Giving in Numbers* report, is embraced by professionals across all sectors globally to understand how corporations invest in society. Topics range from cash and in-kind/product support to employee volunteerism to internal organization structure to impact measurement.

From quick questions to presentations to company teams, boards, and CEOs, CECP is a trusted advisor to companies, analyzing Giving in Numbers data to provide customized insights to advance strategy and measure the business impact. Last year, [314 global companies participated](#) in the Survey, including over 60 Fortune 100 companies, submitting data on their corporate giving, employee engagement programs, and internal structure.

"As companies around the world respond to heightened stakeholder needs, effective measurement practices are vital to drive business and social impact," said **Daryl Brewster, CEO, CECP**. "CECP's Giving in Numbers Survey is the unrivaled leader in benchmarking on corporate social investments. Companies know to come to CECP to determine how to invest their resources, make them ever more effective. and measure their impact on society."

In response to the needs of the corporate social responsibility field, the Giving in Numbers Survey includes questions about CECP's cutting-edge **Total Social Investment** research, which holistically captures a broader depth and breadth of corporate investments in society from across the company. This year's Survey also queries companies on their **measurement and evaluation practices** with questions about **business return on investment** (ROI) and measurement as a management tool. Another topic covered in this survey is the extent to which companies pursue the **C-suite's buy-in** on topics such as the importance of the SDGs and private sector partnerships. The survey continues to probe companies on classic topics such as cash and in-kind investments, employee engagement, matching gifts, Full-Time Equivalents, and many more relevant topics.

Since 2001, CECP has collected data on corporate social investments globally to provide professionals with the benchmarking and reporting tools necessary for making data-driven decisions about their company's social strategy. Results of the survey will be available at [the CECP Summit](#), May 18-20, 2020.

Note to Editors: CECP can coordinate interviews with Daryl Brewster, CEO, and André Solórzano, the report author and Manager, Data Insights, who are available for comment on the Giving in Numbers Survey and trends. Please contact Jackie Albano, jalbano@cecp.co to arrange interviews.

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About CECP's Giving in Numbers

*CECP's Giving in Numbers is the **unrivaled leader** in benchmarking on corporate social investments, in partnership with companies. It 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. CECP has the largest and most historical data set on trends in the industry, shared by more than 550 multi-billion-dollar companies over 15 years, representing more than \$290 billion in corporate social investments over that time span. The report is embraced by professionals across all sectors globally to understand how corporations invest in society, with topics ranging from cash and in-kind/product, employee volunteerism and giving, and impact measurement. From quick questions to presentations to company teams, boards, and CEOs, CECP is a trusted advisor to companies, analyzing Giving in Numbers data to provide customized insights to advance strategy and measure the business value.*

About Chief Executives for Corporate Purpose (CECP)

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 \$6.6 trillion in revenues, \$21.2 billion in social investment, 14 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.