

CECP Pulse Survey

Topic: Predicting Changes to Company 2021 Community Investment Budgets Due to COVID-19

May 2019



CECP Pulse Survey Results

Topic: Predicting Changes to Company 2021 Community Investment Budget Due to COVID-19

64%

of companies predict their 2021 Community Investment Budget will remain about the same.

18%

of companies predict their budget to experience an *increase* and 18% predict their budget to experience a *decrease*.

Top (3) additional details about company 2021 budget predictions:

1. 2:1 COVID matching gifts may increase need for funds if utilized fully.
2. Preparing a round 2 COVID response given if states reopen there is social risk increase due to job loss and food insecurity.
3. Shifting dollars from in-person volunteer activation to virtual volunteer and sponsorship specifically supporting COVID 19 response.

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Results reflect data pulled on May 5, 2020. CECP is sharing these as companies are making decisions on COVID response in real-time. The results are drawn from a representative sample of our affiliated companies. *When referencing this finding, please list the source as: Chief Executives for Corporate Purpose, Pulse Survey, April 2020. Topic: Predicting Changes to their 2021 Community Investment Budget Due to COVID-19, field dates: April 27, 2020 – May 5, 2020.*



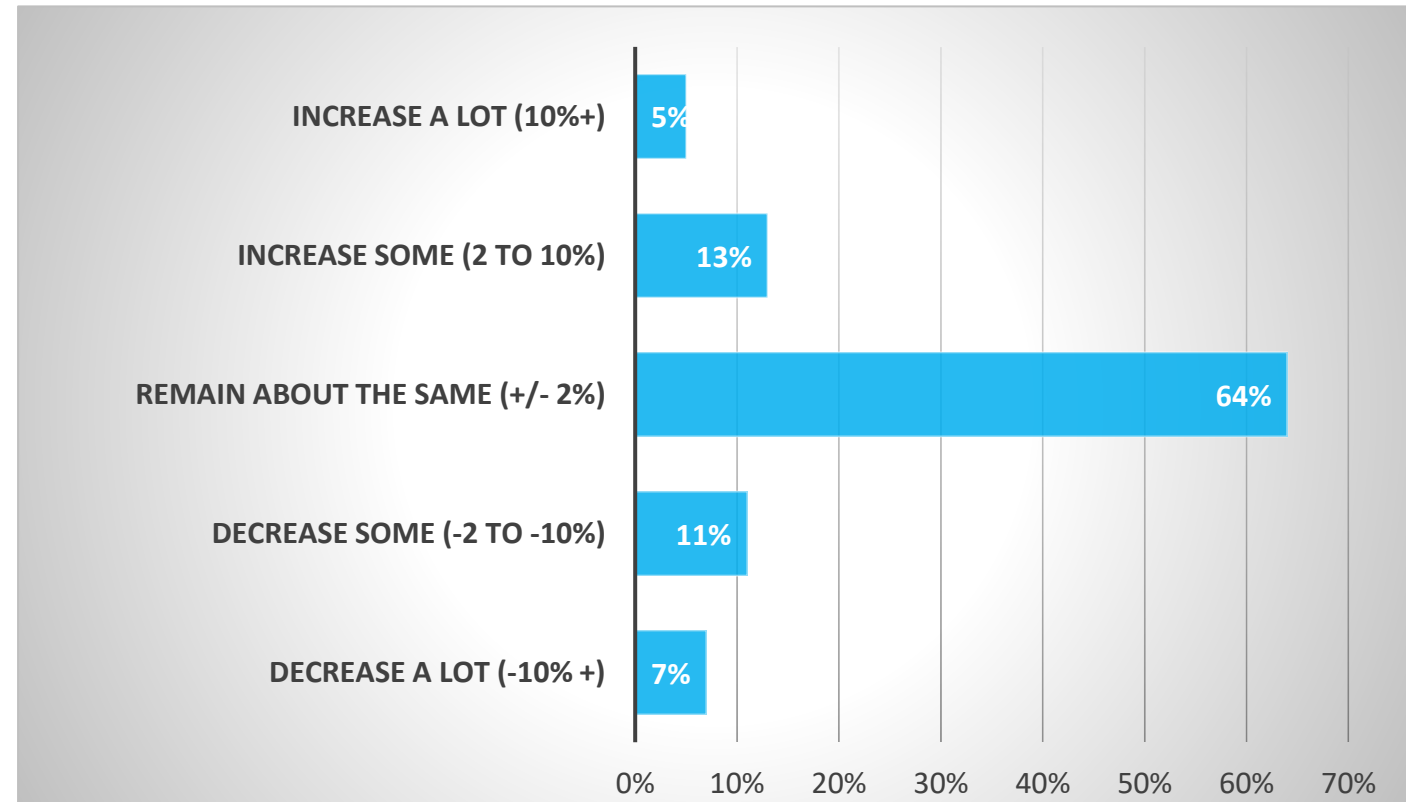
CECP Pulse Survey Results

Topic: Predicting Changes to Company 2021 Community Investment Budget Due to COVID-19

CECP's Pulse Question focused on understanding how companies are predicting changes to their 2021 community investment budget due to COVID-19.

More than 55 respondents participated in the Pulse question below, the results are as follows:

Question 1: Do you predict there will be changes to your company's 2021 community investment budget? Some companies have begun to ask how others are planning ahead. You would estimate that 2021 community investments will:



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More than 55 respondents participated in the Pulse question below, the results are as follows:

Question 2: Please share more details about your prediction. For example, do you predict your companies' 2021 breakdown of cash and non-cash community investments will change? Are you planning for a "round 2" of Covid-19 response? Are employee uses of programs changing in ways that affect budget spend?

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Key responses included:

- It is reasonable to anticipate that COVID-19 impact's in 2020 will bleed into 2021, and a recovery response is likely. We are planning changes to our employee programs which will definitely increase budget spend by at least one percent.
- We have already committed 3X normal annual spend on grant making for initial COVID response and expect a round 2 of twice that.
- 2:1 COVID matching gifts may increase need for funds if utilized fully and preparing a round 2 COVID response as if states reopen there is social risk increase due to job loss and food insecurity
- We are planning for a "round 2" and likely 3 related to COVID-19. So while there may be a one-time increase in giving, we expect to a decline in cash giving next year.
- We are shifting our dollars from in-person volunteer activation to virtual volunteer and sponsorship specifically supporting COVID 19 response.
- Increase will be from in-kind investments. Our COVID-19 response is continual as it is also driving product innovations.

