

Strength in Solutions: Giving in Numbers Brief 2020

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. CECP is grateful to Citi Foundation, Newman's Own Foundation, Prudential Financial, Inc, PwC US, The Travelers Companies, Inc, and USAA for their support in making **Giving in Numbers** possible.

COMPANIES IN GIVING IN NUMBERS SURVEY REPRESENT

14
Million
EMPLOYEES



\$11.2
Trillion
REVENUE



HOW MUCH?

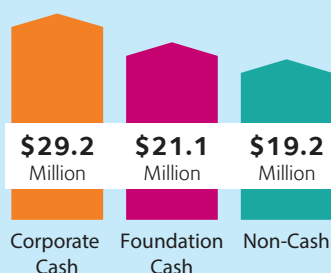
\$24.8
BILLION
Aggregate Total Giving

\$23.5
MILLION
Median Total Giving

Top-Quartile Leaders

\$62.8
MILLION
Median Total Giving

The Breakdown



10.4%

Median percentage of total corporate cash giving that matches employee donation



89%

Corporations match employee donations

EMPLOYEE GIVING

CORPORATE SOCIAL STRATEGY SNAPSHOT

TWO OUT OF THREE

companies gave to international recipients

GLOBAL

29%

Average corporate volunteer participation rate



43%

Top-quartile corporate volunteer participation rate



89%

Companies offered paid-release time volunteer programs or flexible scheduling

VOLUNTEERING

27% TOP SPOT

of Total Giving went to Health and Social Services



SECOND HIGHEST 16%

went to Community and Economic Development



THIRD HIGHEST 14%

went to Education and K - 12

CAUSES Giving by Program Area

* Notes: Unless noted, 2019 data collected in 2020. 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.