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## CECP Launches 2020 Industry-Defining *Giving in Numbers* Survey

*Leading analysis provides companies with a quantitative way to communicate their corporate purpose and refine their strategy and impact*

**January 15, 2021, New York, NY**—[Chief Executives for Corporate Purpose® \(CECP\)](#), is celebrating the launch of the 20<sup>th</sup> annual *Giving in Numbers* Survey, in partnership with hundreds of the world's leading companies. *Giving in Numbers* is the unrivaled leader in benchmarking on corporate social investments, and this Survey is open to companies with revenues of US \$2 billion or more. Underscoring the important role companies play in applying their skills and resources to address the pressing challenges around the globe and the rise in stature of ESG and CSR strategies, the *Giving in Numbers* Survey allows companies to track progress in a meaningful way.

CECP is a [coalition](#) of over 200 of the world's largest companies that represent \$11.2 trillion in revenues, \$23 billion in societal investment, 14 million employees, and \$21 trillion in assets under management.

CECP has the largest and most robust data set on trends in the industry. Shared by **more than 585 multi-billion-dollar companies and now in our 20<sup>th</sup> year of data collection, CECP's dataset represents more than \$312 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 corporate social investments.** The report covers a range of corporate purpose topics including community investments, employee engagement, measurement and evaluation, internal operations and structure and total social investment (TSI). Last year, **223 global companies participated** in the Survey, including 56 Fortune 100 companies.

"CECP's *Giving in Numbers* Survey is a powerful tool for companies to accurately appraise their efforts to drive long-term business success through positive social impact," said **Kari Niedfeldt-Thomas, Managing Director, CECP.** "Whether it is answering quick questions or providing customized insights to advance strategy and measure business value, CECP is a trusted advisor to companies and *Giving in Numbers* continues to champion and measure the corporate sector's progress in supporting society."

Recent events in communities around the world have redefined the nature of corporate social investments and the 2020 Survey reflects these changes. New this year, the Survey includes specific questions on giving and volunteerism in relation to Covid-19 and social justice support, a closer look at how companies are giving to STEM programs, and more deeply levers CECP's metric, **Total Social Investment (TSI).**



TSI is a forward-looking aggregation of the myriad ways in which companies create social and economic prosperity through monetary contributions, non-monetary contributions, and a wide array of other efforts that are unique to the corporate sector. TSI sums up all resources (operational expenses, staff time, and more) the company used for “S” in ESG efforts. In 2020, TSI was included in the World Economic Forum’s paper [Measuring Stakeholder Capitalism](#) which defined a set of common metrics that can be used by companies to align their mainstream reporting on performance against environmental, social and governance (ESG) indicators and track their contributions towards the SDGs on a consistent basis.

CECP is proud to also share the return of two Innovation Partners, **Benevity and YourCause, a part of Blackbaud**, that will again provide their users access to a standard CECP *Giving in Numbers* report they can run within their systems to pull their data more easily, and in a way that aligns with the *Giving in Numbers* research.

New this year, the Association of Corporate Citizenship Professionals (ACCP) is collaborating with CECP on *Giving in Numbers* to strengthen and expand the industry-leading community investment dataset, in service of companies’ need for the highest quality benchmarking.

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. A first look at the results of the survey will be available at [the CECP Summit](#), May 25-26, 2021.

*Note to Editors: CECP can coordinate interviews with Kari Niedfeldt-Thomas, Managing Director, and André Solórzano, the report author and Senior Manager, Corporate Strategy and Impact, who are available for comment on the Giving in Numbers Survey and trends. Please contact Jackie Albano, [jalbano@cecp.co](mailto: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 585 multi-billion-dollar companies for 20 years, representing more than \$312 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)**

*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. 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 \$11.2 trillion in revenues, \$23 billion in societal investment, 14 million employees, and \$21 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. For more information, visit <http://cecp.co>.*