

Brave Leaders, Bold Moves: Giving in Numbers Brief 2017

CECP, in association with **The Conference Board**, produces the largest, most robust, industry-leading, and internationally recognized research on corporate social investment, Giving in Numbers. This year, **250+ multi-billion dollar companies** with aggregate revenues of **\$7.5 trillion participated**. Leading companies are taking charge and re-defining 'purpose' and success for themselves; pacesetters are being rewarded for innovative practices and policies; and CEOs are stepping forward on social issues, empowered by the passion of their employees and the communities they serve.

COMPANIES IN GIVING IN NUMBERS SURVEY REPRESENT



16.6
Million
EMPLOYEES
aggregates



\$7.5
Trillion
REVENUE
aggregates

HOW MUCH?



\$20.3
BILLION

Aggregate Total Giving

\$18.9
MILLION

Median Total Giving

Top-Quartile Leaders

\$52.3
MILLION

Median Total Giving

The Breakdown



Corporate Cash Foundation Cash Non-Cash

12%

Median percentage of total corporate cash giving that matches employee donation



9 out of 10

Corporations match employee donations

EMPLOYEE GIVING

CORPORATE SOCIAL STRATEGY SNAPSHOT



7 out of 10

companies gave to recipients outside their headquarters' country

GLOBAL

31%

Average corporate-volunteer participation rate



43%

Top-quartile corporate-volunteer participation rate



61%

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

VOLUNTEERING

29% TOP SPOT

of Total Giving went to Education programs (Higher and K-12)



SECOND HIGHEST 26%

went to Health and Social Service programs



THIRD HIGHEST 14%

went to Community and Economic Development programs

CAUSES Typical Breakdown

* Notes: Unless noted, 2016 data collected in 2017. 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.

CECP, a coalition of more than 200 CEOs and companies that are a force for good, conducts the annual Giving in Numbers Survey in association with The Conference Board. <http://cecp.co>

