



Philanthropy Benchmarking The Corporate Giving Standard

Year-Round Online Benchmarking

The Corporate Giving Standard is an intuitive online data collection, reporting, and benchmarking system designed specifically for corporate philanthropy measurement. The tool was commissioned by the member companies of the Committee Encouraging Corporate Philanthropy with the goal of equipping giving professionals with an up-to-the-minute benchmarking and management tool for analyzing the scope and scale of their philanthropic initiatives.

What Makes CGS Different?

The CGS allows head-to-head company comparisons, aggregated industry benchmarks, and internal year-over-year spending analyses. Giving professionals define their own peer groups to create customized reports throughout the year, especially when planning giving strategy and presenting to senior management. No other tool in the industry offers quick, on-demand reporting and benchmarking while preserving the anonymity of each company's giving data.

"Apples to Apples" Comparisons

CECP takes great care to ensure that survey questions and results are interpreted in a consistent manner across companies. In addition to training sessions, documentation, and one-on-one support, CECP reviews each survey to ensure consistent reporting. The result is a reliable data repository that serves as a solid foundation for strategy development and program evaluation.

Breadth and Depth

The CECP measurement program is unrivaled in its longevity, its participation rates, and its granularity. With historical data extending back to 2001 and a rigorous survey embracing the full scope and scale of a company's community involvement, this resource is unsurpassed as the corporate philanthropy industry's most comprehensive measurement initiative.

Who is Involved?

Over 100 companies participated in the 2005 survey, including forty of the Fortune 100. Together their contributions amounted to over \$10.5 billion in cash and product giving.

Join Us!

Interested companies are invited to join this groundbreaking campaign. Annual subscriptions range from \$1,500 to \$5,000 and include unlimited user licenses and two invitations to CECP's annual Corporate Philanthropy Summit. To schedule an online demonstration, contact:

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2006 Survey Respondents The Corporate Giving Standard

3M
Accenture
Aetna
Agilent Technologies, Inc.
Alcoa, Inc.
The Allstate Corporation
Altria Group
American Express
American International Group
Arch Chemicals, Inc.
Bank of America
The Bank of New York
BearingPoint, Inc.
BMC Software
Bristol-Myers Squibb
CA, Inc.
Cargill, Inc.
Carlson Companies
Chevron Corporation
Cisco Systems
Citigroup
Coca-Cola Companies
The Colgate-Palmolive Company
Con Edison
Constellation Energy
Countrywide Financial
Crane Co.
Credit Suisse Group
CSX Corporation
CVS Corporation
Deloitte & Touche
Deutsche Bank
The Dow Chemical Company
Duke Energy Corporation
Eli Lilly & Company
Emerson Electric
Entergy Corporation
Exelon Corporation
Fannie Mae
FirstEnergy Corp.
Freddie Mac
Friedman, Billings, Ramsey
Gap Inc.
General Electric
General Mills, Inc.
Genworth Financial, Inc.
GlaxoSmithKline
Goldman Sachs
Halliburton
Hasbro, Inc.
HCA Inc.
The Hershey Company
The Home Depot
HSBC North America

IBM
Illinois Tool Works Inc.
Johnson & Johnson
JPMorgan Chase
KeySpan Corporation
KPMG
Legg Mason
Lehman Brothers Inc.
Levi Strauss & Co.
Lucent Technologies, Inc.
MasterCard Incorporated
Mattel
McDonald's
The McGraw-Hill Companies
McKesson Corporation
Merck & Co, Inc.
Merrill Lynch
MetLife
Mitsubishi International Corporation
Morgan Stanley
Norfolk Southern Corp.
North Fork Bank
Novartis International AG
NYSE Group, Inc.
Office Depot
Pacific Gas and Electric Company
Pearson
PepsiCo, Inc.
Pfizer
PNC Financial Services
PNM Resources, Inc.
Progress Energy, Inc.
Prudential Insurance Company
SAFECO Corporation
Salesforce.com, Inc.
Schering-Plough Corporation
Shell Oil Company U.S.
Southern California Edison
Sprint Nextel Corporation
State Farm Insurance Companies
Target Corporation
Time Warner
Toyota Motor North America
United Technologies Corporation
Verizon Communications
Wachovia
Wal-Mart
The Walt Disney Company
Washington Mutual
Wells Fargo & Company
West Marine
Wyeth
Xerox Corporation