



Corporate Giving Standard **Philanthropy Programs in Context**

What is the *Corporate Giving Standard (CGS)*?

The Corporate Giving Standard (CGS) is an intuitive online data collection, reporting and benchmarking system designed specifically for corporate philanthropy measurement. The tool was commissioned in 2001 by the CEOs and Chairpersons of the Committee Encouraging Corporate Philanthropy with the goal of equipping giving professionals with an “apples to apples” system for analyzing their philanthropic initiatives and opportunity areas.

Who Participates?

Over 135 leading companies, including 55 of the Fortune 100, participated in the 2008 CGS survey. Together, their contributions amounted to more than \$11.25 billion in cash and product giving. Designed as a management and reporting tool for companies, access to the system is limited to corporations contributing data; corporate contributions data is not shared with the media, nonprofits or academia. The list of engaged corporations continues to grow with companies of all revenue sizes.

Reliable Data for Reporting

The annual CGS survey captures the full scope and scale of companies’ community involvement including: cash and product donations, international giving, staffing, matching gifts, management costs, and more. The reporting website allows giving officers to create more than 40 customized reports, including head-to-head company comparisons, in one click. This resource is unsurpassed as the corporate philanthropy industry’s most comprehensive measurement initiative.

How is the Data Used?

Participants in the CGS survey enjoy unlimited access to corporate giving data from peers across all economic sectors. Leading corporations are using the flexible, dynamic online system to:

- Create easily downloadable custom graphs and charts that assist in setting strategy and corporate giving budgets.
- Collaborate with CECP research staff to contextualize year-over-year changes within broader trends in corporate philanthropy.
- Ensure alignment of strategic corporate goals and priorities with philanthropic activities.
- Provide insight into effective internal management reporting and allocation of resources through categorizing giving by motivation, program type, and geography.
- Save staff time previously spent manually collecting benchmarking data from peer companies and facilitating the completion of other industry surveys.

For more information

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Corporate Giving Standard List of Available Reports

The Corporate Giving Standard platform allows users to create the following customized reports for your own company, industry, or selected peer group:

Executive Summary

- Providing corporate giving program highlights and year-to-year comparisons, these one-page reports are ideal for sharing an at-a-glance overview within a giving team or with other internal departments.
- *Reports Include: Company Giving Overview and Numbers Snapshot.*

Total Giving Analyses

- Representing the most frequently requested benchmarks, these popular reports provide a thorough context for corporate giving across a number of parameters.
- *Reports Include: Total Cash and Non-Cash Giving; Total Giving as a Percentage of Pre-Tax Profit; Total Giving per Employee; and Matching Gifts as a Percentage of Total Giving.*

Giving Profiles

- Recognizing and understanding the end-recipients of corporate giving is critical, so these reports are designed to provide a profile of giving program beneficiaries.
- *Reports Include: Giving by Motivation, Budget Source, and Program Area; Giving to International/Domestic End-Recipients; Giving to Recipients by Ethnicity and Gender.*

Volunteer Programs

- As employee volunteerism becomes increasingly important, these reports help companies distinguish costs and benefits of on- and off-company time program offerings.
- *Reports Include: Employee Volunteerism On-Company Time; Volunteer Hours per Employee On-Company Time; Cost to Company of On-Company Time Volunteering; Volunteer Hours per Employee Off-Company Time.*

Management and Program Costs

- Encompassing compensation, programmatic expense and operating overhead, management and program cost comparisons can be analyzed in this set of reports.
- *Reports Include: Management and Program Costs as a Percentage of Total Giving; Spending Costs from Foundation and Corporate Community Affairs Departments.*

Projected Giving

- Companies provide estimates of the increase or decrease over previous year's giving and such comparisons within peer groups or industry are often helpful for strategy and budget discussions.
- *Reports Include: Cash and Non-Cash Giving Projections for the Coming Year.*

Summary Statistics

- This report section details corporate foundation models and the movement of funds between company and foundation.
- *Reports Include: Number and Average Size of Grants; Foundation Giving as a Percentage of Total Giving; Corporate and Foundation Approval Levels of Authority.*

Sample Reports

