

Giving in Numbers

2007 Edition

Exclusive: Inaugural Fortune 100 Snapshot

Corporate Giving Standard

An analysis of 2006 corporate philanthropy data from 136 leading companies



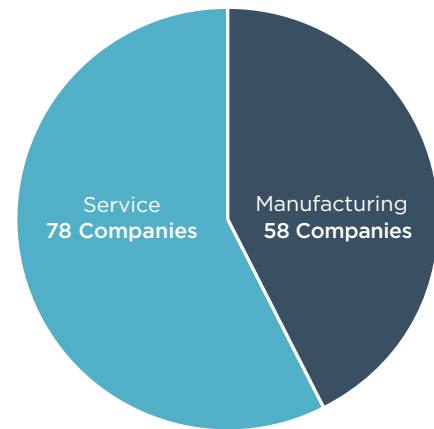
Respondent Profile

2006 Total Giving	Number of Companies
Over \$150 million	18
\$50 - \$150 million	19
\$30 - \$50 million	20
\$15 - \$30 million	25
\$10 - \$15 million	18
\$5 - \$10 million	19
Under \$5 million	17

Giving Total Giving ranged from just under \$500,000 to over \$1.5 billion. Median total giving in the CGS sample is \$21.89 million.

Industry	Number of Companies
Consumer Discretionary	19
Consumer Staples	11
Energy	8
Financials	39
Health Care	16
Industrials	10
Information Technology	13
Materials	5
Telecommunication Services	2
Utilities	13

Industry CECP uses the Global Industry Classification Standard (GICS) developed by Morgan Stanley Capital International and Standard & Poor's to separate companies into distinct industry groups. The GICS recognizes ten sectors and all ten are represented in the annual CGS survey. Too few companies from the Materials and the Telecommunication Services industries participated in the 2006 CGS survey for those industries to be included in industry-based analyses.



Classification Of the 136 companies responding to the CGS survey of 2006 corporate philanthropy, there are more Service companies than Manufacturing companies, due in part to the large number of financial services companies participating in the survey.

2006 Revenue	Number of Companies
Over \$100 billion	8
\$50 - \$100 billion	18
\$25 - \$50 billion	30
\$10 - \$25 billion	36
\$5 - \$10 billion	17
Under \$5 billion	23
Not Reported	4

Revenue Among participants, 2006 revenue ranged from approximately \$500 million to over \$375 billion. Privately held companies were not required to submit revenue and profit data. The median revenue among participants is \$19.6 billion, which is only slightly under the 2006 Fortune 100 revenue threshold.

2006 Pre-Tax Profit	Number of Companies
Over \$10 billion	21
\$5 - \$10 billion	21
\$3 - \$5 billion	17
\$2 - \$3 billion	13
\$1 - \$2 billion	25
Under \$1 billion	31
Not Reported	8

Pre-Tax Profit 2006 pre-tax profit ranged from losses to profits over \$67 billion. Privately held companies were not required to submit revenue and profit data. The median profit among participants (including those that reported a loss) is \$2.58 billion.

2006 Number of Employees	Number of Companies
Over 100,000	33
50,001 - 100,000	24
30,001 - 50,000	19
20,001 - 30,000	17
10,000 - 20,000	20
Under 10,000	23

Employees Total number of employees at participating companies ranged from under 500 to 1.85 million. The median number of employees in the CGS sample is 40,650.

Respondent Listing by Industry

2005 to 2006 matched-set companies are in **boldface**.

Consumer Discretionary (N=19)

ArvinMeritor, Inc.
Best Buy Co., Inc.
Carlson
Dollar General Corporation
Gap Inc.
Hasbro, Inc.
The Home Depot, Inc.
J.C. Penney Company Inc.
JM Family Enterprises, Inc.
Levi Strauss & Co.
Mattel, Inc.
The McGraw-Hill Companies
Office Depot, Inc.
Ogilvy & Mather Worldwide
Pearson plc
Target Corporation
Time Warner Inc.
Toyota Motor North America, Inc.
The Walt Disney Company

Consumer Staples (N=11)

Altria Group, Inc.
Cargill, Incorporated
The Coca-Cola Company
Colgate-Palmolive Company
ConAgra Foods, Inc.
CVS Caremark Corporation
General Mills, Inc.
The Hershey Company
Kimberly-Clark Corporation
PepsiCo North America
Wal-Mart Stores, Inc.

Energy (N=8)

Chevron Corporation
ConocoPhillips
Constellation Energy Group, Inc.
Exxon Mobil Corporation
Halliburton
Shell Oil Company
Sunoco, Inc.
Valero Energy Corporation

Financials (N=39)

The Allstate Corporation
American Express Company
American International Group, Inc.
Aon Corporation
Arthur J. Gallagher & Co.
Bank of America Corporation
The Bank of New York Mellon Corporation
Citigroup Inc.
Citizens Financial Group, Inc. /
RBS America
Credit Suisse
Deloitte
Deutsche Bank
Fannie Mae
FBR Capital Markets
Genworth Financial Inc.
The Goldman Sachs Group, Inc.
HSBC Bank USA, N.A.
JPMorgan Chase & Co.
KPMG LLP
LandAmerica Financial Group, Inc.
Lehman Brothers
MasterCard Worldwide
Merrill Lynch & Co., Inc.
MetLife, Inc.
Moody's Corporation
Morgan Stanley
NYSE Euronext
The Phoenix Companies, Inc.
The PNC Financial Services Group, Inc.
The Principal Financial Group
Prudential Financial, Inc.
Safeco Corporation
State Farm Mutual Automobile Insurance Company
The Travelers Companies, Inc.
Wachovia Corporation
Washington Mutual, Inc.
Wells Fargo & Company
The Western Union Company
Zurich Financial Services

Health Care (N=16)

Abbott Laboratories
Aetna Inc.
Becton, Dickinson and Company
Bristol-Myers Squibb Company
Eli Lilly and Company
GlaxoSmithKline plc
HCA Inc.
Johnson & Johnson
McKesson Corporation
Merck & Co., Inc.
Novartis AG
Pfizer Inc
Schering-Plough Corporation
UnitedHealth Group
WellPoint, Inc.
Wyeth

Industrials (N=10)

3M
The Boeing Company
Crane Co.
CSX Corporation
Deere & Company
Emerson Electric Co.
General Electric Company
Lockheed Martin Corporation
Mitsubishi International Corporation
United Technologies Corporation

Information Technology (N=13)

Accenture Ltd
Adobe Systems Incorporated
Agilent Technologies, Inc.
BMC Software, Inc.
Cisco Systems, Inc.
Dell Inc.
Hewlett-Packard Company
IBM Corporation
Motorola, Inc.
Network Appliance, Inc.
QUALCOMM Incorporated
salesforce.com, inc.
Xerox Corporation

Calculations

Materials (N=5)

Alcoa Inc.
Arch Chemicals, Inc.
The Dow Chemical Company
Ecolab Inc.
International Flavors & Fragrances Inc.

Telecommunications Services (N=2)

Sprint Nextel Corporation
Verizon Communications Inc.

Utilities (N=13)

Consolidated Edison, Inc.
Duke Energy Corporation
Entergy Corporation
Exelon Corporation
FirstEnergy Corp.
FPL Group, Inc.
KeySpan Corporation
PG&E Corporation
PNM Resources, Inc.
Progress Energy, Inc.
Semptra Energy
Southern California Edison
Xcel Energy Inc.

The depth and longevity of this benchmarking project enable CECP to report on trends from multiple perspectives. Therefore, it is helpful to understand the different methodologies used throughout this report.

The Biggest Numbers: 2006 Giving

136 companies participated in the 2006 CGS survey of corporate philanthropy, including 55 of the Fortune 100. This dataset creates a robust snapshot of giving in the most recently completed year of community investment.

Year-Over-Year Trends

Only by limiting an analysis to the set of companies that completed the CGS survey from one year to the next can a trend be pinpointed. To investigate how giving has changed, CECP relies on matched-set data, which is the data from companies that participated in CGS surveys across multiple years. In this report, there are two types of matched sets:

1. The companies that provided survey data for 2005 and 2006, the two most recent years of data in the CGS system.
2. The companies that provided data for the last three consecutive years: 2004, 2005, and 2006.

The sample sizes for these figures are always lower than the total number of companies responding in 2006 because companies completing the survey for the first time in 2006 cannot be included.

Sample Size Matters

Narrowing in on specific trends requires the exclusion of certain company surveys, resulting in different outcomes for the same data point. For example, median total giving across all companies in 2006 is \$21.89 million (based on 136 surveys), while the same data point across the 2005 to 2006 matched set of companies is \$32.60 million (based on 97 surveys). For this reason, it is helpful to note which years (and how many surveys) are included in the computations behind each figure. Look for “N=” throughout the report.

2006 Benchmarking Tables

There are four benchmarking tables in this report based on groupings by industry, revenue, pre-tax profit, and employees. Each is based exclusively on 2006 data.

To use these tables, identify the horizontal row that reflects the range relevant to your company. The data in that row show the median value for key findings. Look across the columns to see how companies vary by size and type.

Referencing each table will help piece together a philanthropic landscape across a set of comparable peer companies.

Note that medians are taken on a column-by-column basis for each row; therefore, the data in each row are not necessarily from the same company.

Philanthropy Benchmarking

The Committee Encouraging Corporate Philanthropy

The Committee Encouraging Corporate Philanthropy (CECP) is the only international forum of CEOs and Chairpersons pursuing a mission exclusively focused on corporate philanthropy. The Committee's membership consists of more than 165 executives leading the business community in raising the level and quality of corporate giving. A current CECP membership list is available at CorporatePhilanthropy.org.

CECP hosts CEO meetings, publishes best practice articles, conducts extensive research with corporate giving data, and offers support programs for giving professionals to ensure that, as a Committee, we are helping companies develop and expand their strategic giving programs. Collectively, CECP members serve as the voice of corporate philanthropy.

The Corporate Giving Standard

The data featured in [Giving in Numbers](#) are derived from the Corporate Giving Standard (CGS) benchmarking tool. The CGS tool provides giving professionals with more than forty up-to-the-minute reports for analyzing the scope and scale of their philanthropic initiatives in comparison to peers in the industry. The online database contains \$38 billion in comparative data since 2001.

What Makes the CGS Different

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

Reliable Data

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

Join Us!

Interested companies are invited to join this groundbreaking campaign. To schedule an online demonstration, contact:

Committee Encouraging Corporate Philanthropy

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