



Corporate Giving Standard Survey on 2011 Contributions

OVERVIEW

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 by the CEOs and Chairpersons of the Committee Encouraging Corporate Philanthropy (CECP) with the goal of equipping giving professionals with an “apples to apples” system for analyzing the scope and scale of their philanthropic initiatives.

Over 180 leading companies, including 63 of the Fortune 100, participated in the 2010 CGS survey. Together their contributions amounted to over \$15 billion in cash and product giving. The list of engaged corporations continues to grow with companies of all revenue sizes. Participants in the CGS survey enjoy unlimited access to corporate giving data from peers across all economic sectors.

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, which are 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.

PARTICIPATION

- It is free to complete the CGS survey. Customized benchmarking is only available to CECP Members and Subscribers (contact us to join!)
 - The CGS Survey is completed online by signing into corporatephilanthropy.org/my-cecp.html
 - This year's survey will open on January 27, 2012 and close on April 4, 2012
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ACKNOWLEDGEMENTS

CECP thanks the companies who participated in the 2010 Corporate Giving Standard survey for their ongoing commitment to the CGS measurement initiative.

The Corporate Giving Standard framework, used as the basis for the survey, was adapted from the London Benchmarking Group model. The Conference Board contributed essential valuation insights toward the creation of the CGS survey. CECP is grateful to both organizations for their collaboration. CECP would also like to acknowledge the Council on Foundations for its expertise to the more legal implications of corporate giving, the Points of Light Institute and the HandsOn Network for its input to the volunteerism section of the survey and survey guide, and Taproot Foundation for its leadership and expertise in the area of pro bono service.

For the survey on 2011 contributions, CECP and The Conference Board have joined forces to promote one valuation standard and one survey to capture the full scope and scale of annual contributions by leading global companies.

CONTACT

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Corporate Giving Standard Survey on 2011 Contributions

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I. COMPANY

QA. Data Sharing

I have read and agree to [CECP's Data Sharing Policy](#).

(The Conference Board Contributions Council Members: Please note CECP's new sharing arrangement of your company's data with The Conference Board, detailed in the policy.)

[Yes or No]

The CGS allows you to customize how you will share company data within the CECP community. By sharing, you authorize your company-specific information to be included in the secure CGS online system and customized benchmarking reports created by CECP staff. Sharing allows CECP to serve you better with the most robust and useful head-to-head benchmarking.

Indicating "Yes" means:

- All survey questions will be shared.

Indicating "Decide question by question" means:

- You must respond to all the "Willing to share?" check boxes on each question throughout the survey.

Share within the CECP community?

[Yes or Decide question by question]

I.A. Provide your company information.

Company:	
Parent Company Name:	
Did your company undergo a merger, acquisition or divestiture in the 12 months of this survey that is considered significant by your industry standards?	[Choose one: Not applicable, Merger, Acquisition, Divestiture]
Corporate Headquarters City:	
Corporate Headquarters State/Province/Region:	
Corporate Headquarters Country:	
Corporate Headquarters Geographic Area:	[Choose one: Asia & the Pacific, Europe, Latin America & the Caribbean, Middle East & Africa, North America.]
Contact Person Name:	
Email:	
Classification:	[Choose one: Manufacturing or Service]
S&P Industry Sector Classification:	[Choose one: List of 10 industries is displayed online]
Business Type	[Choose Business-to-Business, Business-to-Consumer, Hybrid, Unknown]
End date for 12 months of data you submitted in this survey. (mm/dd/yyyy)	



I.B. Provide your company's revenue and pre-tax profit for the most recently completed fiscal year.

Willing to share this information with other users for all years? [Yes or No]

	Revenue	Pre-tax profit
Domestic (Corporate Headquarters Country)		
International (Outside Corporate Headquarters Country)		
Total	Auto Calculated	Auto Calculated
Consolidated (only if breakdown is not available)		
Notes:		

I.C. Employee count for your company at end of the most recent fiscal year.

Willing to share this information with other users for all years? [Yes or No]

Employee Count: Domestic (Corporate Headquarters Country)	
Employee Count: International (Outside Corporate Headquarters Country)	
Employee Count: Total	Auto Calculated
(only if breakdown above is not available, enter value, otherwise "na") Employee Count: Consolidated	
Notes:	



II. CONTRIBUTIONS

II.A. Provide TOTAL VALUE of contributions:

Willing to share this information with other users for all years? [Yes or No]

	Direct Cash	Foundation Cash	Subtotal Direct & Foundation Cash	Non-Cash	TOTAL CASH & NON-CASH
TOTAL			Auto Calculated		Auto Calculated

If you made **additional** contributions but will not be able to break them down in subsequent sections, indicate the total value of these additional contributions here.

If your company made contributions that are deductible on its federal tax return (approved by your auditing/legal team), but which do not meet the CECP criteria for inclusion outlined in the Survey Guide, record the total sum of those contributions here:

Data entered in the questions below will not be shared; responses will be only used in aggregate for CECP trend research.

Provide the breakdown of Non-Cash giving in Question II.A:

[Reference the CECP Survey Guide for a definition of pro bono service.](#)

Product Donations	Pro Bono Service	Other
\$	\$	\$

Provide the number of on-company-time pro bono hours :

Pro Bono Hours
<input type="text"/>



II.B. Changes in Total Giving: Comparing your company's 2010 giving to its 2011 giving, why did certain types of giving increase or decrease? This insight greatly improves CECP's analysis, so please take a moment to be as specific as you can.

Will not be shared; this is for CECP "emerging trend" analysis only.

Response:

II.C. Break down total contributions by BUDGET SOURCE:

Willing to share this information with other users for all years? [Yes or No]

	CASH			NON-CASH	TOTAL CASH & NON-CASH
	Direct Cash	Foundation Cash	Subtotal Direct & Foundation Cash	Non-Cash	
Corporate Community Affairs			Auto Calculated		Auto Calculated
Corporate Foundation			Auto Calculated		Auto Calculated
All Other Groups			Auto Calculated		Auto Calculated
Total	Sum must match Question II.A	Sum must match Question II.A	Auto Calculated	Sum must match Question II.A	Auto Calculated
Notes:	<input style="width: 500px; height: 20px;" type="text"/>				

II.D. Break down total contributions by MOTIVATION:

Willing to share this information with other users for all years? [Yes or No]

	CASH			NON-CASH	TOTAL CASH & NON-CASH
	Direct Cash	Foundation Cash	Subtotal Direct & Foundation Cash	Non-Cash	
Charitable Gifts (includes the corporate match of employee giving)			Auto Calculated		Auto Calculated
Community Investment (the definition is unchanged from "Strategic" in prior years)			Auto Calculated		Auto Calculated
Commercial Initiatives			Auto Calculated		Auto Calculated
Total	Sum must match Question II.A	Sum must match Question II.A	Auto Calculated	Sum must match Question II.A	Auto Calculated
Notes:	<input style="width: 500px; height: 20px;" type="text"/>				



II.E. Break down total contributions by PROGRAM TYPE:

Willing to share this information with other users for all years? [Yes or No]

	CASH			NON-CASH	TOTAL CASH & NON-CASH
	Direct Cash	Foundation Cash	Subtotal Direct & Foundation Cash	Non-Cash	
Civic & Public Affairs			Auto Calculated		Auto Calculated
Community & Economic Development			Auto Calculated		Auto Calculated
Culture & Arts			Auto Calculated		Auto Calculated
Education: Higher			Auto Calculated		Auto Calculated
Education: K-12			Auto Calculated		Auto Calculated
Environment			Auto Calculated		Auto Calculated
Health & Social Services			Auto Calculated		Auto Calculated
Disaster Relief			Auto Calculated		Auto Calculated
Other (If including contributions in "other", please briefly explain the types of programs in the notes field below.)			Auto Calculated		Auto Calculated
Total	Sum must match Question II.A	Sum must match Question II.A	Auto Calculated	Sum must match Question II.A	Auto Calculated
Notes:					

II.F. In order of priority, list up to four focus areas of your company's philanthropy.

Willing to share this information with other users for all years? [Yes or No]

1)	
2)	
3)	
4)	
Notes:	



II.G. So that CECP might help identify appropriate press opportunities, please describe one key program that best represents your company's giving initiatives. Include:

1. Program name and brief description
2. Partner organizations, if any
3. Program launch date and anticipated end date, if known
4. Approximate cash and non-cash contributed to the program in 2011
5. Approximate total cash and non-cash contributed to the program since inception
6. Description of the impact the program hopes to make and how impact will be measured

Will not be shared without your company's authorization.

Response:

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III. INTERNATIONAL

III.A. Break down total contributions by Domestic/International End-Recipients:					
Willing to share this information with other users for all years? [Yes or No]					
	CASH			NON-CASH	TOTAL CASH & NON-CASH
	Direct Cash	Foundation Cash	Subtotal Direct & Foundation Cash	Non-Cash	
Giving to Domestic End-Recipients					
From Domestic Sources to Domestic End-Recipients			Auto Calculated		Auto Calculated
From International Sources to Domestic End-Recipients			Auto Calculated		Auto Calculated
Subtotal for Domestic End-Recipients	Auto Calculated	Auto Calculated	Auto Calculated	Auto Calculated	Auto Calculated
Giving to International End-Recipients					
From Domestic Sources to International End-Recipients			Auto Calculated		Auto Calculated
From International Sources to International End-Recipients			Auto Calculated		Auto Calculated
Subtotal for International End-Recipients	Auto Calculated	Auto Calculated	Auto Calculated	Auto Calculated	Auto Calculated
Total All	Sum must match Question II.A	Sum must match Question II.A	Auto Calculated	Sum must match Question II.A	Auto Calculated
Notes:					



III.B. Break down the total amount of your giving by geographic region of End-Recipient:

Willing to share this information with other users for all years? [Yes or No]

	TOTAL CASH & NON-CASH
Asia & the Pacific	
Europe	
Latin America & the Caribbean	
Middle East & Africa	
North America	
Breakdown not available	
Total:	Auto Calculated (Sum must match Question II.A Total Giving)

Break down the total amount of your U.S. to International giving that went to the developing world::

	Direct Cash	Foundation Cash	Subtotal Direct & Foundation Cash	Non-Cash	TOTAL CASH & NON-CASH
US to Intl For Developing World			Auto Calculated		Auto Calculated

Provide the total amount of giving to end-recipients in the following countries:

	TOTAL CASH & NON-CASH
Brazil	
Canada	
China	
India	
Russia	



III.C. Break down total international contributions by PROGRAM TYPE:	
Willing to share this information with other users for all years? [Yes or No]	
	Total Cash and Non-cash to International End-Recipients
Civic & Public Affairs	
Community & Economic Development	
Culture & Arts	
Education: Higher	
Education: K-12	
Environment	
Health & Social Services	
Disaster Relief	
Other <i>(If including contributions in "other", please briefly explain the types of programs in the notes field below.)</i>	
Total	Auto Calculated
Notes:	



IV. ENGAGEMENT

IV.A. Break down the total value of your Matching of Employee Giving.							
Willing to share this information with other users for all years? [Yes or No]							
	Direct Cash	Foundation Cash	Subtotal	Match Ratio & Program Caps	Employee Eligibility	Optional: % of Employees donating money through these campaigns (For Dollars for Doers, provide % of employees participating in the program)	Additional Program Specifics
Workplace Giving Campaigns			Auto Calculated				
Year-Round Policy			Auto Calculated				
Dollars for Doers			Auto Calculated				
Disaster Relief Employee Matching			Auto Calculated				
Other			Auto Calculated				
TOTAL MATCHING	Auto Calculated	Auto Calculated	Auto Calculated				
Notes:							

IV.B. Philanthropic Leverage: Money Raised from Others by Your Company	
Willing to share this information with other users for all years? [Yes or No]	
Money Raised from Non-Employees:	
Number of Fundraising Campaigns during the 12 month period	
Total Number of Campaign Days (across all campaigns)	
Total Marketing/Admin. Dollars Spent	
Total Dollar Amount Generated for Non-Profits	
Total Number of Non-Profit Partners Supported	
Money Raised from Employees:	
Total Dollar Amount Generated for Non-Profits from Employee Payroll Deductions	
Total Dollar Amount Generated for Non-Profits from Other Employee Contributions	
Total Number of Non-Profit Partners Supported	



Notes: _____

IV.C. Does your company have at least one formal program for employee engagement?
 Willing to share this information with other users for all years? [Yes or No]

Domestic [Yes or No]

International [Yes or No]

If yes, please provide program details.

	Domestic	International	Program Specifics
Paid-Release Time	[Yes or No]	[Yes or No]	
Flexible Scheduling to Volunteer	[Yes or No]	[Yes or No]	
Dollars for Doers	[Yes or No]	[Yes or No]	
Employee Volunteer Recognition Awards	[Yes or No]	[Yes or No]	
Retiree Volunteering	[Yes or No]	[Yes or No]	
Family Volunteering	[Yes or No]	[Yes or No]	
Team Grants	[Yes or No]	[Yes or No]	
Incentive Bonuses	[Yes or No]	[Yes or No]	
Company-Wide Day of Volunteer Service	[Yes or No]	[Yes or No]	
Board Leadership Programs	[Yes or No]	[Yes or No]	
Pro Bono Service (valued as non-cash giving; see the Survey Guide)	[Yes or No]	[Yes or No]	
Other	[Yes or No]	[Yes or No]	

Notes: _____

IV. D. Which programs appear to be most successful?
Select TOP 3 for both Domestic and International (6 total).
 Willing to share this information with other users for all years? [Yes or No]

Dom	Int'l	
[Yes?]	[Yes?]	Paid-Release Time
[Yes?]	[Yes?]	Flexible Scheduling to Volunteer
[Yes?]	[Yes?]	Dollars for Doers Grants Programs
[Yes?]	[Yes?]	Employee Volunteer Recognition Awards
[Yes?]	[Yes?]	Retiree Volunteering
[Yes?]	[Yes?]	Family Volunteering
[Yes?]	[Yes?]	Team Grants
[Yes?]	[Yes?]	Incentive Bonuses
[Yes?]	[Yes?]	Company-wide Day of Volunteer Service
[Yes?]	[Yes?]	Board Leadership Programs



[Yes?]	[Yes?]	Pro Bono Service (valued as non-cash giving; see the Survey Guide)
Notes:		

IV.E. Estimate the % of your company's employees who volunteer at least one hour throughout the year On-Company-Time.

FYI: This question will only accept a response if you have answered "yes" in Question #20.

Willing to share this information with other users for all years? [Yes or No]

Notes:	

IV.F. Volunteerism (Value of Hours)

Willing to share this information with other users for all years? [Yes or No]

On-Company-Time Volunteerism

Does your company have an "On-Company-Time" / "Paid-Release Time" volunteering policy or program?	[Yes or No]
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Does your company have a formal system in place to track On-Company-Time volunteer hours?	[Yes or No]
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	Domestic	International	Total	Consolidated
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Total # of volunteer hours performed				
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Cost to the company of on-company-time hours using company figures				
--------------------------------------------------------------------	--	--	--	--

Cost to company of on-company-time hours using the Independent Sector's current rate of approx. \$21.36/hour (applied across all survey years). <i>The reporting system will be updated in April of each year to reflect the latest value.</i>				
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Explain how you calculated the estimated cost to company of on-company-time hours?	
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Outside-Company-Time Volunteerism

Does your company have an "Outside-Company-Time" program or policy?	[Yes or No]
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Does your company have a formal system in place to track Outside-Company-Time volunteer hours?	[Yes or No]
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	Domestic	International	Total	Consolidated
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Estimate the total # of volunteer hours performed				
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Notes:	
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*** TOTAL ON-COMPANY-TIME VOLUNTEERISM COSTS (auto calculated)**

Management & Program Costs in Support of Volunteerism (Direct Costs)	Auto Calculated
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Value of Hours (* Independent Sector's Rate will be used if no value of hours is provided using company figures.)	Auto Calculated
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Total	Auto Calculated
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V. ADMINISTRATION

V.A. Number of full-time equivalent (FTE) staff in your Corporate Foundation(s), Community Affairs operations and "All Other Groups". (Please identify in a decimal format.)	
Willing to share this information with other users for all years? [Yes or No]	
FTEs: Domestic (Corporate Headquarters Country)	
FTEs: International (Outside Corporate Headquarters Country)	
FTEs: Total	Auto Calculated
(only if breakdown above is not available, enter value, otherwise "na") FTE: Consolidated	
Notes:	

V.B. What is the largest grant dollar amount that the senior-most grant-maker can authorize without escalating to a review committee or board? Answer separately for the corporate and foundation sides.	
Willing to share this information with other users for all years? [Yes or No]	
Corporate	
Foundation	
Notes:	

V.C. Total number of grants made (does not include matching gifts): Willing to share this information with other users for all years? [Yes or No]				
	Domestic	International	TOTAL	Consolidated
# of grants:			Auto Calculated	
# of recipient organizations:			Auto Calculated	
Notes:				

V.D. Foundations and Trusts

Willing to share this information with other users for all years? [Yes or No]

Does your company have a foundation or trust?	[Yes or No]
What type of foundation does your company have?	[Choose one: Predominately Endowed, Predominately Pass-Through, Hybrid, Operating, Other]
What was the total dollar amount of all corporate funds transferred to the foundation or trust during the 12 months of this survey?	
Notes:	

V.E. Total Management & Program Costs

Willing to share this information with other users for all years? [Yes or No]

	Foundation & Corporate Community Affairs	All Other Groups	Total Mgmt & Program Costs (excluding costs associated with volunteerism)	Consolidated Foundation & Corporate Community Affairs & All Other Groups (only if breakdown is not available enter value, otherwise "na")	Volunteerism	Total Foundation & Corporate Community Affairs & All Other Groups & volunteerism	Consolidated Foundation & Corporate Community Affairs & All Other Groups & Volunteerism (only if breakdown is not available enter value, otherwise "na")
TOP-LINE MGMT & PROGRAM COSTS							
Total	Auto Calc.	Auto Calc.	Auto Calc.	Auto Calc.	Auto Calc.	Auto Calc.	Auto Calc.
Notes:							



VI. OPINION POLLS

VI.A. Estimate by what % you expect your total company contributions to change from 2011 to 2012?	
	Estimate % Change
Total Giving	[Choose one: List of 8 ranges is displayed online]
Direct Cash	[Choose one: List of 8 ranges is displayed online]
Foundation Cash	[Choose one: List of 8 ranges is displayed online]
Non-Cash	[Choose one: List of 8 ranges is displayed online]
Notes:	

VI.B. Has the data from the Corporate Giving Standard helped to raise the quality of your company's giving programs and/or supported an increase in your company's philanthropy budget? If yes, how? If not, what can CECP do to make this research more relevant?	
Will <u>not</u> be shared; this is for CECP's internal improvement efforts only.	
Response:	

VI.C. OPINION POLL QUESTION: TBD	
Will <u>not</u> be shared; this is for CECP "emerging trend" analysis only.	

END SURVEY