

New CECP Report

Business's Social Contact: Capturing the Corporate Philanthropy Opportunity

Based on research by McKinsey & Company

- Highlights -

1. Does society have higher expectations for business to take on public responsibilities for global environmental, social, and political issues than was the case 5 years ago?

- Agree or strongly agree:	Total Global Panel	84%
	North America	78%
	CECP members	96%

2. Do you expect your company's corporate philanthropy programs to become increasingly global over the next 5 years?

- Yes:	Total Global Panel	40%
	Companies with revenues exceeding \$1B	67%

3. Do your philanthropic programs meet social goals and address society's expectations of your business?

- Very/extremely effective:*	11% (56% of which believe they're very/extremely effective at meeting business goals)
------------------------------	---

4. Which stakeholders do you address with your corporate philanthropy programs?

- Percent of response:	Employees	88%
	Communities	72%
	Consumers	44%
	Media/Opinion leaders	24%
	NGOs	24%

5. In funding decisions, how much weight do you think should be given to finding new business opportunities, relative to social concerns?

- Equal weight	34%
- More weight to social concerns	24%
- More weight to new business opportunities	21%
- No weight given to business opportunities	14%
- Don't know	7%

6. Which of the following issues are you currently addressing with your corporate philanthropy programs?

	Total Panel	North America
- Education	75%	83%
- Community	58%	53%
- Economic Development	52%	54%
- Environment	52%	41%
- Civic and Public Affairs	51%	52%
- Health & Social Services	48%	49%
- Culture & Arts	47%	46%

7. Which of the following business goals are sought through corporate philanthropy?

	Efficient*	All other
- Enhance corporate reputation	90%	69%
- Build employee leadership capabilities	62%	42%
- Improve employee recruitment/retention	57%	41%
- Differentiate from competitors	53%	37%

8. In what area of corporate philanthropy are you/is the CEO involved?

	Efficient*	All other
- Serve as public face	63%	47%
- Set overall direction	60%	59%
- Act as role model	54%	38%
- Facilitate and make sure resources are in place	51%	37%
- Make funding decisions	49%	49%
- Internal communications	39%	42%

* Small group of companies (i.e. "efficient philanthropists") that are creating effective programs in the face changing markets; see item 3.