

PRESS RELEASE

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CECP RELEASES NEW RESEARCH ANALYZING TRENDS IN CORPORATE PHILANTHROPY

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NEW YORK, October 18, 2007 – Today, the Committee Encouraging Corporate Philanthropy released Giving in Numbers 2007 Edition, a **new resource on corporate giving trends** and benchmarking data. This report offers a comprehensive analysis of the latest trends impacting the field of corporate giving.

The findings are drawn from an in-depth study of 136 prominent companies, including 55 of the Fortune 100 and accounting for \$11.2 billion in corporate giving data.

Giving in Numbers 2007 Edition addresses questions like:

- Why did some companies increase their year-over-year giving from 2005 to 2006 while others decreased it?
- Which sectors are expanding their international programs?
- How does giving as a percentage of pre-tax profit vary by industry?
- How are companies incorporating direct cash grants, non-cash contributions, volunteerism, matching gifts, and other efforts into a balanced giving portfolio?

CECP also offers a special analysis of the Fortune 100 companies, taking a close look at what differentiates giving for America's largest public companies. Additionally, the report features a section on "Assessing Your Program," to help giving professionals fully leverage the benchmarking data found throughout the report.

According to CECP Executive Director Charles Moore, "CEOs and their companies continue to invest strongly in their communities, responding to the growing expectations of employees, customers, and other stakeholders. CECP's research helps professionals in this industry to not only analyze their giving programs relative to peer companies, but also to engage in more strategic giving as companies consider a range of important facets for effective corporate philanthropy."

The above 2006 data were derived from CECP's annual Corporate Giving Standard survey of philanthropic initiatives. The Corporate Giving Standard is the top industry philanthropy measurement tool, offering unprecedented peer benchmarking and year-over-year trend reporting on detailed corporate giving programs. Giving in Numbers is an annual public report and key resource on trends in corporate giving.

Download a free copy of Giving in Numbers 2007 Edition: www.CorporatePhilanthropy.org.

Paul Newman and Ken Derr are the founding co-chairs of the Committee Encouraging Corporate Philanthropy (CECP), an international forum of more than 165 business CEOs and Chairpersons pursuing a mission to lead the business community in raising the level and quality of corporate philanthropy. www.CorporatePhilanthropy.org.

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