INITIATIVE ON SUSTAINABILITY

Chart of the Week

SUSTAINABILITY PRACTICES: 2012 EDITION

Charitable contributions

Of the 3,000 global companies analyzed, 36 percent reported the total amount of charitable contributions. Among these companies, those in the utilities and energy sectors reported the highest median charitable contributions.

Charitable Contributions, Disclosure Rate by Index

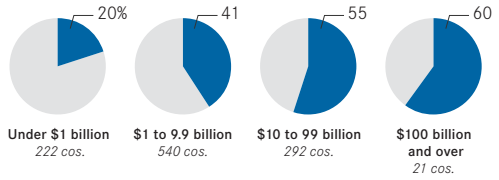
Thirty-six percent of Bloomberg ESG 3000 companies reported charitable giving.

36%	30	17
1,075 cos.	*150 cos.*	*164 cos.*
Bloomberg ESG 3000	**S&P 500**	**Russell 1000**

Sources: The Conference Board/Bloomberg, 2012.

Charitable Contributions, Disclosure Rate by Revenue Group

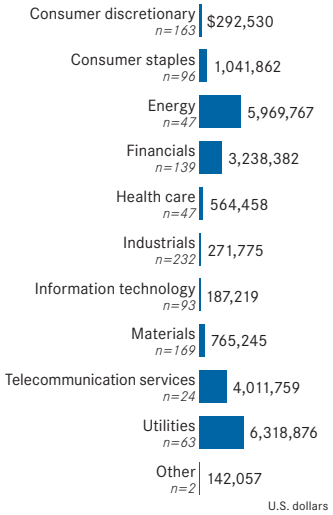
Companies with higher revenue were most likely to report corporate giving data.



Sources: The Conference Board/Bloomberg, 2012.

Charitable Contributions, Median by Sector

Companies in the utilities sector of the Bloomberg ESG 3000 index reported the highest median charitable giving.



Sources: The Conference Board/Bloomberg, 2012.

Why it matters…

- Well-managed corporate giving programs can help attract and retain employees, build closer relationships with key stakeholders, and improve customer loyalty and brand awareness.
- Companies are becoming increasingly strategic about their corporate giving programs, targeting issues based on community and business needs, relevance to the business, and alignment of core competencies.

For more information on this and over 70 other sustainability metrics, download *Sustainability Practices: 2012 Edition* at: http://www.conferenceboard.org/sustainabilitypractices or contact Matteo Tonello at matteo.tonello@conferenceboard.org

In collaboration with

Bloomberg

Global Reporting Initiative™
Focal Point USA