



# Chart of the Week



## THE CONFERENCE BOARD INITIATIVE ON CORPORATE PHILANTHROPY

### Corporate Giving

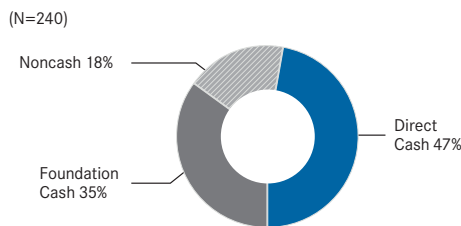
FROM *GIVING IN NUMBERS: 2013 EDITION*

Philanthropic contributions by U.S. companies continued to grow in 2012, according to the new edition of *Giving in Numbers*, a report from CECP in association with The Conference Board. The study finds that corporate giving of cash and in-kind donations totaled \$20.3 billion in 2012, compared with \$19.9 billion in last year's sample. The average company provides most of its giving in cash from corporate budgets and its corporate foundation, with other contributions provided in the form of noncash resources, such as products and pro-bono service.

	All Companies (N=240) Median Values	Largest 100 Companies in the FORTUNE 500 (N=60) Median Values	All Other Companies (N=180) Median Values
Total Giving	\$19.89 Million	\$60.95 Million	\$13.54 Million
Total Giving as a % of Revenue	0.13%	0.09%	0.14%
Total Giving as a % of Pre-Tax Profit	1.00%	0.96%	1.01%
Total Cash Giving as a % of Pre-Tax Profit	0.71%	0.68%	0.73%
Matching Gifts as a % of Total Cash Giving	11.99%	13.69%	10.97%

Source: CECP and The Conference Board, 2013

#### Total Giving by Funding Type, 2012, Average Percentages



Source: CECP and The Conference Board, 2013

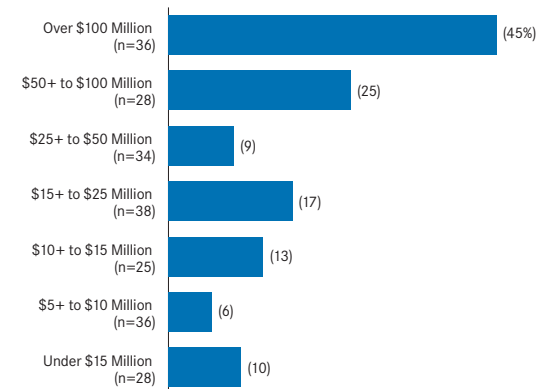
#### Why it matters...

- Corporate philanthropy has returned to prerecession levels. In 2012, the majority of companies contributed more than they did in 2007. Since the economy began to recover in late 2009, companies have become more strategic in their support of community partners.
- As companies increase the noncash contributions they make to their communities, employee volunteering programs have become more popular. Paid-Release-Time volunteering programs, which allow employees to volunteer with a charitable organization during normal paid work schedules, were the most successful of these volunteering programs in 2012.

For more information, download *Giving in Numbers: 2013 Edition* at: [www.conference-board.org/gin2013](http://www.conference-board.org/gin2013) or contact Matteo Tonello at [matteo.tonello@conference-board.org](mailto:matteo.tonello@conference-board.org)

#### 2012 Giving Level

Average % of Funding in the Form of Noncash



Source: CECP and The Conference Board, 2013

