



# Chart of the Week



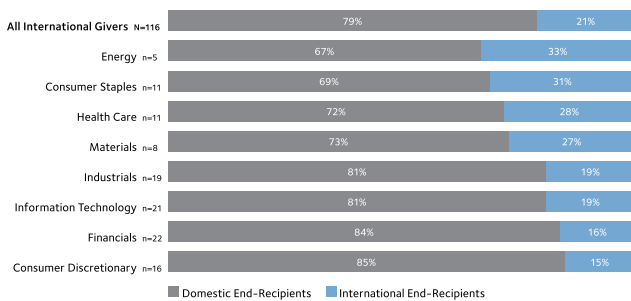
THE CONFERENCE BOARD INITIATIVE ON CORPORATE PHILANTHROPY

## Giving Internationally

FROM *GIVING IN NUMBERS: 2013 EDITION*

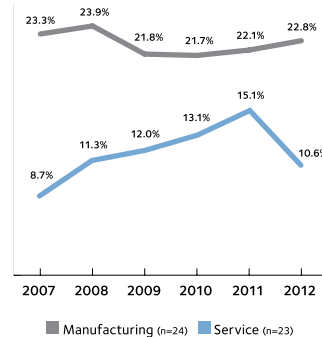
As companies pursue global business strategies and attempt to open up new markets, corporate philanthropy is following suit. In 2012, according to *Giving in Numbers: 2013 Edition*, a report by CECP in association with The Conference Board, the majority of companies surveyed (71 percent) directed, on average, 21 percent of their contributions budget to international end-recipients. Manufacturing companies have contributed a higher percentage of total giving internationally than Service companies in each of the past six years. Energy companies, many with global operations, are the largest international givers, directing 33 percent of their charitable donations outside of their domestic markets.

**International Giving as a Percentage of Total Giving For Companies Providing International Gifts in 2012, Average Percentages**

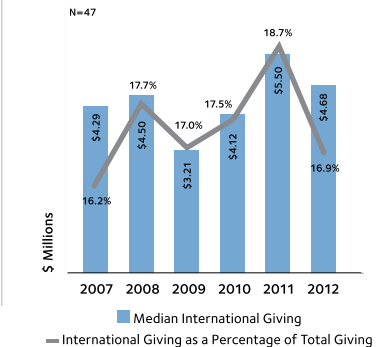


Telecommunications Services and Utilities companies are excluded due to small sample sizes.

**International Giving as a Percentage of Total Giving, Average Percentages, Matched-Set Data**



**Median International Giving and International Giving as a Percentage of Total Giving, Average Percentages, Matched-Set Data**



### Top 10 Recipient Countries By Percentage of Companies Contributing, N=32

	India	Canada	China	Mexico	U.K.	Argentina	Brazil	Australia	Indonesia	Colombia
% of Companies Contributing	72%	69%	66%	66%	66%	59%	59%	56%	56%	53%
% of Aggregate International Giving	2%	8%	4%	2%	9%	2%	3%	7%	1%	2%

Source for all charts: CECP and The Conference Board, 2013.

### Why it matters...

- Corporate giving officers have identified business strategy and employee presence as the strongest drivers of international giving expansion. These global giving strategies should be issues focused, outcome/impact oriented, and flexible enough to allow for local adaptation and implementation.
- International corporate contributions tend to be directed to neighbors and to emerging markets, in particular those such as India that have large growth potential.

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)

In collaboration with

