



# 2014 ACCP Trend Report

## Budgeting & Forecasting

ACCP

# President's Perspective

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Thank you very much to those who participated in this year's survey. Your time and efforts resulted in ACCP receiving the best response rate since this report's inception and allowed us to include data with representation from more than 12 different industry sectors.

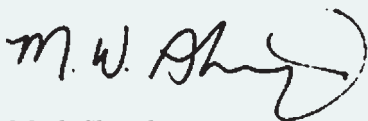
While much of the data collected indicates corporate philanthropy is maintaining a steady rate of recovery from the recession and is relatively static, a trend did surface that companies are seeking greater returns on limited charitable assets, requiring increased performance and expectations. One of the driving forces behind this trend is the desire to align philanthropy to help tackle business problems. A second force is the increased emphasis on greater stakeholder engagement, such as employee engagement.

In addition to this trend, there are also quite a few interesting highlights you will see in this report:

- 19% of companies plan to increase corporate contributions staff, while 77% plan to maintain current staffing levels.
- Cash giving is expected to see a slight decline while non-financial resources such as product donations and volunteer efforts are increasing.
- Increasing exposure in new markets has become a more prevalent driver than in the past seeing an 8% increase over 2013 data.
- Maintaining and increasing an emphasis on measurement is a strong focus which is reflected by 90% of companies surveyed.

As with all of the resources and programming ACCP develops, we hope you find this report useful as we move forward into 2014. Should you have any questions, please feel free to contact me at [mshamley@accprof.org](mailto:mshamley@accprof.org) or Melinda Bostwick, Vice President of Member Services, at [melinda@accprof.org](mailto:melinda@accprof.org).

Warmest Regards,



Mark Shamley  
*President & CEO, ACCP*

# Survey Methodology & Participation

The ACCP Trend Report is unique in that it provides forward looking data collected by surveying corporate contribution professionals about their plans, including their budgets, for the upcoming year. The 2014 ACCP Trend Report is the sixth annual report and ACCP is excited to share this year's survey had the highest participation rate in the history of the report. In fact, **participation increased 24% from 2013 to 2014**. This latest version of the report also includes new data on topics such company size, staff structure, and budget composition. This report is intended to provide corporate contribution professionals with valuable benchmarking data and we hope you find it does so in a meaningful way.

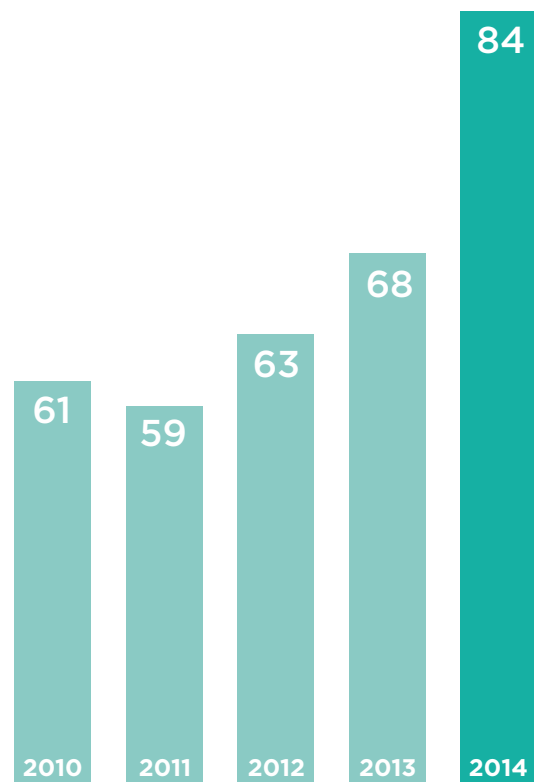
## TOTAL PARTICIPATION 2014

**24%**

**PARTICIPATION  
INCREASE FROM 2013**



**84**  
**COMPANIES  
PARTICIPATED**



## NUMBER OF EMPLOYEES AT COMPANIES SURVEYED

AVERAGE NUMBER OF  
TOTAL EMPLOYEES

**58.5K**

MEDIAN NUMBER OF  
TOTAL EMPLOYEES

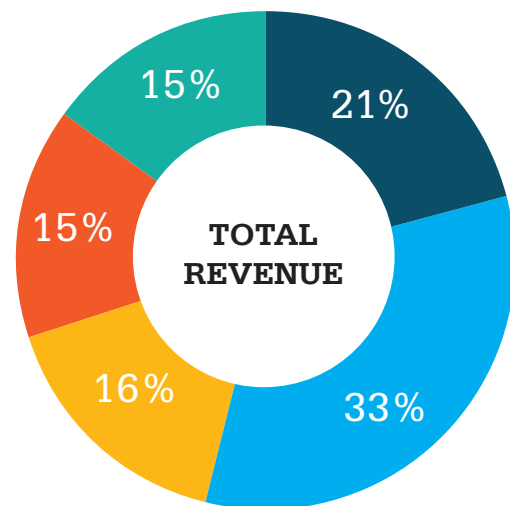
**20K**

## TOTAL REVENUE OF COMPANIES SURVEYED



**33%**  
OF COMPANIES  
SURVEYED HAD A  
TOTAL REVENUE OF  
\$5 TO \$14.9 BILLION

- Up to \$4.9 (billion)
- \$5 to \$14.9 (billion)
- \$15 to \$29.9 (billion)
- \$30 to \$54.9 (billion)
- \$55 or higher (billion)

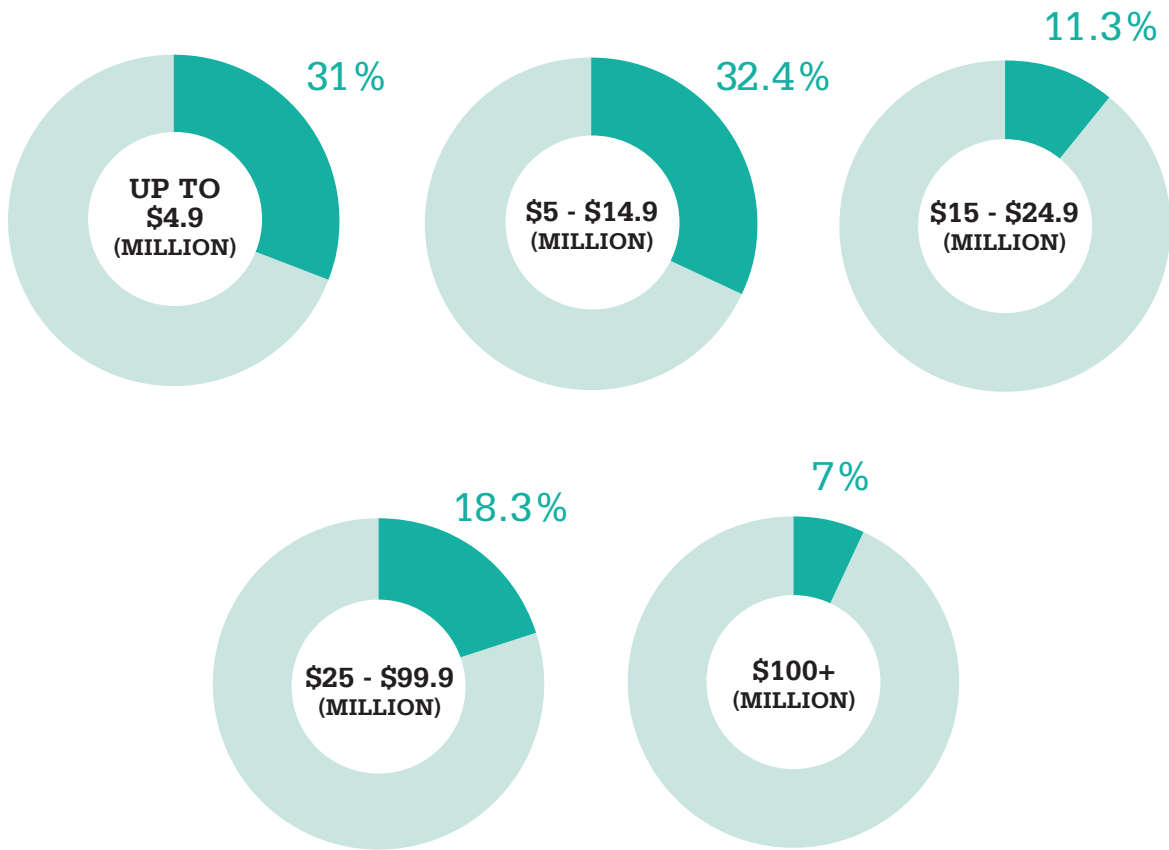


## TOTAL CONTRIBUTIONS AMONG COMPANIES

The majority of companies, 64%, reported their total contributions budget will be less than \$15 million in 2014. **One third of companies plan to contribute between \$5 million and \$14.9 million.** It is interesting to note more companies plan to contribute in the higher range of \$25 million to \$99.9 million than the mid-range of \$15 million to \$24.9 million.

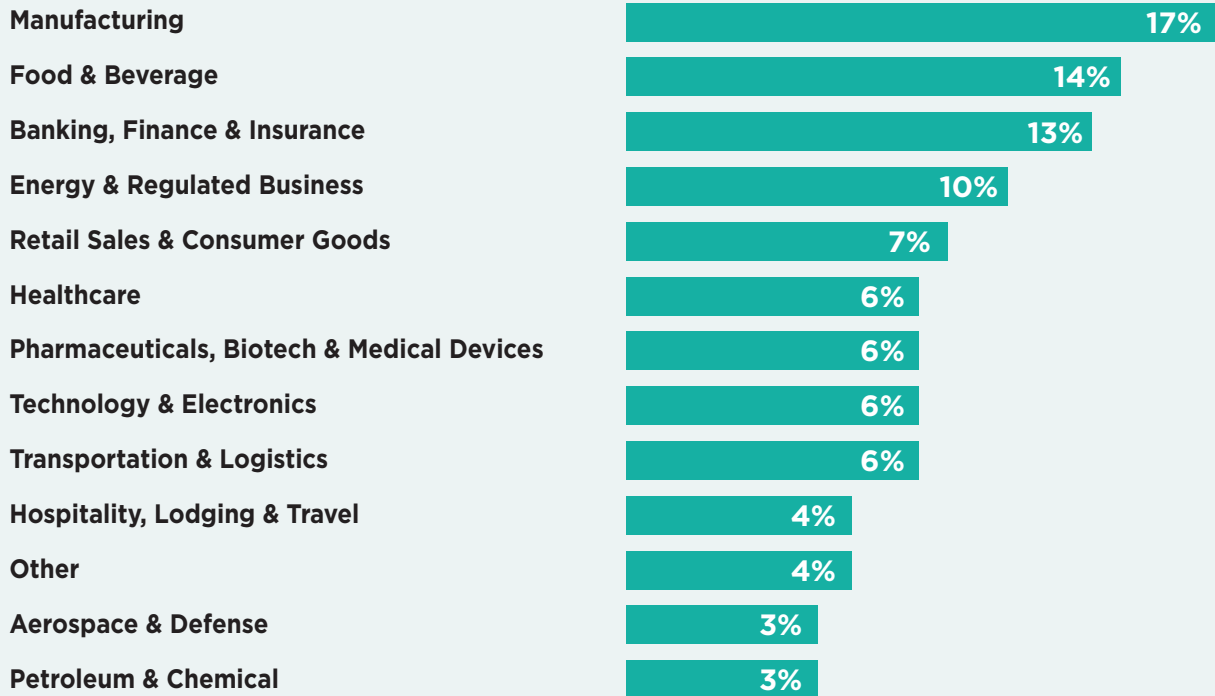
# 32.4%

**OF COMPANIES PLAN TO CONTRIBUTE BETWEEN \$5 MILLION AND \$14.9 MILLION**



## INDUSTRY REPRESENTATION

The 2014 Trend Report represents a diverse mix of industries. The industries with the greatest representation are Manufacturing; Food & Beverage; and Banking, Finance & Insurance.



## CHANGES TO CORPORATE CONTRIBUTIONS STAFF

**19%**

**OF COMPANIES  
PLAN TO INCREASE  
STAFFING**

**77%**

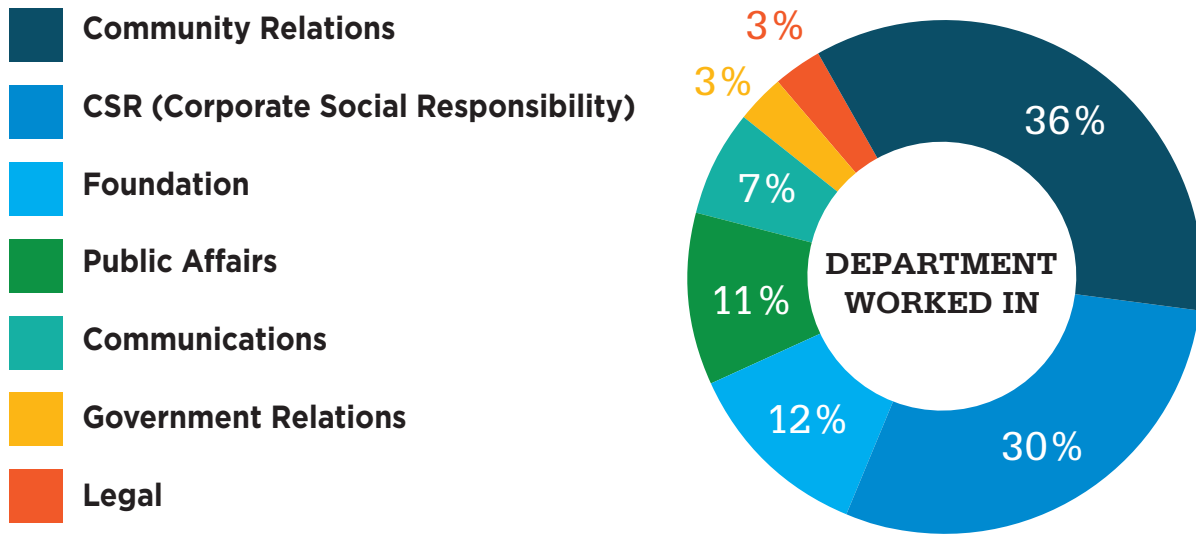
**OF COMPANIES  
PLAN NO CHANGE  
TO STAFFING**

**4%**

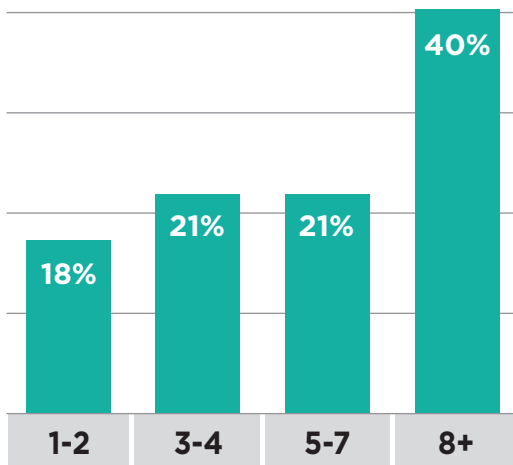
**OF COMPANIES  
PLAN TO DECREASE  
STAFFING**

## CORPORATE CONTRIBUTIONS STAFF STRUCTURE

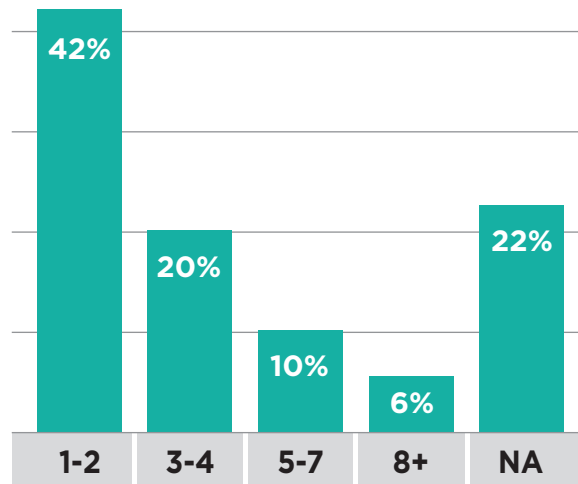
When survey respondents were asked what department they worked in, the most common responses were Community Relations, followed closely by Corporate Social Responsibility. The next most common answers were Foundation and Public Affairs. Most corporate contributions professionals work in departments focused mainly on corporate contributions efforts, a positive indicator that more and more companies value the field of corporate contributions as vital business function, deserving of its own place within the company.



NUMBER OF EMPLOYEES IN DEPARTMENT

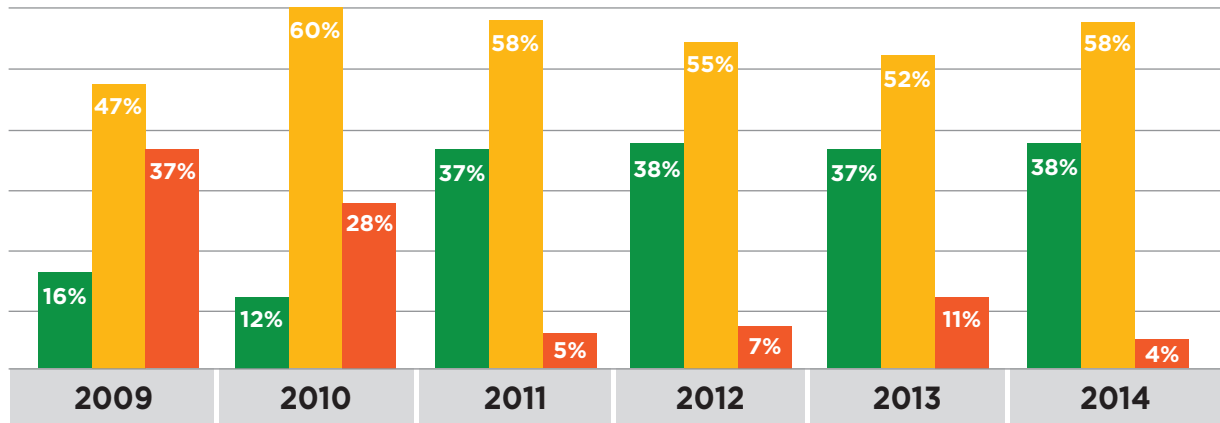


NUMBER OF EMPLOYEES WHO MANAGE FOUNDATION ACTIVITIES



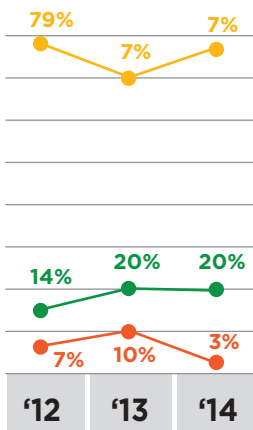
## EXPECTED CHANGES TO CONTRIBUTIONS

While overall contributions levels remained somewhat static, companies reported they are 7% less likely to decrease contributions levels than in 2013. **Slight increases are planned for Cash (6%) and Volunteer Contributions (7%).**

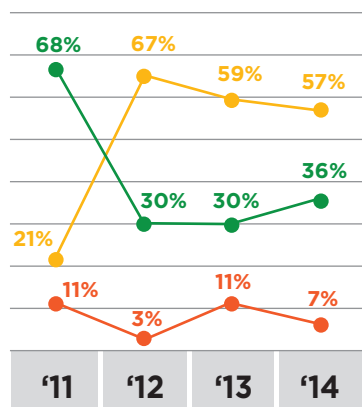


■ Increase   
 ■ Maintain   
 ■ Decrease

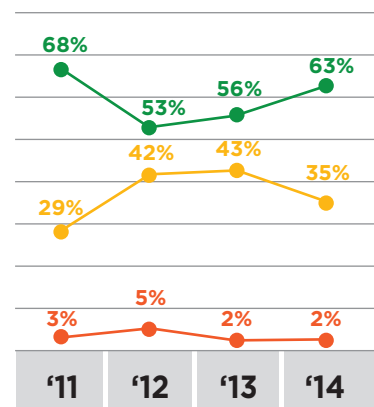
### PRODUCT CONTRIBUTIONS



### CASH CONTRIBUTIONS



### VOLUNTEER EFFORTS

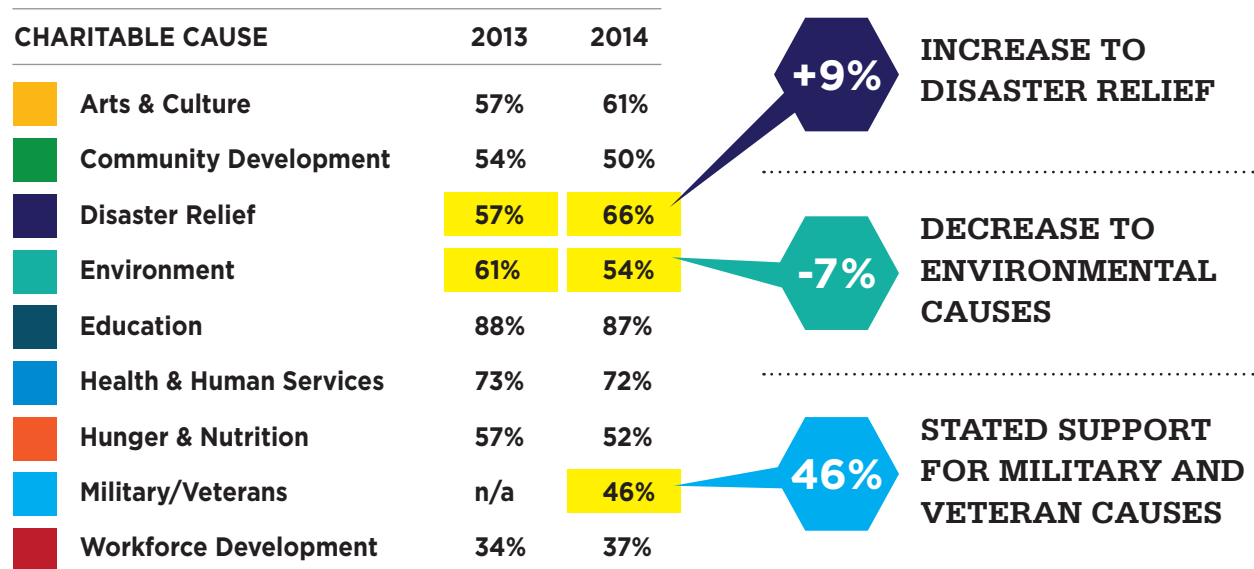


● Increase   
 ● Maintain   
 ● Decrease



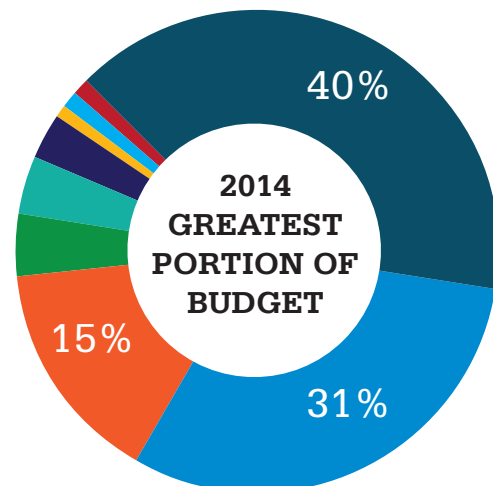
## SUPPORT OF CHARITABLE CAUSES

In 2014, companies plan to support a variety of charitable causes to a similar extent as in 2013. The most notable changes are a **9% increase** in the number of companies planning to support **disaster relief** and a **7% decrease** in the number planning to support **environmental causes**. For the first time, companies were asked if they planned to support **Military and Veterans causes** and **46%** stated they will in 2014.



The amount of funding each cause will receive in 2014 is very similar to 2013, with the top three funding areas continuing to be **Education, Health & Human Services, and Hunger & Nutrition**.

CHARITABLE CAUSE	2013	2014
Education	37%	40%
Health & Human Services	25%	31%
Hunger & Nutrition	19%	15%
Community Development	6%	4%
Environment	2%	4%
Disaster Relief	3%	3%
Arts & Culture	2%	1%
Military/Veterans	n/a	1%
Workforce Development	6%	1%



## 2014 CHANGES TO CHARITABLE ALLOCATIONS

There is an emerging trend for 2014 for companies to increase allocations of non-financial resources. This is demonstrated by **10% more companies planning to include product/in-kind donations** in their charitable allocations and **15% more companies including volunteer-related gifts**. All other types of charitable allocations remain fairly static.

### PRODUCT/IN-KIND DONATIONS



# 10%

**MORE COMPANIES INCLUDING PRODUCT/IN-KIND DONATIONS**

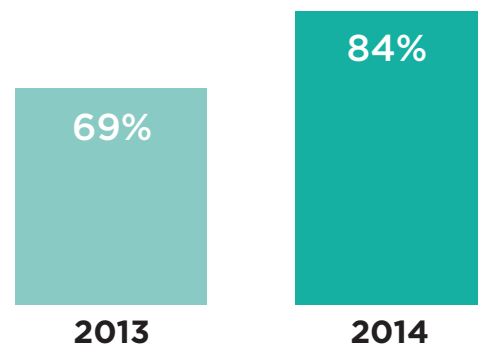


### VOLUNTEER-RELATED GIVING



# 15%

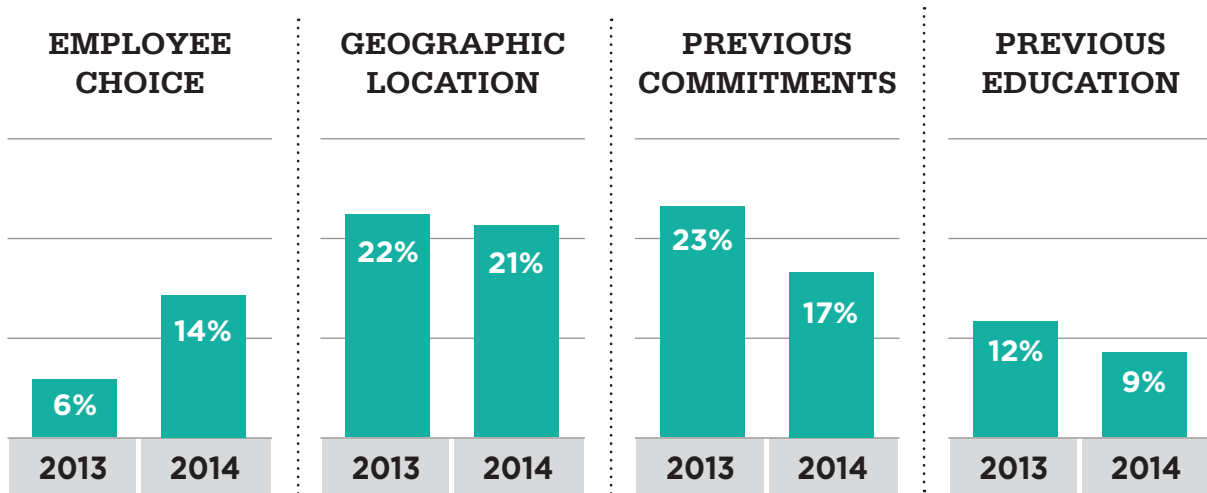
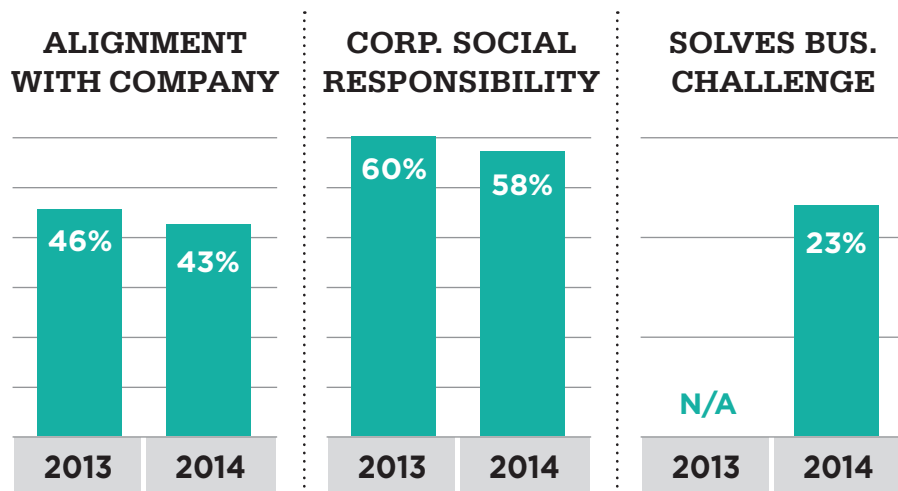
**MORE COMPANIES INCLUDING VOLUNTEER-RELATED GIFTS**



## TOP FACTORS IN CONTRIBUTIONS DECISIONS

The top driving factors in companies' decisions on where to dedicate the largest portion of their corporate contributions in 2014 is very similar to 2013. **Alignment to the company's product or service and corporate responsibility statement** are once again ranking as **the top two most influential factors**. Linking support of a charitable cause to **solving a business challenge** was a new factor introduced this year and received strong support, ranking as the **third most influential factor**.

Other interesting numbers to note are that **employee choice increased by 8%**, illustrating the increasing value companies place on employee input, and **previous commitments decreased by 6%**, further illustrating a shift towards alignment with company objectives.



## BUSINESS INITIATIVES INFLUENCING CONTRIBUTIONS

The top three business initiatives with the greatest influence in 2014 remained the same as 2013, company vision, mission and goals; company image; and brand awareness. **Exposure to new markets, at 8%**, had the greatest increase from 2013 to 2014.

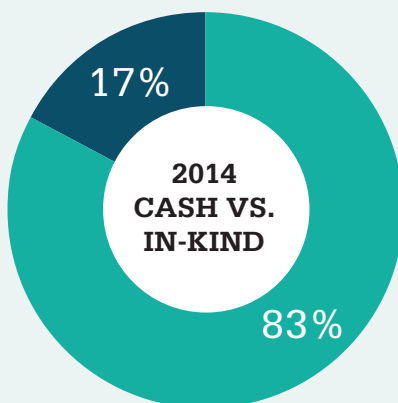
BUSINESS INITIATIVES	2013	2014
Brand awareness	48%	51%
Cause branding	11%	17%
Company vision, mission, goals	89%	79%
Company image	73%	64%
Customer relations	41%	42%
Employee job satisfaction	45%	47%
Employee skill building (teamwork, problem-solving, etc.)	41%	35%
Exposure to new markets	23%	31%
Media coverage	17%	22%
Staff retention	33%	29%



# 8%

**INCREASE  
IN EXPOSURE TO  
NEW MARKET'S  
CATEGORY**

## CASH VS. IN-KIND CORPORATE CONTRIBUTIONS



A vital part of planning contribution budgets is determining the composition of the budgets across several categories, such as cash versus in-kind. On average, surveyed companies are planning 83% of their budget for cash contributions and 17% for in-kind contributions.



**Cash Contributions**

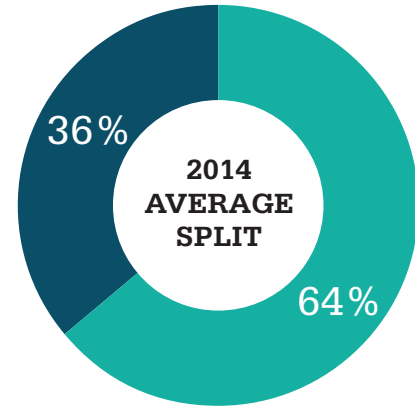


**In-kind Contributions**

## CORPORATE CONTRIBUTIONS VS. FOUNDATION GRANTS

The split of charitable contributions between corporate and foundation varies widely. The average split is 64% corporate contributions and 36% foundation grants. Although **71% of companies do budget for a mix of contributions**, the most common split between corporate contributions and foundation grants is 100% corporate and 0% foundation.

Of the percent of budget made up of corporate contributions, 50% of respondents are within the 75-100% range. 19% of our respondents allocate between 0-24% from the company.



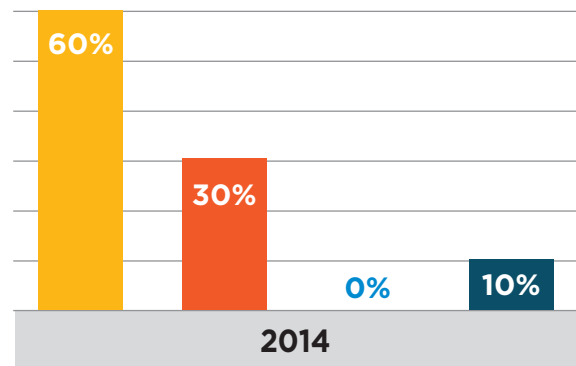
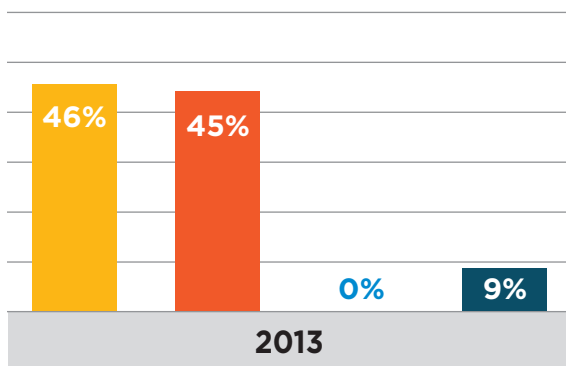
■ Corporate ■ Foundation

## MEASURING IMPACT

# 90%

**OF COMPANIES WILL MAINTAIN OR INCREASE EFFORTS**

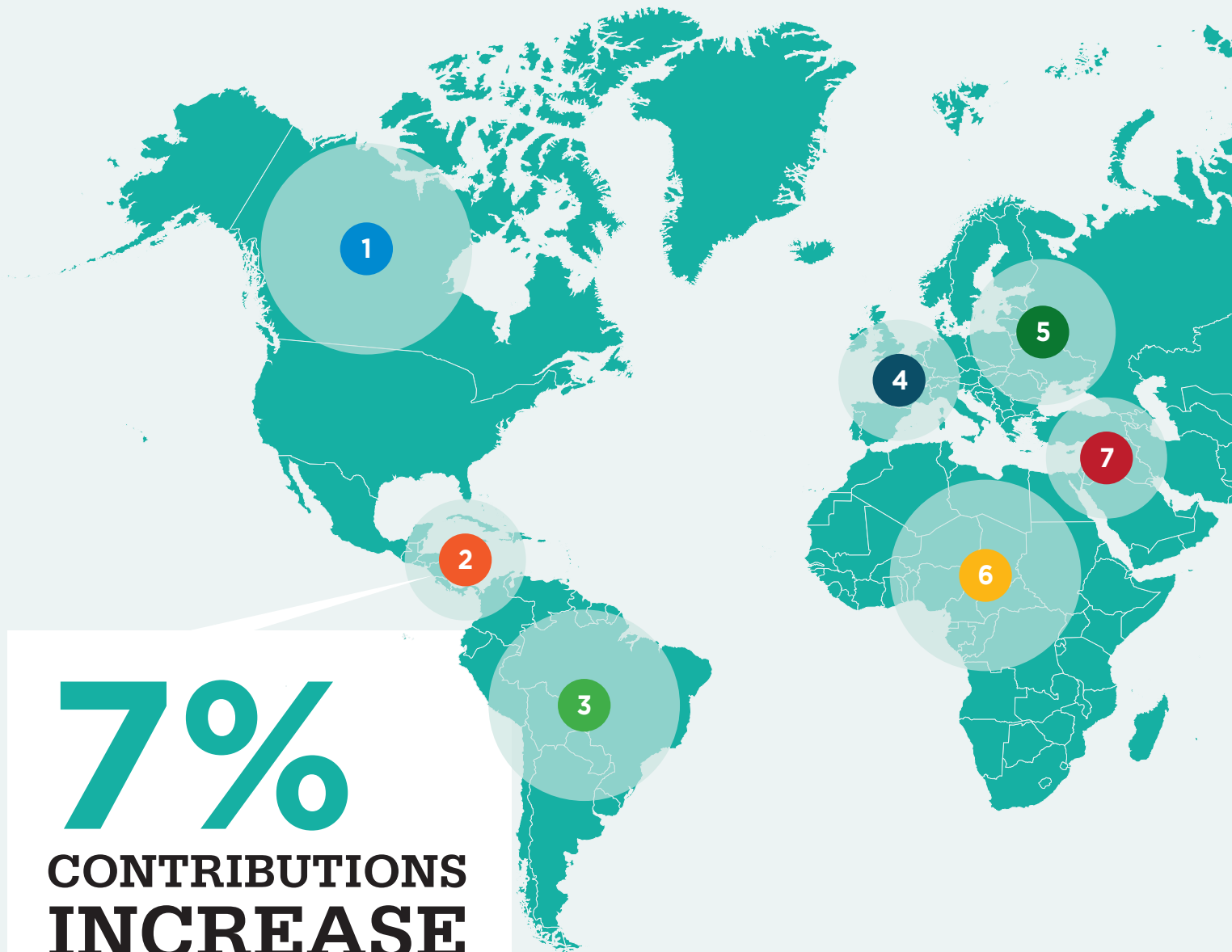
Measurement will continue to be a strong focus of corporate contributions programs in 2014. **60% of companies surveyed plan to increase measurement efforts in 2014, an increase of 14% from 2013.**



■ Increase ■ Maintain ■ Decrease ■ No emphasis

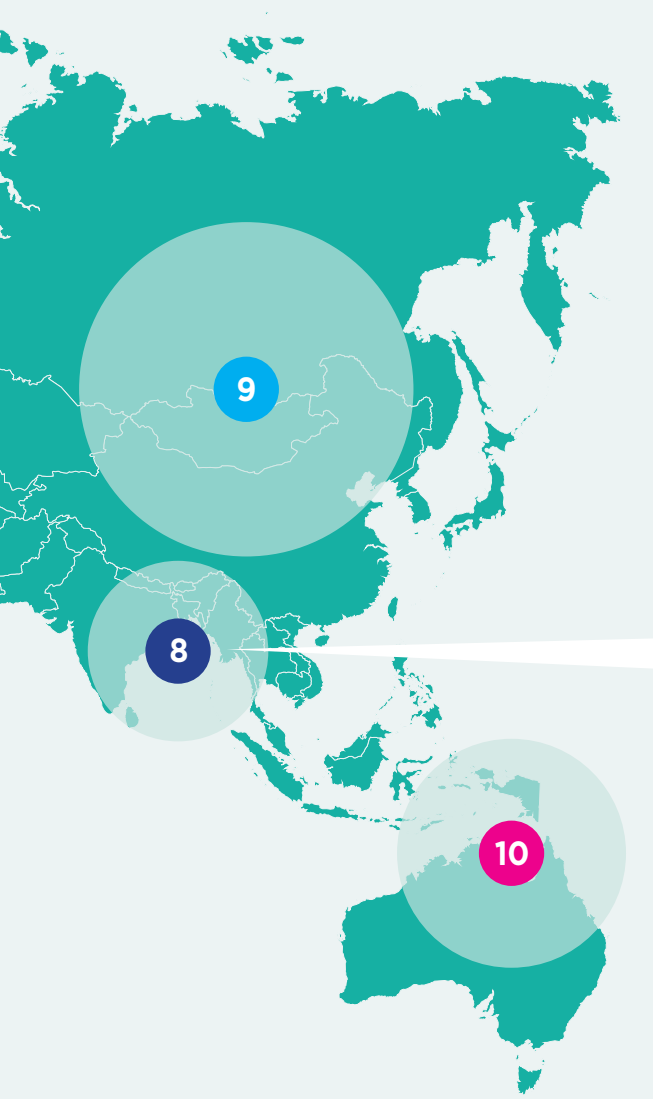
## INTERNATIONAL CONTRIBUTIONS

Surveyed companies which contribute internationally plan to do so in 2014 at rates very similar to 2013. The regions that will receive greatest increases in contributions are **Central America and the Caribbean, at 7%**, and **South Asia (including India), at 6%**.



# 7%

**CONTRIBUTIONS  
INCREASE  
TO CENTRAL  
AMERICA AND  
THE CARIBBEAN**



WORLD REGIONS	2013	2014
North America (excluding the U.S.)	58%	38%
Central America and Caribbean	23%	30%
South America	33%	29%
West Europe	38%	36%
East Europe	23%	25%
Africa	33%	25%
Middle East	17%	13%
South Asia (including India)	33%	39%
East Asia (including China)	34%	36%
South Pacific (including Australia)	22%	25%
Not Applicable	36%	51%

**6%**

**CONTRIBUTIONS  
INCREASE  
TO SOUTH ASIA**

# ACCP

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