



## **CECP Insights & Responses to Audience Questions**

Presented to Members of Philanthropy Colorado and B:CIVIC (April 30, 2020)

Access presentation deck here: [https://cecp.co/wp-content/uploads/2020/05/CECP-Colorado-presentation\\_GIN\\_COVID-19\\_4.30.20.pdf](https://cecp.co/wp-content/uploads/2020/05/CECP-Colorado-presentation_GIN_COVID-19_4.30.20.pdf)

- **Regarding differences in giving, and specifically the West region:** The differences in the data make the case to measure giving in different ways. In this instance, measuring total giving as a % of pre-tax profit shows the strength of the Midwest region that looking at just dollar values might not show.
- **Employee giving trends:** Matched dollars in 2018 decreased due to two main factors: One, the reduction in employees' Workplace-Giving Campaign donations (e.g., United Way), and two, the decrease in Workplace-Giving Campaign offerings.

Research tells us that many employees do not participate if they do not find enough options matching their donation interests. Giving to a broad range of interests also increases positive associations with generosity. Therefore, a way to address a decrease in employee giving is to consider providing more choice to employees in matchings gifts and volunteering programs.

- **CECP guidelines on corporate faith-based giving or volunteering:** Page 9 of our [Valuation Guidance](#) indicates that although religious congregations and associations are excluded from what can be counted as 'Total Giving' by a company, contributions coordinated or implemented by a religious institution that fund one or more included charitable activities or purposes **can be** counted.
- **Measuring employee metrics on volunteerism:** Percentages of companies measuring business value of *community investments* in 2018 through employee metrics and brand/customer metrics (43% and 33% respectively), were slightly higher than percentage of companies measuring the business value of *employee engagement initiatives* in 2017 (30%). More in [Giving in Numbers Report](#), report page 16.
- **Valuation Guidance on In-Kind Donations:** Specific guidance on a range of in-kind and product donations can be found on page 13 of our [Valuation Guidance](#).
- **Differences in Domestic vs International Employees (in Volunteerism):** Refer to [Giving in Numbers Report](#), report page 19, and presentation slide #19.
- **Trends in skills-based volunteerism:** In the [Giving in Numbers Report](#), report page 21, it shows that in 2018, 76% of companies (N=193) offered either Pro Bono Service and/or Board Leadership, two important skills-based volunteer programs. In a three-year matched set (N=161) this offering combination increased from 73% in 2016 to 79% in 2018.

Report page 22: In 2018 alone, 62% of companies offered Pro Bono Service programs, reflecting the recognition by employers and employees that it is important to volunteer their skills to nonprofits.

- **Examples for COVID partnerships:** <https://cecp.co/corporate-partnerships/>