



# Benchmarking Report

ACCP: The Benchmarking Report 2017 uses the responses provided by 177 ACCP member companies to highlight benchmarks in the corporate citizenship field.

The 177 companies answered at least one portion of the report, although not all companies are represented in every section.

Report data was collected throughout 2016 and 2017 from active ACCP members who participated in the survey process.

ACCP members can always dive into real-time benchmarking data found in the Benchmarking Directory under Member Resources on the ACCP website.

# Cause Marketing

10% of respondents participate in cause marketing.

## Cause marketing lives in:

Marketing

71%

CSR

21%

PR

8%

65% use social media to share their cause marketing efforts.

Social Media

88%  
Awareness

6%  
Donations

6%  
Voting

# Corporate Foundations

36% of respondents have a corporate foundation.

62%

make cash donations via their corporate foundations.

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13%

in the Manufacturing industry have corporate foundations.

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11%

in the Food & Beverage industry have corporate foundations.

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67% have foundation boards with independent members.

## Foundation Boards

55%

6 - 10 Foundation Board Members

40%

1 - 5 Foundation Board Members

5%

11+ Foundation Board Members

## Corporate Events & Sponsorships

40% of respondents sponsor events and/or tables through their companies.

**90%** donate tables back to nonprofits.

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**87%** use their community relations budgets for sponsorships.

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**76%** allow all employees to attend sponsored events.

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### Events sponsored per year:



**20+ events**

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88%

**6 - 10 events**

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10%

**11 - 20 events**

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1%

**1 - 5 events**

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1%

# Corporate Volunteerism

82% of respondents have formal volunteerism programs.

## Employees can volunteer during:

Work & non-work hours

87%

Non-work hours only

13%

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54%

have signature volunteering programs.

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51%

have Dollars for Doers programs.

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49%

allow employees to volunteer during work hours for non-company sponsored events.

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42%

allow international employees to participate in volunteerism programs.

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# Corporate Volunteerism

57% of respondents have employee volunteerism recognition programs.

**70%** track employee volunteer hours.

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## Tracking programs are administered:

**Internally**

64%

**Internally & Externally**

21%

**Externally**

15%

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## Volunteerism programs reside in:

**Community Relations**

44%

**Corporate Responsibility**

33%

**Public Affairs**

14%

**Communications**

9%

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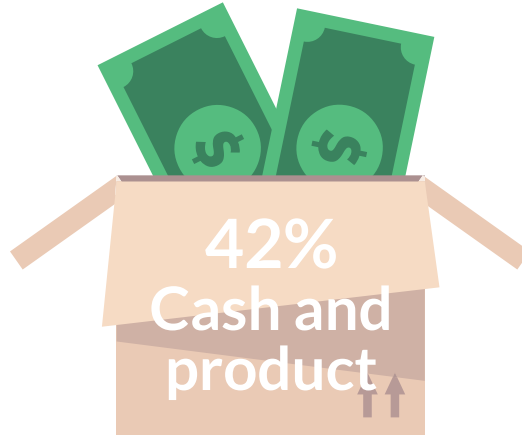
46% of respondents have a formal program to place employees on nonprofit boards.

**Employee Board Service**

# Disaster Relief

41% of respondents have disaster relief programs.

## Types of donations:



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58% have a budget for disaster relief.

## Funding Sources

Corporation  
& Foundation

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40%

Corporation

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36%

Foundation

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24%





## Employee Assistance

35% of respondents have employee assistance programs.

75%

require a qualified disaster to be eligible for the program.

25%

define a personal hardship as eligibility for the program.



## Funding Sources

Employee assistance programs are funded by:

Corporation

67%

Separate 501(c)(3)

21%

Community Foundation

8%

Corporate Foundation

4%

# Federated Campaigns

29% of respondents have federated campaigns.

54% accept online-only pledges.

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41% accept both online and written pledges.

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5% accept written-only pledges.

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47% match employee contributions to federated campaigns.

Matching Contributions

## Matching Ratios:

1:1

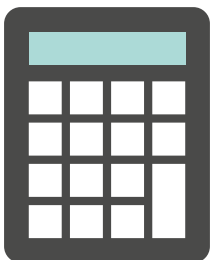
90%

2:1

5%

5:1

5%



# Grantmaking

Respondents accept grant requests that are:

Solicited & Unsolicited

62%

Solicited

29%

Unsolicited

9%



Frequency of Review

On-going

73%

Quarterly

20%

Annually

7%

# International Grantmaking

54% of respondents give internationally.

## Budget allocation and management is:

Centralized

59%

Combination

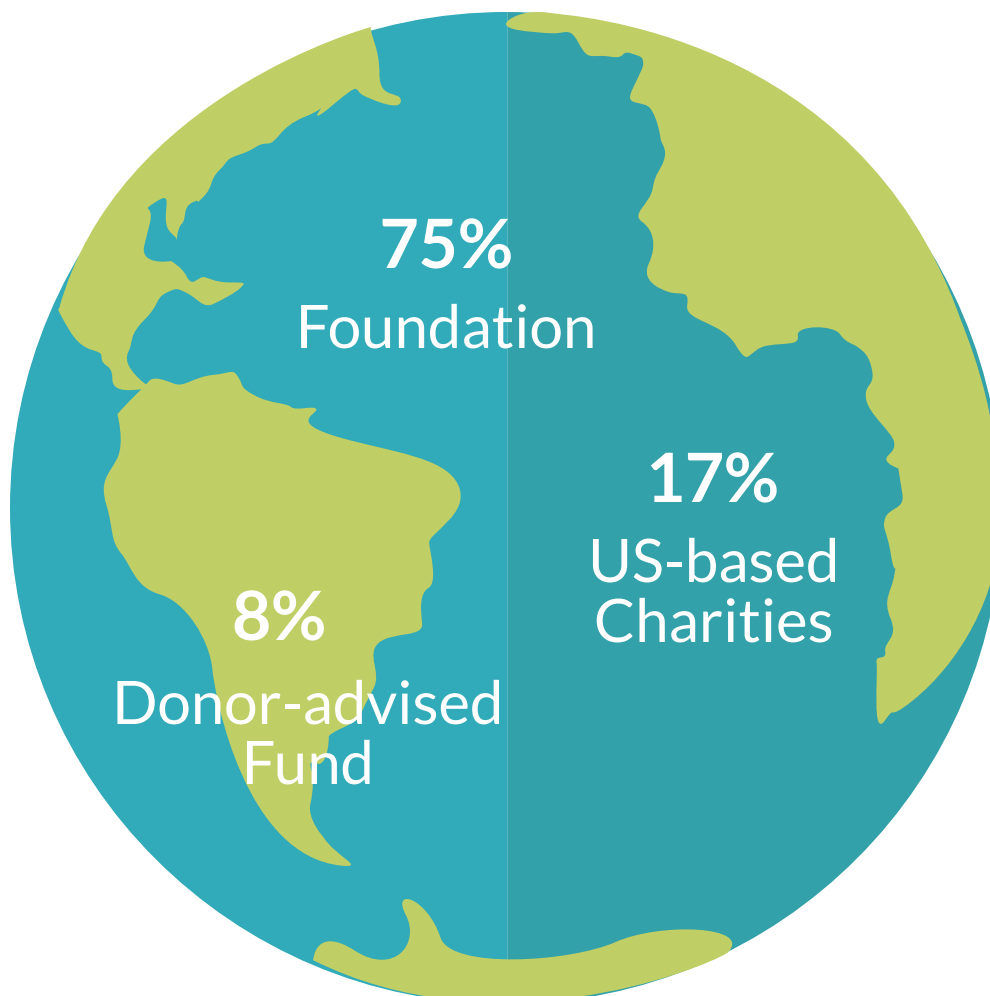
23%

Decentralized

18%

Administration of international grants follow three routes.

Administration



# Matching Gifts

40% of respondents match gifts.

97%

provide 1:1 matches

3%

provide 2:1 matches

93% provide matches throughout the year.

## Eligibility

All 501(c)(3)s

56%

Philanthropic Focus

22%

Higher Education

19%

K-12 Education

3%

## Matching gift range:

\$25 - \$999

27%

\$5,000 - \$9,999

15%

\$15,000 - \$24,999

15%

\$2,000 - \$4,999

12%

\$50 - \$2,500

12%

\$500 - \$1,900

8%

\$25,000+

7%

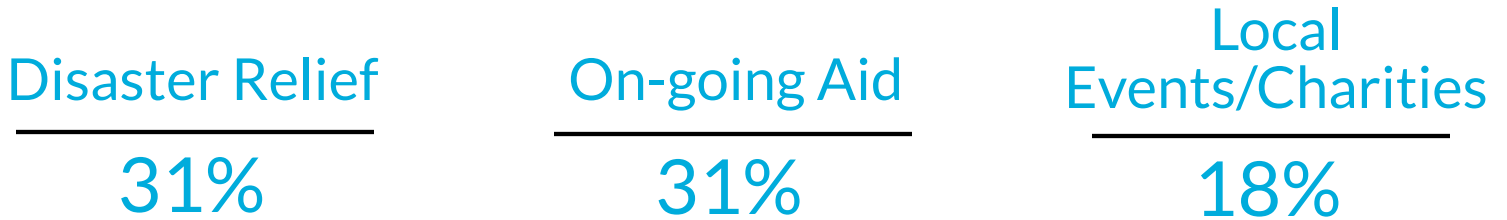
\$10,000 - \$14,999

4%

# Product Donations

25% of respondents engage in product donations.

## Product Donation Timeline



## Valuation Method

61% use fair-market value.

32% use cost.

7% use wholesale.



# Signature Programs

28% of respondents have signature programs.

88%

have signature programs tied to their companies' business objectives.

86%

have branded signature programs.

Signature programs funding sources and focus.

## Funding

Corporation & Foundation

44%

Corporation

44%

Foundation

12%

## Focus of signature programs:

45%

Education

24%

Health & Human Services

15%

Hunger

10%

Sustainability

3%

Community Development

3%

Arts & Culture

# Contact ACCP

## Have questions?

If you'd like to have your company represented in the next Benchmarking Report or are interested in ACCP membership, please contact:

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If you're a current ACCP member and have questions about your company's benchmarking information, please contact:

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If you're interested in ACCP events or future opportunities to engage in learning and networking, please contact:

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