Council of Michigan Foundations

Biennial Corporate Giving Survey

2013 Data
The CMF Biennial Corporate Survey provides members with a snapshot of peer giving.

Conducted May – June, 2014, this survey is based on 2013 giving data and all information is submitted anonymously (other than identification as a corporate foundation or giving program).

Member participation in this biennial survey has declined from 75% in 2010 to 39% in 2014. This year’s small response makes it more difficult to generalize across the body of members or to make statistical conclusions. The results should always be qualified as “the response from 17 participating members.”
Are you a Corporate Foundation or Giving Program?

- Corporate Foundation: 11 (65%)
- Corporate Giving Program: 6 (35%)
What was your charitable contribution budget for 2013?

Number of responses

$0 to $499,999
$500,000 to $2.99M
$3M to $4.99M
$5M to $6.99M
$7M to $9.99M
> $10M

Corporate Foundation
Corporate Giving Program
Combined
How has your contribution budget changed since 2011?

- Stayed the Same: 18%
- Increased: 53%
- Decreased: 29%

Number of responses

Categories:
- Corporate Foundation
- Corporate Giving Program
- Combined
From 2011 Survey: How has your contribution budget changed since 2009?

- **32% Stayed the Same**
- **40% Increased**
- **28% Decreased**

**Number of responses**

- Corporate Foundation
- Corporate Giving Program
- Combined
If your budget increased, estimate the percentage.

Number of responses

- <1%
- 1 to 15%
- 16 to 25%
- 26 to 50%
- 51 to 75%
- 76% or more

- Corporate Foundation
- Corporate Giving Program
- Combined
If your budget **decreased**, estimate the percentage

Number of responses

- **-1 to 15%**
  - Corporate Foundation
  - Corporate Giving Program
  - Combined

- **-16 to 25%**

- **-26 to 50%**

- **-51 to 75%**

- **-76% or more**
What are your current priority giving areas?
What are your current priority giving areas?

- Civic & community
- Community development
- Arts & culture
- Economic Development
- Education
- Financial literacy
- Human services/basic needs
- Workforce develop.
- Youth
- Other

Number of responses

- Environment
- Environment/Safety
- Health
- Diversity & Inclusion
Comparison note: On the 2011 survey, only 3 members indicated economic development; 0 members indicated workforce development; 1 member indicated youth as priority giving areas.
What is your #1 priority giving area?

- Community development
- Education
- Human services/basic needs
- Financial literacy
- Other

Number of responses

- Corporate Foundation
- Corporate Giving Program
- Combined
What is your #1 priority giving area?

- Community development
- Education
- Human services/basic needs
- Financial literacy
- Other

Number of responses

Corporate Foundation
Corporate Giving Program
Combined

Health
Economic Self-sufficiency
Did your priority giving areas change since 2011?

- Corporate Foundation: 10 Yes, 4 No
- Corporate Giving Program: 5 Yes, 1 No
- Combined: 15 Yes, 5 No
Do you currently give outside of Michigan (but within U.S.)?

Corporate Foundations

- Yes: 64%
- No: 36%

Corporate Giving Programs

- Yes: 50%
- No: 50%
If yes, what percent?

- 1-20%
- 21-40%
- 41-60%
- 61-80%
- 81-100%

Number of responses:

- Corporate Foundation
- Corporate Giving Program
- Combined
Do you give internationally?

- **Corporate Foundation**: 81%
- **Corporate Giving Program**: 83%
- **Combined**:
  - Yes: 2
  - No: 14

Number of responses
Approx. how many grant/contributions requests do you receive annually?

<table>
<thead>
<tr>
<th>Number of responses</th>
<th>Corporate Foundations</th>
<th>Corporate Giving Programs</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-49</td>
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<td>50-99</td>
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<td>100-249</td>
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<td>250-499</td>
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<td>1,000 or &gt;</td>
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</table>
Approx. how many grants/contributions do you make annually?

- **0-99**: Corporate Foundations, Corporate Giving Programs, Combined
- **100-199**: Corporate Foundations, Corporate Giving Programs, Combined
- **200-299**: Corporate Foundations, Corporate Giving Programs, Combined
- **300-499**: Corporate Foundations, Corporate Giving Programs, Combined
- **500 or >**: Corporate Foundations, Corporate Giving Programs, Combined

Number of responses
Indicate the types of grants/contributions you support

- Program support
- Operating support
- Event sponsorship
- Capacity building
- Other

Number of responses
Indicate the types of grants/contributions you support

Compared to 2011, there was a **decrease** in Event Sponsorship on this survey.
Do you make multi-year contributions?

- 2013: Yes = 65%
- 2011: Yes = 60%
- 2009: Yes = 51%
Do you use grantmaking software? 67% said yes

2011 64%
2009 53%

- Cybergrants
- MicroEdge
- Pearl
- Other
## Staffing: Corporate Foundations

### How many of your contributions staff are FULL TIME?

<table>
<thead>
<tr>
<th># of staff</th>
<th># of foundations</th>
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<tbody>
<tr>
<td>0</td>
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<td>1</td>
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### How many of your contributions staff are PART TIME?

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<tbody>
<tr>
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## Staffing: Corporate Giving Programs

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Do you do program-related investments (PRIs)?
   Yes  0
   No  17

Do you do mission-related investments (MRIs)?
   Yes  0
   No  17

Does your corporate foundation/giving program have a Donor Advised Fund at a Community Foundation?
   Yes  4
   No  13

To whom do you report (executive or department)?
   • CEO
   • Vice Chair of Corporation
   • SR VP, Engineering
   • SR VP, Public Policy & Social Mission
   • SR VP, Business Affairs (2)
   • SR VP, Governmental & Public Affairs (2)
   • EXEC VP, Administration
   • EXEC VP, Corporate Function
   • VP, Public Affairs
   • VP, Global Communications & Philanthropy
   • Chief Marketing Officer
   • Midwest Director, Public Affairs
   • Corporate Stewardship
Do you have an Employee Engagement Program?

- Corporate Foundations: 5 Yes, 6 No
- Corporate Giving Programs: 6 Yes, 0 No
If you have an Employee Engagement Program, please briefly describe: (each bullet point represents a different organization’s response)

• DTE Care Corp is a volunteer program that posts available volunteer opportunities throughout the state. Employees can search opportunities and sign up on their own.

• Employees are encouraged to volunteer with charitable organizations and serve on nonprofit boards. We have a Volunteer/Community Engagement Manager who manages this program. Employees are asked to record their volunteer hours on our volunteer website (AngelPoints).

• Kellogg's Cares - we provide a $100 contribution for every 10 hours of volunteering to a 501c3 within a 12 month period, up to $500. Days of Caring - we provide opportunities for our employees to volunteer in the communities Junior Achievement - we provide opportunities for employees to volunteer within schools to support the JA program. World Food Day - an annual event to bring awareness to hunger-relief by having a global food drive.

• Recognize and reward employees for volunteering with grants. Outfit them with t-shirts. Post opportunities on intranet.
If you have an Employee Engagement Program, please briefly describe: (each bullet point represents a different organization’s response)

• Company support for community involvement and volunteerism during work hours. Employees are granted time off for volunteer hours on non-work time.

• We provide employees with volunteer opportunities but do not provide any incentive for them to participate.

• Matching gifts for volunteering and certain contributions to select organizations.

• We encourage our employees to volunteer with charitable organizations and serve on nonprofit boards. We ask employees to record their volunteer hours on our volunteer website (AngelPoints). We have a Volunteer/Community Engagement Manager who manages the volunteer program.

• We utilize employee committees to review and recommend grants. Also, employees participate in fund raising projects such as Relay for Life.

• Provide volunteer opportunities "Employee Service Days" at various non-profits.

• Administered through foundation.
Do you use software or a cloud-based platform to manage the Employee Engagement Program?

Yes  2  No  10

Is your EEP program managed by foundation/corporate giving office?

Yes   8

If not, what other corporate department manages it?

• Public Affairs/Community Outreach
• Business Affairs Division
• Community Responsibility
• Civic Affairs Manager

Questions? Contact Melissa Freye, 616-850-2126, mfreye@michiganfoundations.org