Corporate Foundations vs. Corporate Giving Programs

2011 Michigan Corporate Giving Benchmarking Survey

Question 1: Are you a corporate foundation or a corporate giving program?

![Bar chart showing responses to the question.](image_url)
**Question 2:** What was your annual charitable contribution budget for 2011?

![Bar chart showing the distribution of charitable contribution budgets.](chart1.png)

**Question 3:** How has your organization’s corporate contribution budget changed since 2009?

![Bar chart showing the change in corporate contribution budgets.](chart2.png)
Question 4a: If your budget increased, please estimate the percentage.

Question 4b: If your budget decreased, please estimate the percentage.
Question 5: What are your current priority areas of giving?

*Other includes research, environment, diversity & inclusion, and innovative technologies

Question 6: Have your priority areas of giving changed since 2009?
Question 7: If yes, please describe the change.

**Corporate Foundations**
- We concentrate more in our current areas
- We expanded our giving to include support for veterans/military
- Established priority giving areas more closely related to our core business
- No longer have "Arts & Culture" as a giving priority

**Corporate Giving Programs**
- Aligned our priority giving areas with our company mission
- More focus on health and wellness
- No longer have "Arts and Culture" as a giving priority
- In 2009 we did not identify priorities

Question 8: Do you currently give outside of Michigan?

![Bar Chart]

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>2</td>
</tr>
</tbody>
</table>

# of Responses
Question 9: What percentage of your grants is given outside of Michigan?

![Bar chart showing percentage of grants given outside of Michigan for Corporate Foundations, Corporate Giving Programs, and Combined.]

Question 10: Do you currently give internationally?

![Bar chart showing Yes and No responses for Corporate Foundations, Corporate Giving Programs, and Combined.]

Corporate Foundations, Corporate Giving Programs, Combined
**Question 11:** If yes, what percentage is given internationally?

**Question 12:** What percentage of your contributions is given to communities of color?
Question 13: If you answered 1% to 20% in Question 12, please indicate what factors may have inhibited your decisions to give to communities of color?

**Corporate Foundations**
- Focus is on Engineering education
- Other (nothing specified)
- We support needs regardless of color
- Unsure of available organizations
- Organizations not asking

**Corporate Giving Programs**
- Funding to communities of colors happen from different funding streams in the organization.
- I don’t have this information readily available
- Give to communities of color within the context of broader giving
- We support needs regardless of color
- Organizations not applying

Question 14: What steps could be taken to increase your organization’s giving to communities of color?

**Corporate Foundations**
- We support needs regardless of color
- Identify more community programs
- Expand your priority areas of giving to address challenges within communities of color
- Increase visibility of foundation’s programming so more organizations will apply
- We are continuing to expand awareness and access to programs in our focus areas of giving to communities of color

**Corporate Giving Programs**
- We consider minority/diversity as a focus area of our giving and try find organizations that meet as many focuses as possible
- Have increased giving to communities of color over the past 3 years
- We support needs regardless of color
- Increase visibility of foundation’s programming so more organizations will apply
Question 15a: Within your current contributions staff, how many employees are full-time and part-time?

![Bar chart showing the number of employees in different categories of FTE for Corporate Foundations, Corporate Giving Programs, and Combined.]

Question 15b: Within your current contributions staff, how many employees are full-time and part-time?

![Bar chart showing the number of employees in different categories of PTE for Corporate Foundations, Corporate Giving Programs, and Combined.]

Question 15c: Within your current contributions staff, how many employees are full-time and part-time?

![Bar chart showing number of responses for full-time and part-time employees across different categories.]

Question 16: Approximately how many grant/contribution requests do you receive annually?

![Bar chart showing number of responses for grant/contribution requests across different ranges.]

Question 17: Approximately how many grant/contributions do you make annually?

<table>
<thead>
<tr>
<th># of Responses</th>
<th>Corporate Foundations</th>
<th>Corporate Giving Programs</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 99</td>
<td>8</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>100 - 199</td>
<td>6</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>200 - 299</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>300 - 499</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>500+</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Question 18: Please indicate the types of contributions your organization supports (select all that apply)?

<table>
<thead>
<tr>
<th># of Responses</th>
<th>Corporate Foundations</th>
<th>Corporate Giving Programs</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitol Campaign</td>
<td>5</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Programmatic</td>
<td>8</td>
<td>5</td>
<td>13</td>
</tr>
<tr>
<td>Operating Support</td>
<td>5</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Event Sponsorship</td>
<td>4</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Capacity Building</td>
<td>5</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

*Other includes in-kind donations, no-interest loan, and scholarships
Question 19: Do you make multi-year grants/contributions?

![Bar chart showing the number of responses for multi-year grants/contributions by Corporate Foundations, Corporate Giving Programs, and Combined.]

Yes: Corporate Foundations (10), Corporate Giving Programs (2), Combined (12)
No: Corporate Foundations (2), Corporate Giving Programs (6), Combined (8)

Question 20: Do you use grantmaking software to manage your information?

![Bar chart showing the number of responses for grantmaking software by Corporate Foundations, Corporate Giving Programs, and Combined.]

Yes: Corporate Foundations (14), Corporate Giving Programs (2), Combined (16)
No: Corporate Foundations (10), Corporate Giving Programs (8), Combined (18)
Question 21: If yes, what software?

*Other includes Solpath and software created by our technology department