



# NONPROFIT SPONSORSHIP

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## Method

- Telephone bilingual survey (2008)
- Ipsos Reid
- Purchased list
- 2,181 businesses surveyed (representative)
  - 1,500 (weighted sample)
  - Stratified and weighted
    - Region
    - Size
    - Industry
- 93 companies sampled with revenues over \$25 million
  - Partnerships with Council of CEOs, Imagine's Caring Company Program

# The Business Contributions to Community Study

- **Funded** through the generous support of EnCana corporation
- **First phase:** Roundtable consultations with 47 business representatives
- **Second Phase:** Benchmarking representative survey of 1,500 businesses and a targeted sample of 93 of Canada's largest businesses
- **Going forward:** data to be collected every two to three years to track changes over time

## By Position

### Respondents

- CEO / President 13%
- Director or VP 42%
- Manager 14%

### Legal Status

- 91% private companies

### Industry

- Professional services (14%)
- Finance and insurance (10%)
- Wholesale Trade (10%)

# SEVEN QUESTIONS ABOUT CHARITABLE SPONSORSHIPS



## The Opportunity for Businesses

- 1. Why does the nonprofit sector present an opportunity?



## The Landscape of Sponsorships

- 2. How much support does the corporate sector provide to the charitable sector?
- 3. What is the amount of corporate sponsorships to nonprofits?



## The Competitive Sponsorship Environment

- 4. What is the competition doing?
- 5. Where does the money go?



## Implementation of Sponsorships

- 6. How do I maximize the benefits of sponsorships?
- 7. What's happening next?

# THE OPPORTUNITY FOR BUSINESSES

# 1. Why does the nonprofit sector in Canada present an opportunity?

- Represents **\$79 Billion** in GDP
  - More than 8% of the economy
- 2 million full-time equivalent workers
  - 1.5 million paid and 549,000 volunteers)
- 85% of the population donates
- 45% of the population volunteers

Sources: *Imagine Canada/Johns Hopkins Study of nonprofit sector, 2003*, [2004 Canada Survey of Giving, Volunteering, and Participating](#); [2003 National Survey of nonprofit and voluntary organizations](#)

\* All data are either from one of these sources or the current study.

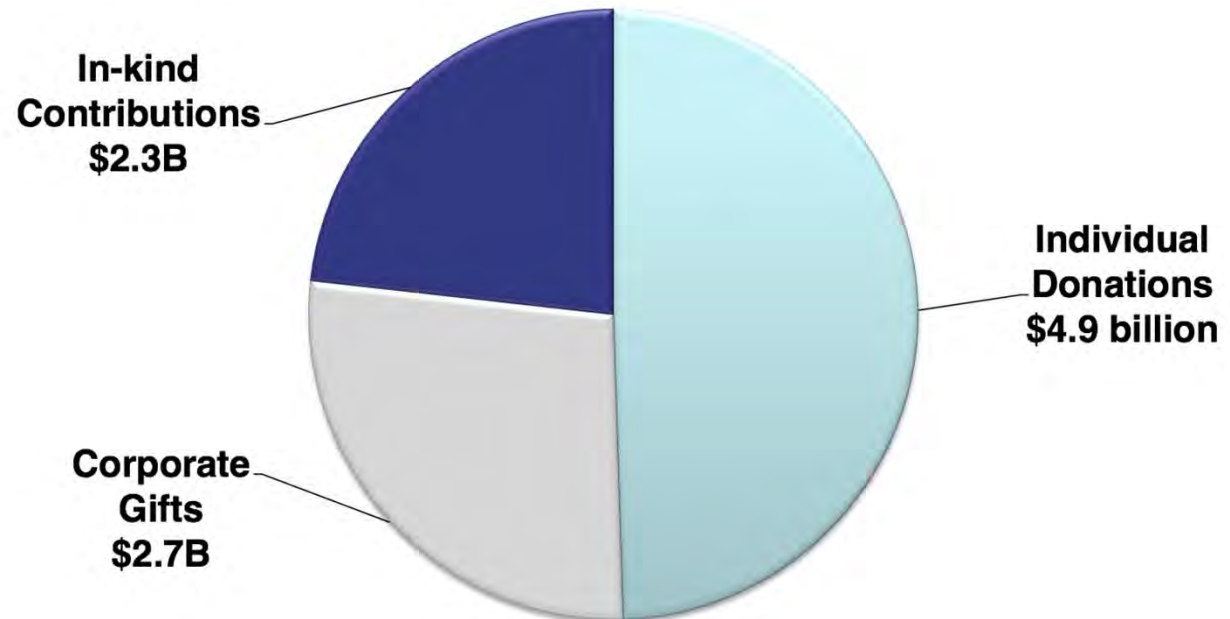


# THE LANDSCAPE OF CHARITABLE SPONSORSHIPS

## 2. How much support does the corporate sector provide to the charitable sector?

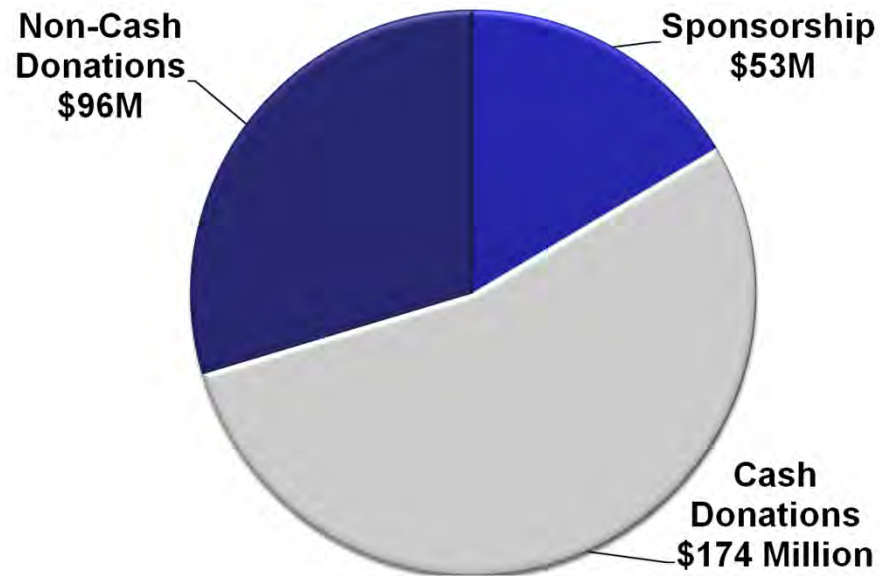
- **\$2.8 billion** directly in 2003 (\$100 million to religion)
- Compare to **\$1.43 billion** in sponsorships to both for and non-profit sources ([2010 Canadian Sponsorship Landscape Study](#))
- **But:**
  - Matching grants
  - Employee time
  - Earned income
  - Exposure

# Total Non-Religious Gifts to Charities



Source: [2003 National Survey of nonprofit and voluntary organizations](#)

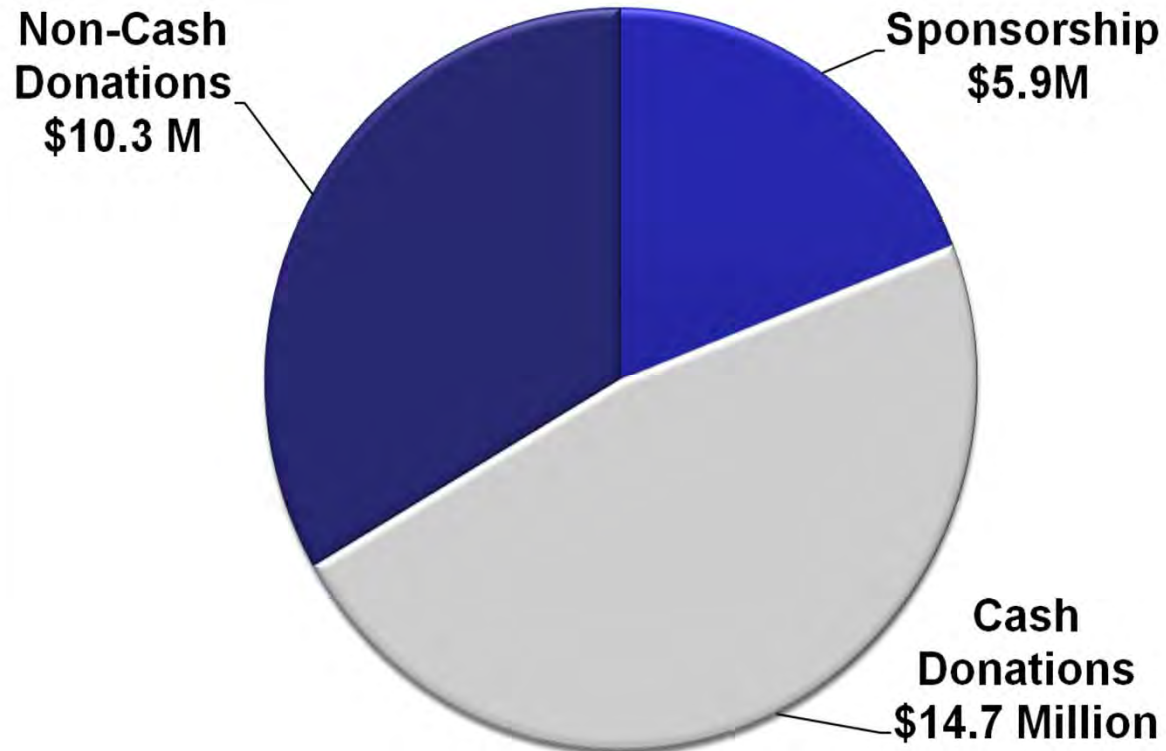
## Large Corporations (n=93) Donate...



*Sponsorships represent 31% of cash donations*

Nonprofit  
Sponsorship

## Small Corporations (n=1500) Donate...



*Sponsorships represent 40% of cash donations*

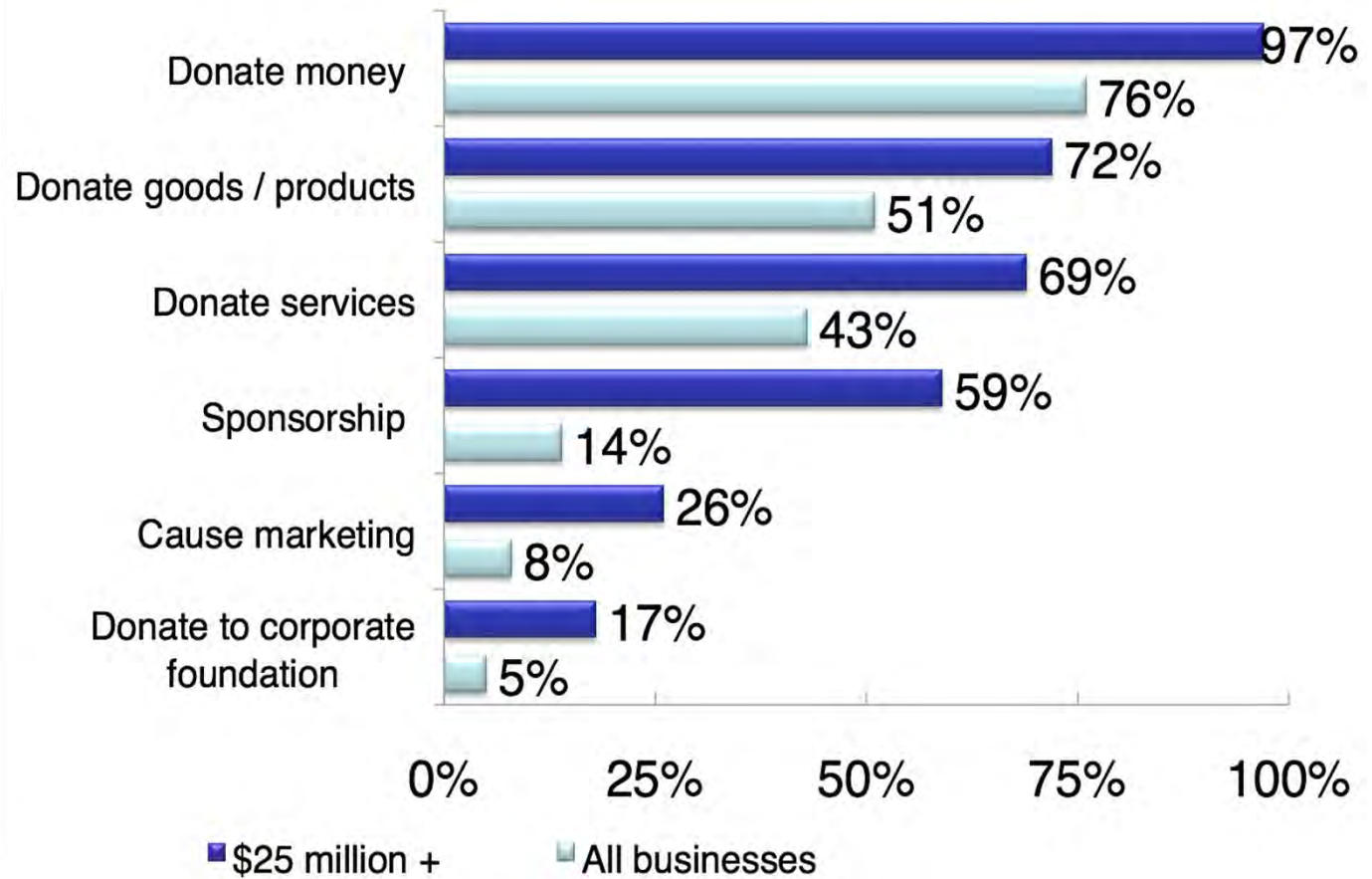
### 3. How much sponsorship goes to nonprofits?

- In 2008, corporate cash contributions were approximately \$2.3 billion
  - Our study found that corporate sponsorships were 31% of the amount of cash donations

# YOUR COMPETITION

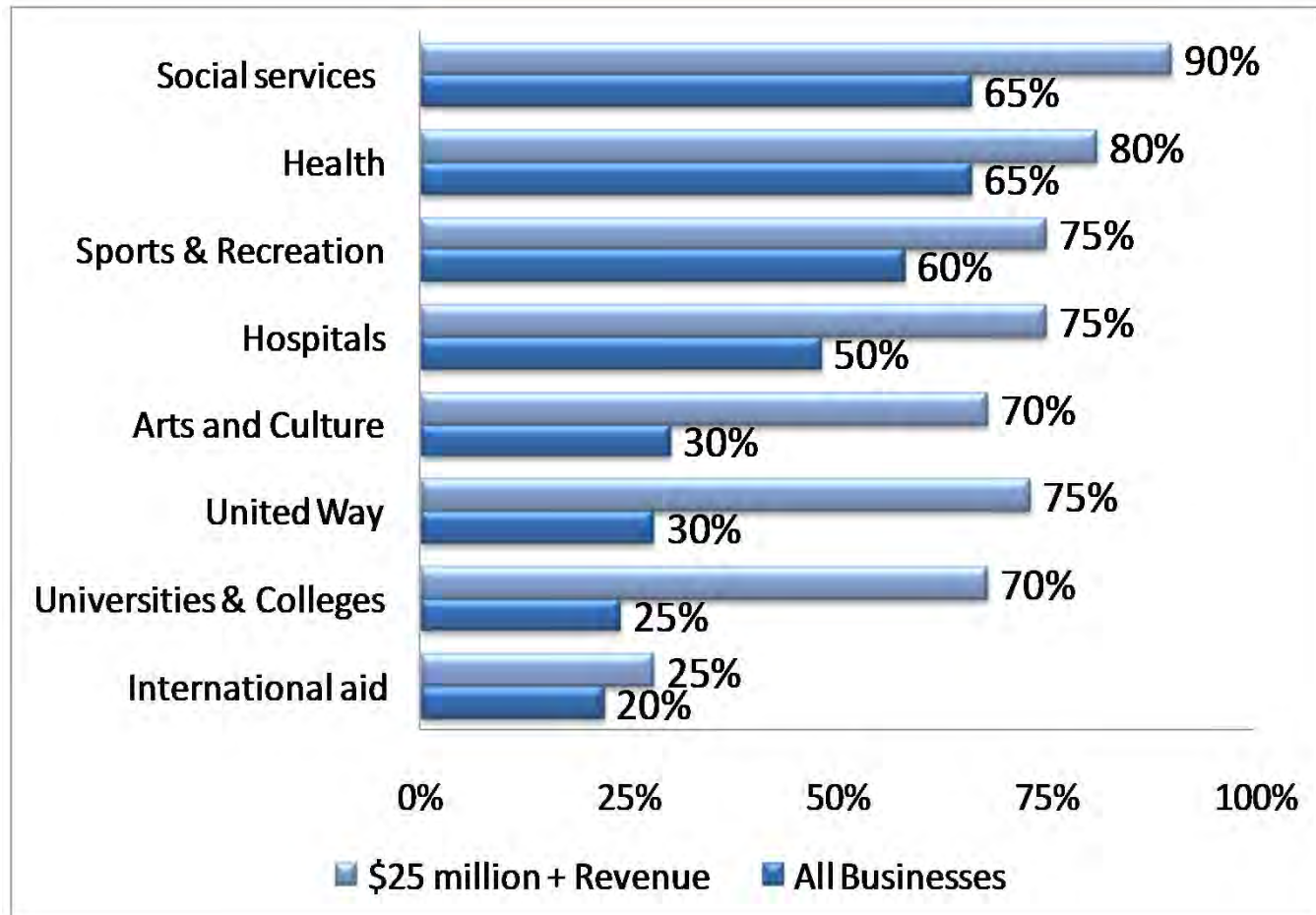
4. WHAT ARE THEY DOING?

# Contributions





## 5. Where do contributions go?



# THE IMPLEMENTATION

6. HOW DO I MAXIMIZE SPONSORSHIP BENEFITS?

## A Different Lens on Leveraging Sponsorships for Greater Value

211 companies (14% of the sample) invest in sponsorship:

- **193 (91%)** donated **cash**
- **126 (60%)** donated **goods**
- **112 (53%)** supported **employee volunteering**
- **107 (51%)** donated **services**
- **59 (28%)** used **cause marketing**

**INTEGRATE YOUR EFFORTS!**

# Making Contributions More Effective

## All Businesses

2 in 10 have regular ongoing programs for contributions

1 in 10 measure the benefits of their community contributions

1 in 10 have a written policy

## Large Corporations

3 in 4 have regular ongoing programs for contributions

1 in 4 measure the benefits of their community contributions

2 in 5 have a written policy

## 7. What can sponsors, sponsees and agencies learn from this presentation?

- Strategic use of money
  - “Why” is it being done
- More requests
- Fewer causes
- Integration of promotion and philanthropy
- Learning to measure
- Prioritizing stakeholders
- Employee engagement

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