



BUSINESS GIVING TRENDS

2015 BGR Survey Observations and Trends

BUSINESS GIVING ROUNDTABLE OF SANTA BARBARA COUNTY



BUSINESS GIVING TRENDS

The Business Giving Roundtable is committed to increasing awareness and recognition of business giving in Santa Barbara County. BGR partnered with the Carpinteria, Goleta Valley and Santa Barbara Region Chambers of Commerce in 2015 to survey local businesses on philanthropic trends in our communities.



Top giving focus areas:



ABOUT THE RESPONDENTS

TYPES OF COMPANIES

82% of respondents are privately held companies, 9% are public and 9% are other.



NUMBER OF EMPLOYEES

62% of respondents have fewer than 10 full-time employees. 20% have more than 100 FTEs.



AGE OF COMPANIES

70% of respondents have been in business for more than 10 years. 15% are between 0 and 3 years old.





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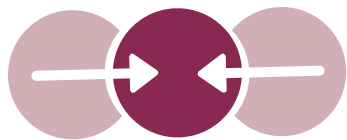
HOW COMPANIES APPROACH BUSINESS GIVING

Last year, companies supported more than **1,300 organizations** and donated over **18,600 volunteer hours**.



Corporate giving budget ranges from **\$500** to **multi-million dollar** levels.

56% of companies use informal criteria to determine their giving budget vs. a fixed amount/pre-determined % or formulas.



42% of companies have a **blended decision-making process** (employee and corporate office) regarding business giving distribution.

TYPES OF BUSINESS GIVING

The primary ways companies and their employees give are through employee volunteer opportunities, in-kind giving, sponsorships and nonprofit board service.



MEASURING GIVING IMPACT

Companies measure giving impact through customer feedback and reports from nonprofit grantees.



BENEFITS OF BUSINESS GIVING

Companies cited positive public relations, influences on brand recognition, and employee engagement and loyalty as key benefits of business giving.





ABOUT BGR

Mission: To build avenues for Santa Barbara County businesses to generate enduring community investment strategies. BGR enhances, inspires, and honors the generosity of businesses that assist in fulfilling the needs of the nonprofit sector.

SUSTAINERS

Aera Energy
AGIA Affinity Services
Deckers Outdoor Corporation
Goleta Valley Chamber of Commerce
Noozhawk
Pacific Coast Business Times
Santa Barbara Foundation
Venoco, Inc.

BENEFACTORS

CASA Magazine
Citrix Online
Cox Communications
Montecito Bank & Trust
Santa Ynez Band of Chumash Indians
The Towbes Group
Village Properties

ASSOCIATES

Accountix
Bacara Resort and Spa
Carpinteria Valley Chamber of Commerce
C'est Cheese Santa Barbara
The Chamber of the Santa Barbara Region
Edward Jones
Impulse Advanced Communications
introNetworks
ItWorks
LoaCom
Maps.com
Nonprofit Kinect
Noospheric
Opal Restaurant and Bar
Recipes Organic Bakery
Ruby Road Leadership
SB Philanthropy
Skyview Projects
Union Bank
Tony Vallejo, CPA