Corporate philanthropy trends in France
Figures & practices
Who is Admical?

Admical is a network of members and key organisations composed mostly of compagnies and foundations having philanthropic actions as well as charities.

We have been created in 1979 and had a pioneer mission to promote corporate philanthropy in France by working on a legal framework which would favor and securize giving outside business operations. Since then, corporate giving has spread out but not with its lot of difficulties, suspicions, and questions.
What is corporate philanthropy?

**CHARTER OF CORPORATE PHILANTHROPY**

Created by Admical and its Members and open to all those involved in corporate philanthropy

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**Corporate philanthropy is:**

**A COMMITMENT**

Corporate philanthropy is a freely-chosen, long-term commitment from a company towards projects of public interest, in the form of a donation, whether financial, material, technological or skills-based, without seeking any impact on its commercial activities. This mindset of awareness and openness to society strengthens and enriches the company’s identity.

**A SHARED VISION**

The relationship between the giving company and the beneficiary is a matter of trust and exchange on a basis of equality, and relies on a shared vision that gives rise to a common action. It creates a space for new endeavours and allows for initiatives, experimentation and innovation.

**A MUTUAL RESPECT**

The company agrees to respect the beneficiary’s project, decisions and expertise. It takes into account the beneficiary’s size and capabilities so as not to expect unrealistic returns. The company understands that projects cannot be achieved without operating costs and does not evade this issue. For its part, the beneficiary agrees to respect the company by being transparent about its use of funds and the project’s progress. It keeps the company regularly informed about the ongoing project and promotes their mutual involvement.
**What is corporate philanthropy?**

**What it brings to the company:**

- **Meaning and Personality**
  Corporate philanthropy contributes to the personality of a company. It is the result of its history and makes it unique. To this end, it must be aligned to the company’s role in society and not to the objectives of its commercial activities. Corporate philanthropy is then able to provide greater meaning to the day-to-day work within the company. Each area of corporate philanthropy (community, education, health, culture, sport, international development, environment, research...) and each beneficiary confer a new, unique quality on the company.

- **Dialogue and Openness**
  The relationship with the beneficiary opens up the company to partners with which it would not otherwise have been in contact. Corporate philanthropy builds bridges and establishes a dialogue with stakeholders, strengthening the company’s presence in its environment or territory. This exposure allows the company and its employees to confront different realities, which can help them develop their creativity.

- **Pride and Personal Development**
  Corporate philanthropy can help to raise awareness and encourage convergence between the expectations of the employees and those of the supported project. Through skills-based volunteering, volunteering off the clock facilitated by the company, volunteer vacations or philanthropic actions by employees, corporate philanthropy allows people to step out of the company to give their time and expertise and gain new experiences. Their participation in corporate philanthropy strengthens cohesion and open-mindedness. It encourages pride of belonging and personal development within the company. It plays a role in the recruitment and retention of employees.

- **Reputation and Trust**
  Corporate philanthropy responds to society’s expectations of a company. It helps build reputation and inspires trust because it is a long-term commitment.

**What it brings to the beneficiary:**

- **Resources and Means**
  Operational means provided by the company’s philanthropy give the beneficiary the opportunity to expand its business and broaden the scope of its possibilities. Beyond the security and flexibility conferred by its financial and human resources, the company may promote the involvement of its staff through volunteering on company time or off the clock. It can also provide additional material assistance through in-kind donation.

- **Support and Expertise**
  The partnership established by corporate philanthropy allows two very different worlds to meet. Beyond material assistance, philanthropy also means supporting the beneficiary. Through the strength of its own professional expertise, the company can advise, support management and help increase expertise in areas both familiar and new. It can also promote a greater autonomy, encourage the recipient to take on new developments and, if necessary, strengthen its professionalism.

- **Recognition and Visibility**
  The company can contribute to the increased visibility of the beneficiary and its project, and vice versa. Corporate philanthropy can bring to the beneficiary a new kind of recognition, that of the corporate world, which strengthens its credibility: it is a virtuous circle which can lead to further funding.

- **Synergies and Network**
  By providing its network and coordination, or by bringing together parties who ignored or did not know each other, the company can create closer links and synergies, themselves sources of entirely new collaborations and defining factors in the advancement of the supported causes. Corporate philanthropy can also open a door to new collaborations with the giving company.
What is corporate philanthropy?

**DECLARATION OF COMMITMENT**

By signing the Charter of corporate philanthropy, we are committed to:

- **RESPECTING** the principles contained therein;
- **PROMOTING** our commitment to these principles;
- **INCREASING** awareness of this Charter among our partners involved in corporate philanthropy, for example by annexing it to our philanthropy conventions;
- **SHARING** our experience in implementing the Charter of corporate philanthropy with Admical in the spirit of progress.

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Representative</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
</table>
Does your company have philanthropic actions?

Companies with 1 employee and more

Base (n= 1019)

No philanthropic action 86%

No philanthropic actions any more 2%

Doing philanthropic actions 12%
What is budget and weight?

Global budget in 2013
Companies with 20 employees and more

2,8 billion euros

1,8 billion euros
(vs 1,9 billion in 2012)

- % of companies with philanthropic actions
- % representing budget weight
What is the trend in time?

% of companies with 20 employees and more with philanthropic actions

- 2008: 23%
- 2010: 27%
- 2012: 31%
- 2014: 21%
On a scale from 0 to 10, what is the main incentive for your company to develop philanthropic actions?

| Base corporate giving companies (n= 28 VSC, n=121 SC, n=50 MSC/BC) |
|---|---|---|
| **VSC** (1-9 empl.) | **SC** (10-249 emp) | **MSC/BC** (250 emp & + ) |
| 6.5 | 7.1 | 8.6 |
| Public interest contribution | Public interest contribution | Incarnation of company’s values |
| 5.2 | 7.0 | 8.2 |
| Interactions with the community | Business reputation | Public interest contribution |
| 5.1 | 6.9 | 7.2 |
| Business reputation | Incarnation of company’s values | Business reputation |
Top priorities for giving

- **Community and economic development**: 23% of companies involved, 38% of budget devoted.
- **Health and medical research**: 28% of companies involved, 16% of budget devoted.
- **Culture/national heritage**: 23% of companies involved, 13% of budget devoted.
- **Education k-12**: 5% of companies involved, 27% of budget devoted.
- **International solidarity**: 13% of companies involved, 8% of budget devoted.
- **Higher education / scientific research**: 6% of companies involved, 12% of budget devoted.
- **Environment (sustainable development)**: 5% of companies involved, 3% of budget devoted.

Base corporate giving companies (n=201)
Type of corporate contribution

- **Cash giving**: 78%, 90%, 89%
- **In kind giving**: 36%, 18%, 33%
- **Skill based volunteerism**: 16%, 8%, 31%
- **Don’t know**: 4%, 2%, 2%

*Base entreprises mécènes (n= 28* TPE, n=121 PME, n=50 ETI/GE)*
Focus in arts & culture
Why are they choosing arts & culture?

<table>
<thead>
<tr>
<th>Reason</th>
<th>VSC (1-9 empl.)</th>
<th>SC (10-249 emp)</th>
<th>MSC/BC (250 emp &amp; +)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractiveness of the territory</td>
<td>67%</td>
<td>45%</td>
<td>29%</td>
</tr>
<tr>
<td>CEO personal conviction or history of the company</td>
<td>33%</td>
<td>51%</td>
<td>33%</td>
</tr>
<tr>
<td>Reinforce the identity of the company / unique communication strategy</td>
<td>11%</td>
<td>37%</td>
<td>55%</td>
</tr>
<tr>
<td>Raise employees' awareness on art / help them to develop creativity / offer better work place</td>
<td>0%</td>
<td>22%</td>
<td>30%</td>
</tr>
<tr>
<td>Public relation opportunities</td>
<td>0%</td>
<td>17%</td>
<td>29%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>20%</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base companies supporting cultural projects (n= 9* VSC / n=42 SC, n=40 MSC/BC)
For what kind of actions?

- Passing on national heritage: 47%
- Promoting exhibitions & performances: 37%
- Giving access to all: 29%
- Creation: 18%

Base entreprises mécènes (n=9 TPE, n=42 PME, n=40 ETI/GE)
### What are the top priorities?

#### % of companies involved

<table>
<thead>
<tr>
<th>Category</th>
<th>% of companies involved</th>
<th>% of budget invested</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performing art</td>
<td>30%</td>
<td>4%</td>
</tr>
<tr>
<td>Music</td>
<td>29%</td>
<td>12%</td>
</tr>
<tr>
<td>Museums / exhibitions</td>
<td>24%</td>
<td>41%</td>
</tr>
<tr>
<td>Photography/cinema/audiosvisual media</td>
<td>18%</td>
<td>8%</td>
</tr>
<tr>
<td>National heritage protection</td>
<td>12%</td>
<td>28%</td>
</tr>
<tr>
<td>Art</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Purchase of art works</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Publishing/literature</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>No answer</td>
<td>6%</td>
<td></td>
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</tbody>
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Contacts

- For international analysts & professionals
  Laure Chaudey – lchaudey@admical.org

- For journalists
  Hannah Berkouk – hberkouk@admical.org