

# Corporate philanthropy trends in France

## Figures & practices

- Admical is a network of members and key organisations composed mostly of companies 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.

# CHARTER OF CORPORATE PHILANTHROPY

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

## 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 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.

## 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.

Organisation

Representative

Signature

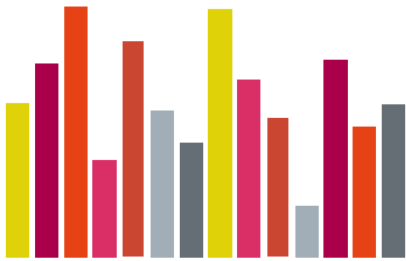
Date

## Does your company have philanthropic actions ?

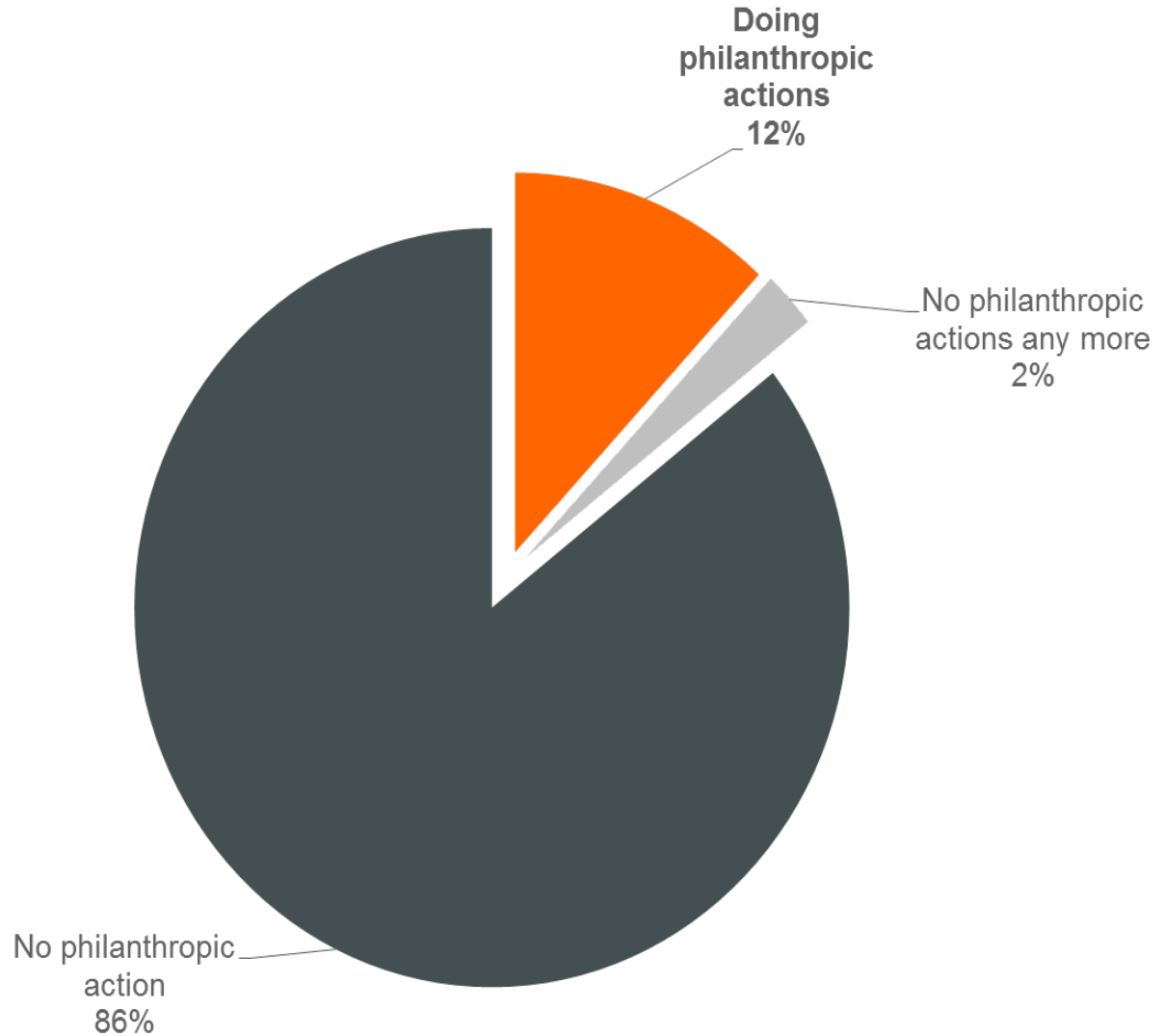
### LE MÉCÉNAT D'ENTREPRISE EN FRANCE

Les principales conclusions de l'enquête Admical - CSA

2014



Base (n= 1019)



Companies with 1 employee and more

# What is budget and weight ?

**Global budget in 2013**

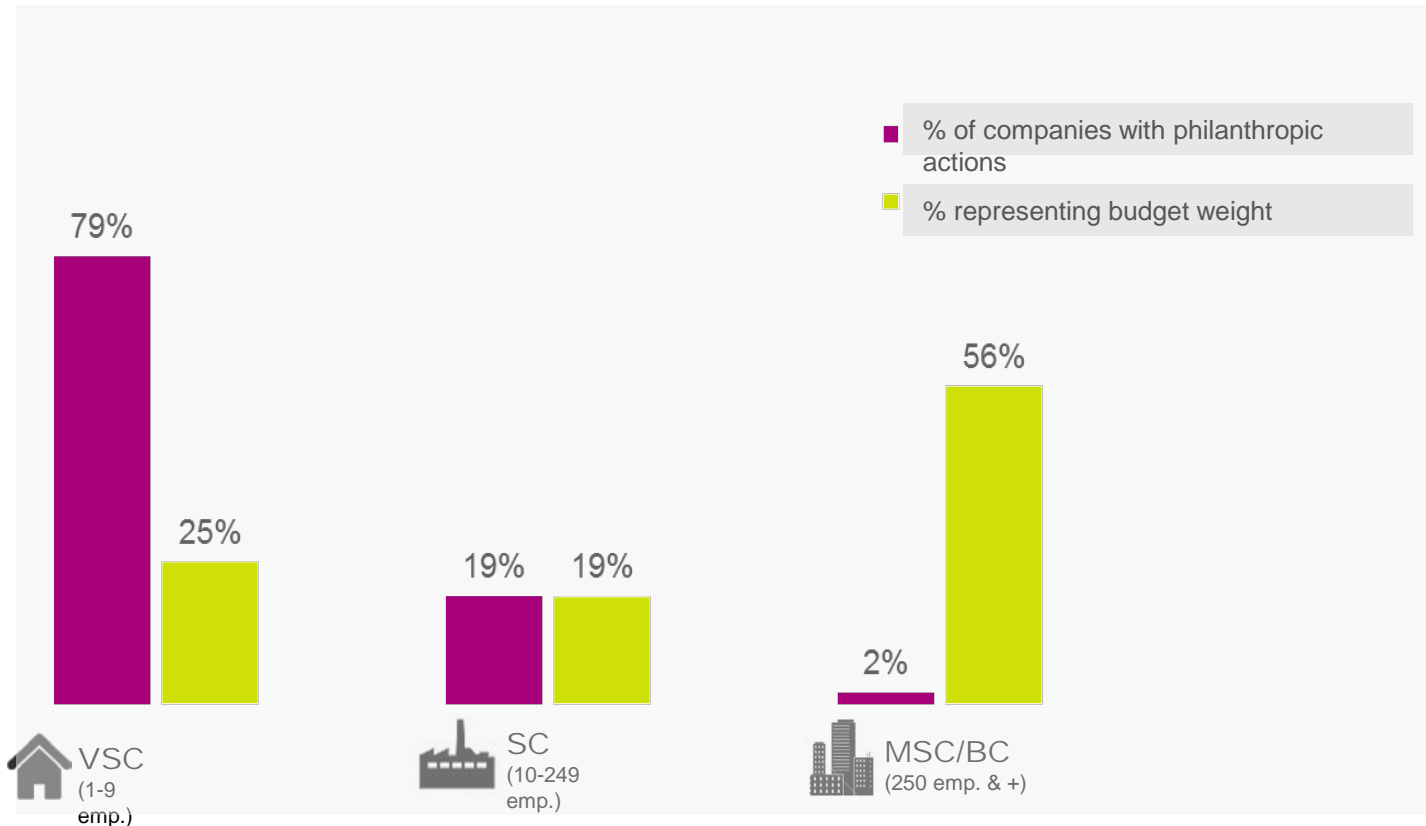
Companies with 20 employees and more



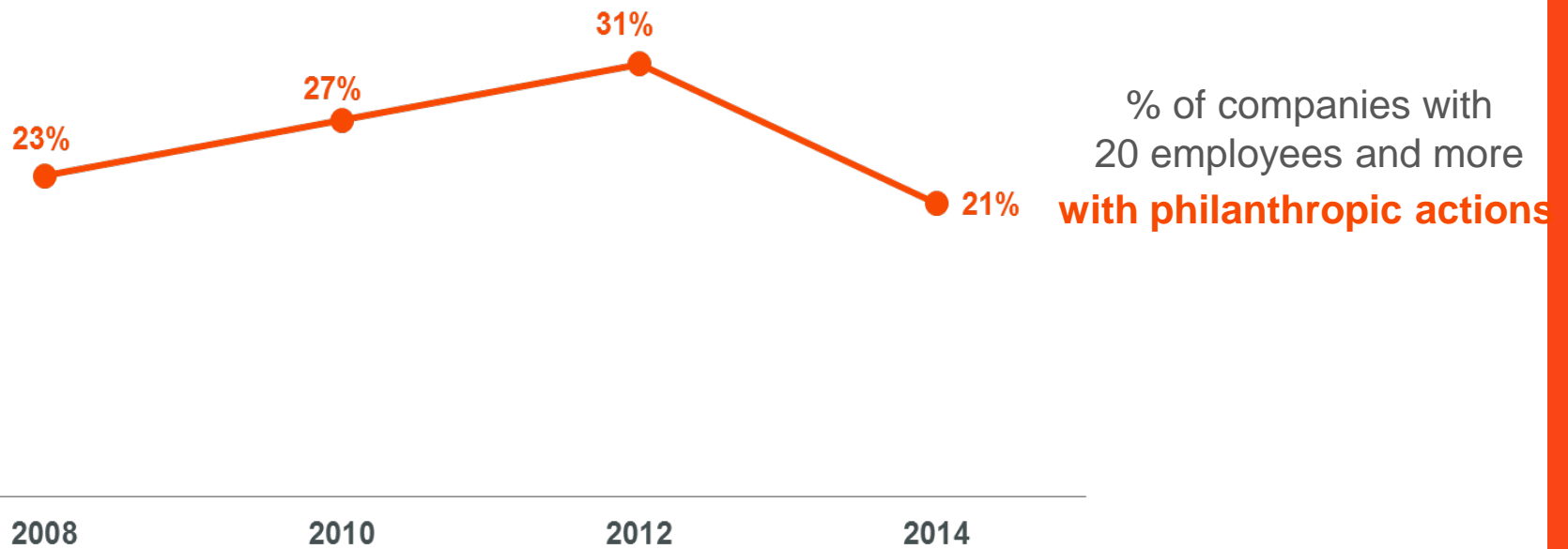
**2,8 billion euros**



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



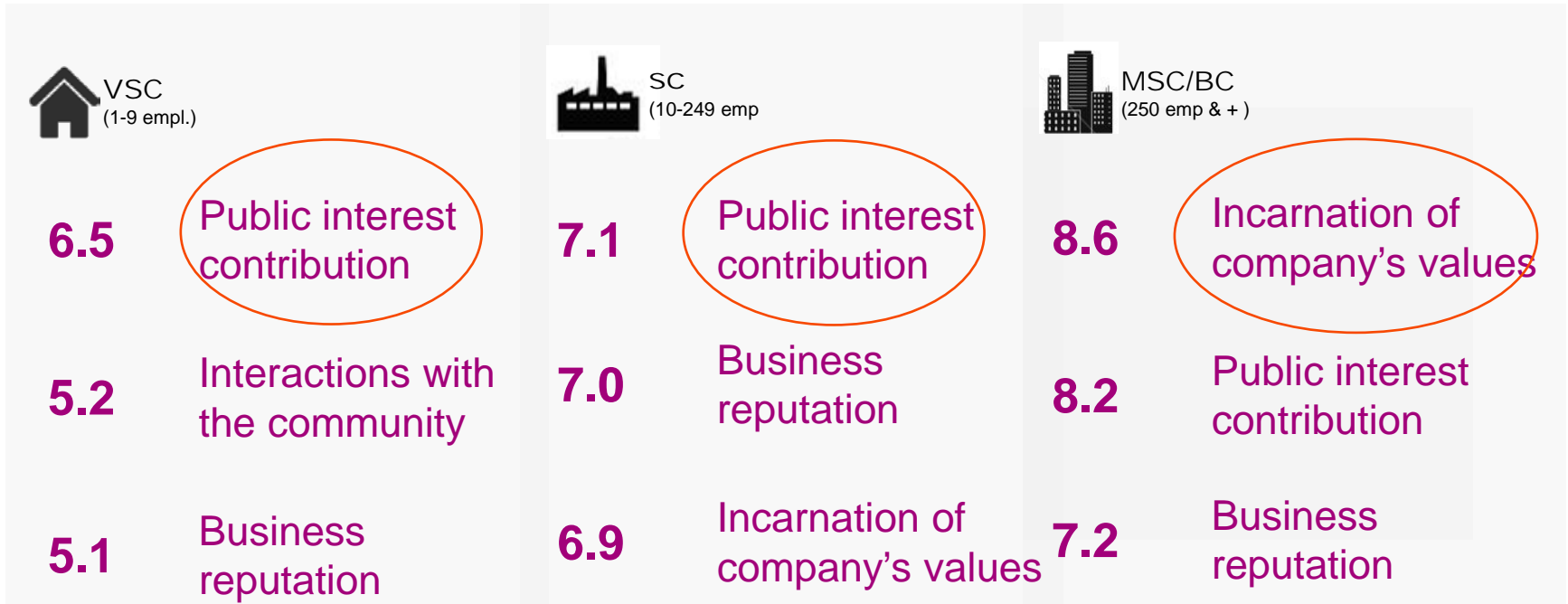
## What is the trend in time?





# Main motivations for philanthropic actions

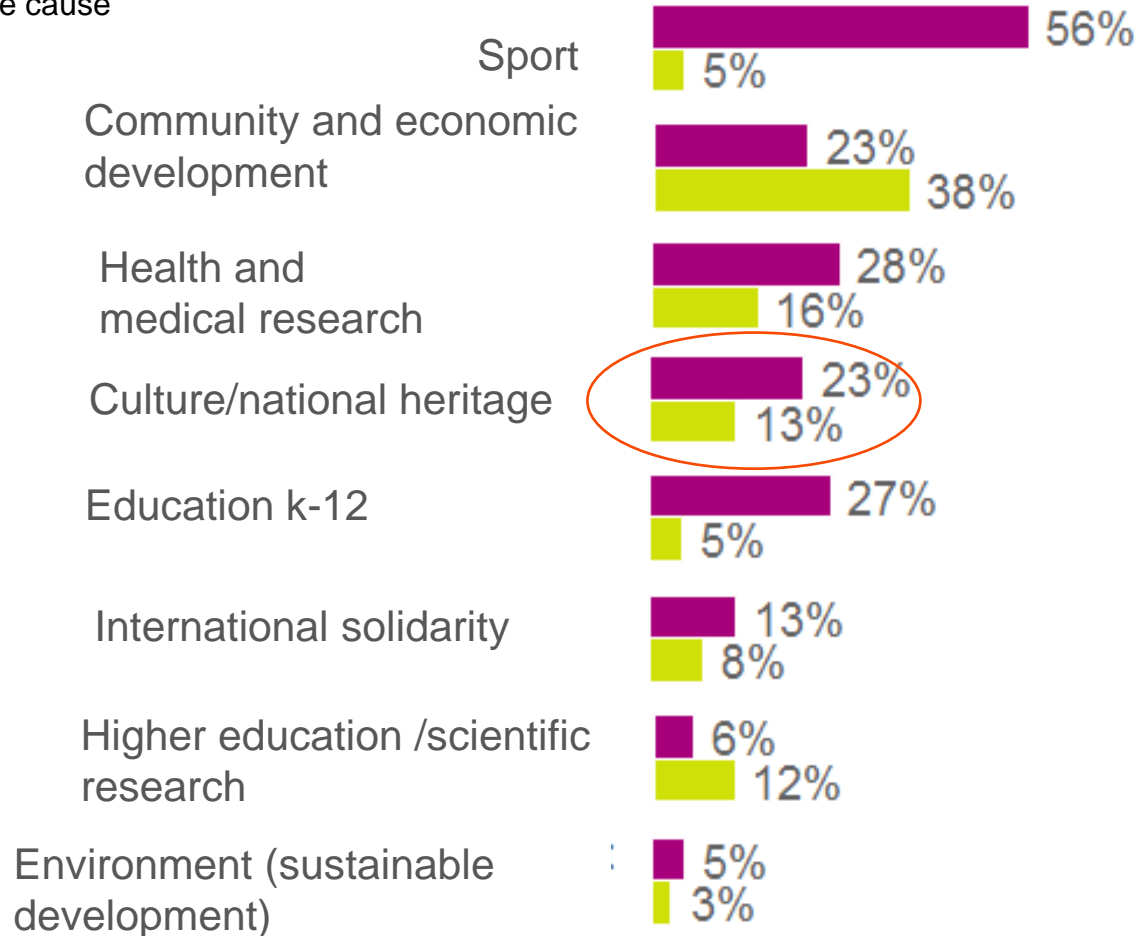
On a scale from 0 to 10 what is the main incentive for your company to develop philanthropic actions?



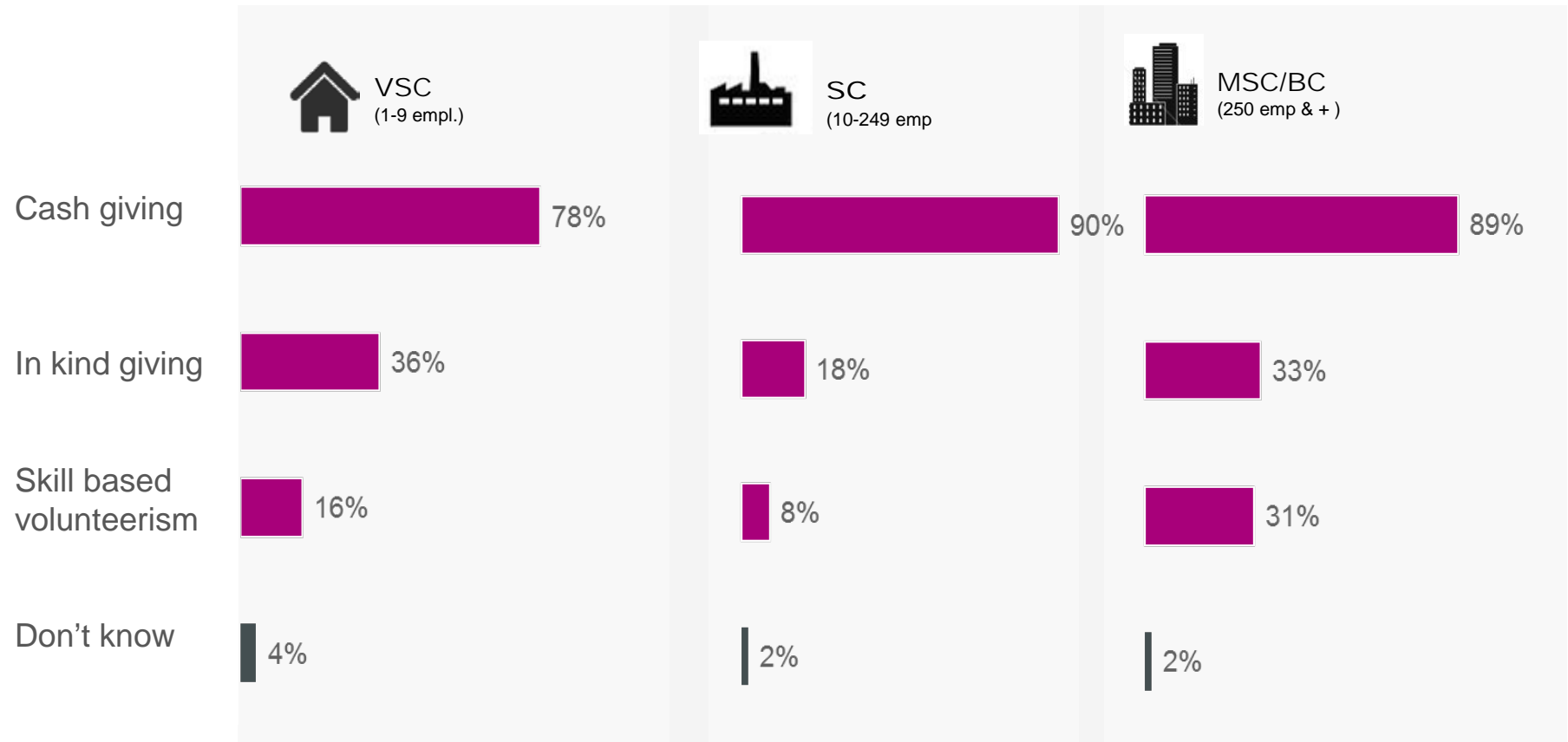
# Top priorities for giving

 % of companies involved

 % of budget devoted to the cause

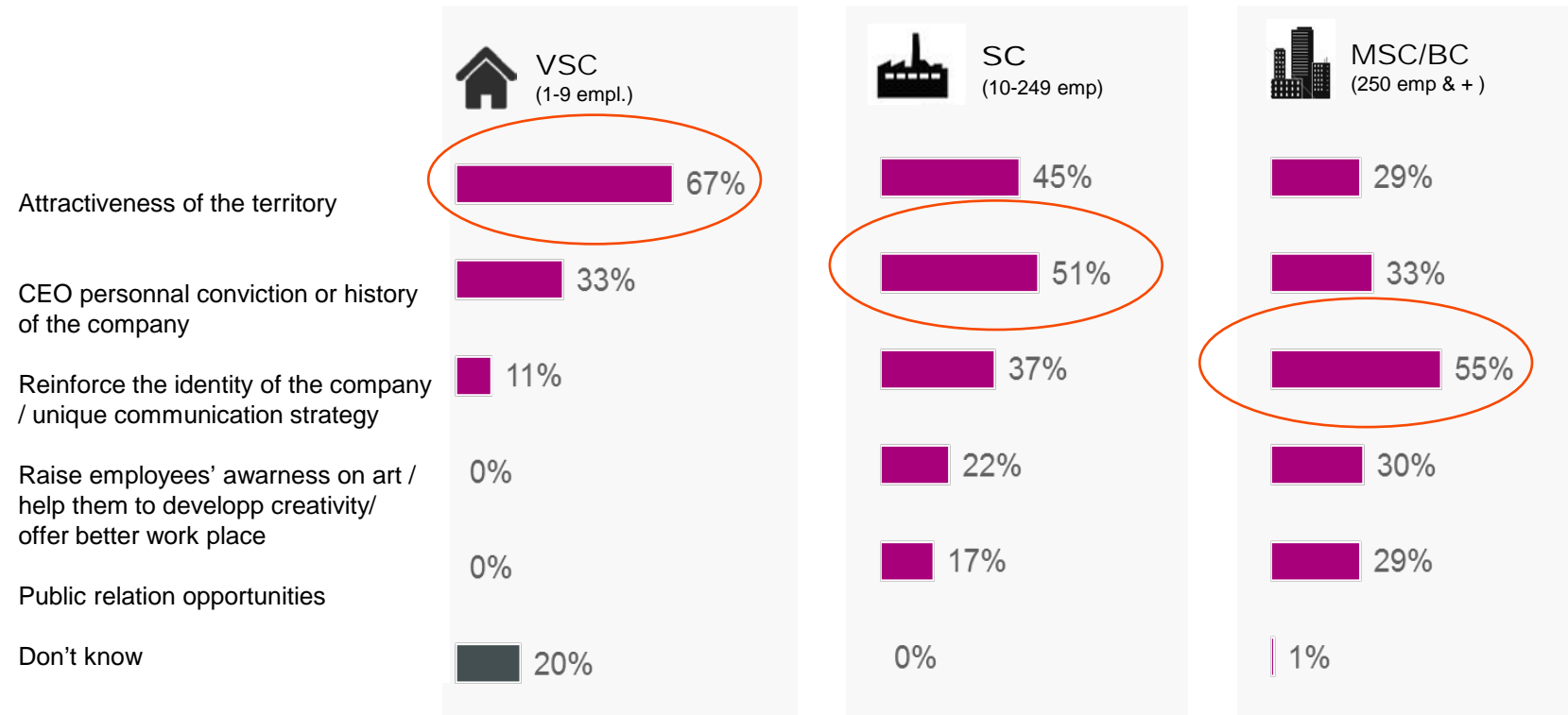


# Type of corporate contribution

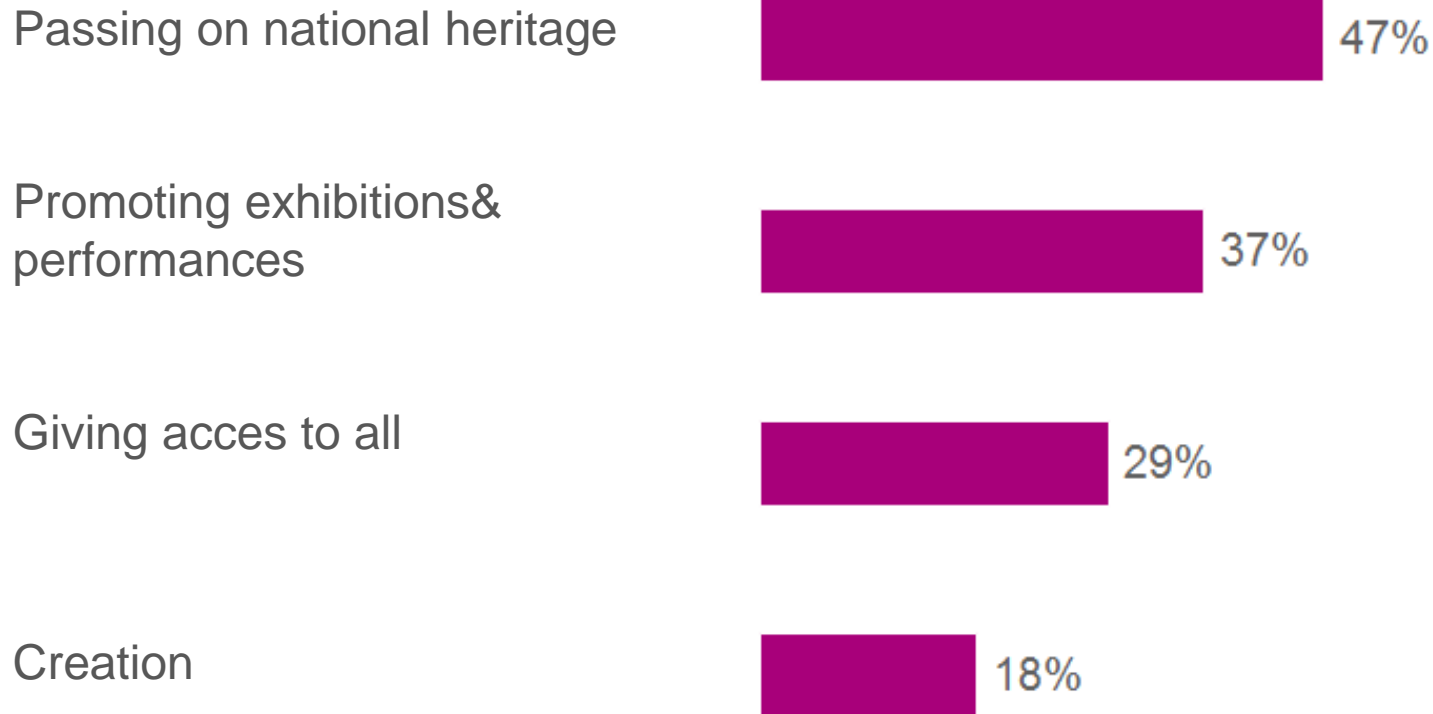


 Focus in arts &  
culture

# Why are they choosing arts & culture ?



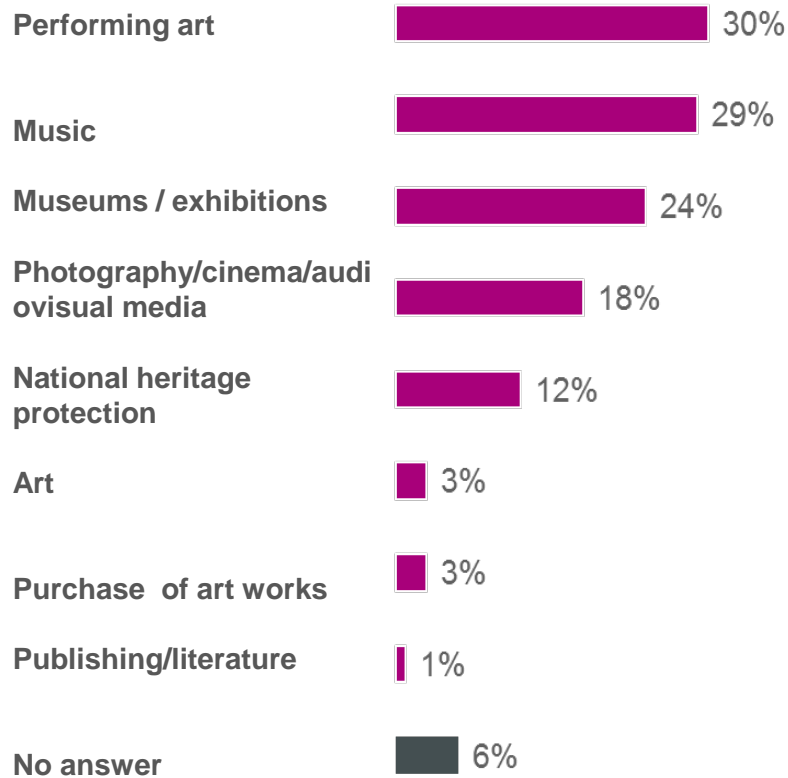
## For what kind of actions ?



# What are the top priorities ?

## % of companies involved

Base companies supporting projects in arts & culture (n=100)



## % of budget invested

Base companies involved in the field



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