



## Donors Forum of Chicago

*Strengthening philanthropic and nonprofit partnerships*

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May 2000

Dear Corporate Colleague,

The Donors Forum is pleased to present the results of the annual survey "*The 20 Questions You Are Dying To Ask Your Fellow Corporate Grantmaker.*"

This is the **fifth** attempt at trying to capture the nature of Chicago's corporate grantmaking scene. We would like to thank the Corporate Contributions Discussion Group and the Chicagoland Employee Volunteer Council for partnering with the Donors Forum in the dissemination of the survey instrument. This year's response rate of 57% illustrates a 34% increase from 1995.

Please feel free to send us your comments and suggestions for improving this report. We are very encouraged with the level of participation and interest in this survey and, with your help, hope to continue to provide this information as a service to Chicago's corporate grantmaking community.

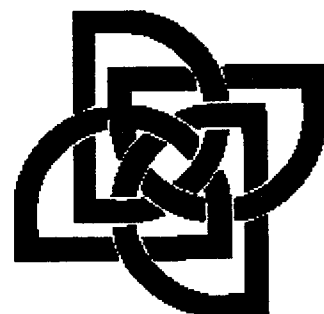
Sincerely,

Valerie S. Lies  
President

**Donors Forum of Chicago**

**2000 Survey  
of Corporate Grantmakers**

*April 2000*



**Donors Forum of Chicago**  
**2000 Survey of Corporate Grantmakers**

In 1995, the Donors Forum initiated an annual survey, *The 20 Questions You are Dying to Ask Your Fellow Corporate Grantmakers*. This edition of the survey was conducted via mail in winter 2000. Following are the results of the survey and a comparison with past findings. As no survey was conducted in 1999, the 1998 survey was used as the point of reference.

**Key Findings**

- 45 of the 46 respondents have at least one responsibility in addition to giving. Fifty-four percent have four to six additional responsibilities.
- Among those responding to our survey, 65% have responsibility for community relations, as well as 65% with volunteer program responsibilities. 63% are responsible for employee matching gifts, 59% for the United Way Campaign, and 43% have Dollars for Doers responsibilities.
- 91% of respondents have three or fewer employees with corporate giving responsibilities; up from 86% in 1998. The median, and most commonly occurring, number of employees is 3.
- The most prevalent benchmarking standard among the respondents was 'past year giving' with 26% basing their giving off the past year. 20% use pretax profit as a benchmarking tool (of those, 56% use 2% as the standard).
- Of the respondents, 39% said their foundation/giving program has no website; 15% said their website is currently under construction; 39% said their website is embedded within their company's website, and only 7% (three respondents) said their website is at an independent URL.
- 61% of the grantmaking programs have undergone a strategic planning process in the last four years, an increase of 13% from two years ago.
- 54% earned a base salary of over \$80,000 in 1999, a substantial increase from 30% in 1997. 24% earned under \$60,000 (Only 7% earned less than \$50,000, compared with 13% in 1997 and 27% in 1996).

## Survey Results

Eighty-one metropolitan Chicago corporate grantmakers were surveyed. The survey instrument was sent to both Donors Forum Members and non-members. 46 surveys were returned, indicating a response rate of 57%. This illustrates an increase of 23% from the last Corporate Grantmaker Survey. The CEOs, Managers, or Directors of the corporations' foundations and giving programs completed the survey. Budget and salary statistics represent data from the 1999 fiscal year (1997 data for 1998 survey).

### Respondents

- 80% of the respondents to the survey are female.
- 50% of those responding manage a corporate giving program, 26% manager a corporate foundation, and 24% manage both a corporate giving program and a corporate foundation. 24% of respondents stated that their grantmaking programs are endowed.

### Tenure

- Twenty-two percent of respondents have been with their company less than 5 years (three respondents for 1 year or less). 26% have been employed by their company for over 20 years (46% over 15 years and 61% for over 10 years). This closely resembles the 1998 survey results (27% with 20 years or more in tenure). The median company tenure was 12 years (mean=14 years), with the most common tenures occurring at 18 and 23 years (4 respondents each).
- 46% of those responding to our survey have been in their *present position* for fewer than 5 years, with 17% having occupied their position for 1 year or less. 20% have been in their current positions for 10 years or more (4 respondents for over 15 years). The median position tenure is 5 years (mean of 7 years), with the most common tenures at 10 years and 4 months (4 respondents each).

### Job Characteristics:

- 45 of the 46 respondents have at least one responsibility in addition to giving. Fifty-four percent have four to six additional responsibilities (up from 48% in the 1998 survey).
- Among those responding to our survey, 65% have responsibility for community relations, as well as 65% with volunteer program responsibilities. 63% are responsible for employee matching gifts, 59% for the United Way Campaign, and 43% have Dollars for Doers responsibilities.

- The only commonly repeated job title of the respondents was Executive Director, with seven respondents holding that title.
- 26% of respondents report directly to the chair of the corporation.
- Sixty-one percent of all respondents report to an individual who manages either communications, public relations, human resources, external relations, or a combination of those departments: 33% to an individual responsible for public relations; 30% to communications; 26% to external affairs; 22% to human resources.
- 91% of respondents have three or fewer employees with corporate giving responsibilities; up from 86% in 1998. The median number of employees is 3 (same as mean) and thirteen respondents (28%) stated that 3 employees have giving responsibilities (most common number).
- 56% of those responding to our survey work frequently with their communications department; 52% work closely with the marketing department; 41% with their human resource department; 35% with public relations; 30% with government relations; and 20% with their legal department.
- Of the respondents, 39% said their foundation/giving program has no website; 15% said their website is currently under construction; 39% said their website is embedded within their company's website, and only 7% (three respondents) said their website is at an independent URL.

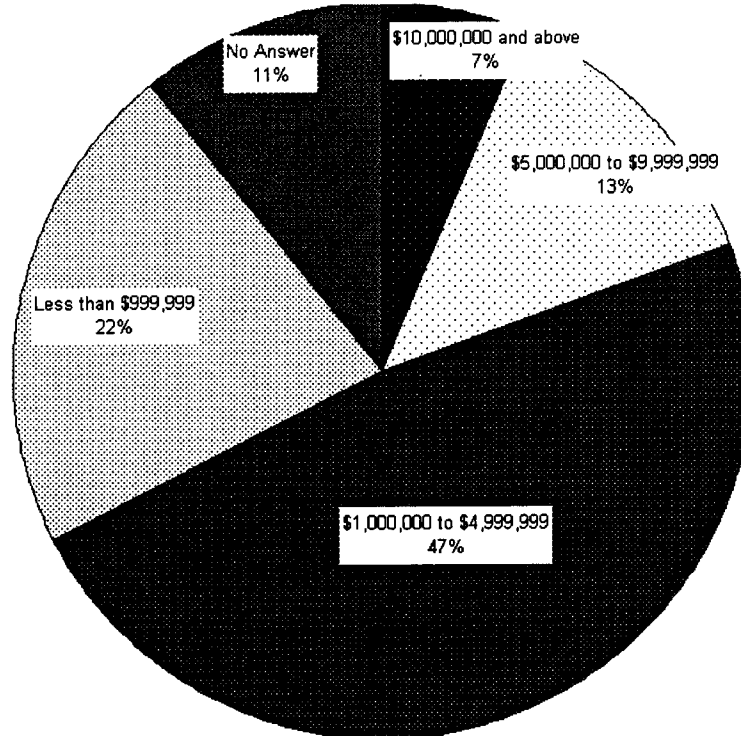
### **Decision Making**

- Thirty-five percent of respondents said their decision making body is comprised of senior management executives, a significant increase from 1998 (20%), though the format of the question changed. 26% of respondents use a committee form, while 24% said they have a board of directors. The other fifteen percent includes having staff group or an individual making grantmaking decisions.
- 74% of those responding to our survey have centralized grantmaking programs, an increase of 15% since the 1998 survey.
- 46% have a specific application form/format. 67% of respondents accept the Chicago Area Grant Application Form, up from 61% in 1998.

- 61% of the grantmaking programs have undergone a strategic planning process in the last four years, an increase of 13% from two years ago.

## Budgeting

**Corporate Grantmakers  
1999 Budget Size**



Budget	1999	1997	1996	1995
\$10,000,000 and above	7%	7%	9%	5%
\$5,000,000 to \$9,999,999	13%	9%	7%	5%
\$1,000,000 to \$4,999,999	47%	45%	43%	46%
Less than \$999,999	22%	25%	25%	37%
No Answer	11%	14%	16%	7%

- Forty-three percent of the respondents said their budget for 2000 will remain the same, 35% said it will be increased and 15% expect a decrease in their budget (3 respondents did not provide an answer)
- The most prevalent benchmarking standard among the respondents was 'past year giving' with 26% basing their giving off the past year. 20% use pretax profit as a benchmarking tool (of those, 56% use 2% as the standard). 11% (five

respondents) base their giving (in part) on their foundation's asset size, and 22% use some other benchmarking standard (all unique standards). 30% said they do not benchmark.

### Salary and Benefits

- Eighty-nine percent of all respondents received a salary increase in 1999.
- 54% earned a base salary of over \$80,000, a substantial increase from 30% in 1997. 24% earned under \$60,000 (Only 7% earned less than \$50,000, compared with 13% in 1997 and 27% in 1996). The most common salary ranges were 'Over \$100,000' (26%), '\$80,000 to \$89,999' (17%) and '\$50,000 to \$59,999' (17%). The median salary range was the \$80,000 range. There was virtually no correlation between salary and grantmaking budget size, for those that provided both figures.

Salary	Percent of Total
No Response	11%
Less than \$50,000	7%
\$50,000 to \$59,999	17%
\$60,000 to \$69,999	4%
\$70,000 to \$79,999	7%
\$80,000 to \$89,999	17%
\$90,000 to \$99,999	11%
Over \$100,000	26%

- Sixty-five percent of respondents received a bonus. 63% of those bonuses were base on both merit and company performance, 26% were based solely on company performance, 7% based solely on merit (1 respondent did not indicate on which the bonus was based).
- 43% of respondents received stock options in last, the same number as in 1997.
- 83% of respondents receive health benefits, a decrease of 3% from the 1998 survey.