

Q: What are some of the National Statistics for Matching Gifts and Corporate Giving?

- ◆ Over 18 million individuals work for companies with matching gift programs

Source: Analysis of employment figures for companies in Double the Donation's matching gift database

- ◆ An estimated \$2-3 billion is donated through matching gift programs annually

Source: Double the Donation's estimate based on company reported match figures and analysis of surveys

- ◆ An estimated **\$6-\$10 billion** in matching gift funds goes unclaimed per year

Source: Double the Donation's Analysis of Matching Gift Participation Rates

- ◆ The median employee participation rate for matching gift programs is 9%

Source: 2014 CECP Giving in Numbers Report

- ◆ When a match is offered, one in three donors indicates they gave a larger gift because matching was applied to their donation

Source: The Big-Give Research Initiative



Learn more at:

<https://doublethedonation.com/matching-grant-resources/matching-gift-statistics/>