

# METHODOLOGY

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The SDG Giving Landscape Report seeks to unfold philanthropic giving trends as they relate to the Sustainable Development Goals (SDG). The report presents findings based on grant disbursements advised by donors of CAF America and its subsidiaries from January 2016 through April 2019.

CAF America's fiscal year runs from May 1st to April 30th. Data included in this report covers a time period that spans four of CAF America's fiscal years, from January 1st, 2016, through April 30th, 2019 (FY16, FY17, FY18, and FY19). The data for FY16 only refers to grants made after 1/1/2016, and not grants made during the period within that fiscal year before the SDGs went into effect on January 1st, 2016. The findings of this report, including percentages, averages, and medians, are derived from the monetary value of funding distributed through CAF America's grants. The report does not present any findings based on the number of grants provided.

Throughout the past four years, CAF America has mapped the primary SDG and secondary SDGs supported by its grants. The "Top 5 most supported SDGs" presented in the Report are based on the primary SDG most closely aligned with the funded organization's work or project. The interaction between the Goals—the ripple effect—is captured by highlighting the secondary goals affected by addressing a primary goal. The data does not provide an insight into ranking or quantifying the secondary goals.

The source of funding is presented based on three distinct categories: corporate giving, foundation giving, and individual giving. For the purposes of this report, **corporate giving** includes funding from corporations, corporate foundations, and corporate matching gifts (from both employers and employees); **foundation giving** is comprised of funding from private foundations and a select number of community foundations that partner with CAF America to expand their philanthropic reach globally; **individual giving** refers to funding from individual donors who gave directly through CAF America, donations from other DAF sponsoring organizations that partner with CAF America for cross-border giving; as well as individual donors participating in online fundraising campaigns conducted on the various platforms using CAF America's grantmaking services.

To provide a more detailed look into the source of funding, the report aggregates publicly-available information to describe the following subcategories where applicable: size by revenue; number of years in operation; domestic vs. multinational; and industry. The report relies on the definitions of the World Bank and the US Census Bureau to determine the industry categories used to present corporate giving. The report presents detailed findings based on nine global regions: North America; Central America and Caribbean; South America; Africa; Europe; Russia and Central Asia; Southern and Eastern Asia; Western Asia; and Oceania.

The data behind this report is collected and maintained by CAF America and is housed in CAF America's grant and client management systems. All data processing and analysis was conducted by CAF America.