

KPN Sponsorships 2019

Spending's on donations, gifts and social partnerships



In 2019, KPN spent € 9.491.979,69 on donations, gifts and social partnerships. This amount also includes a calculation of the time spent by our staff on volunteer work. The above amount is composed as follows:

Cash contributions	(+/- 77% of total expenditure)
Time	(+/- 5% of total expenditure)
In-kind giving	(+/- 11% of total expenditure)
Management overhead	(+/- 7% of total expenditure)