

WHY CORPORATE PHILANTHROPY?

Corporate philanthropy touches and engages your employees and your community. Investing in the needs and opportunities of your community creates an emotional connection and has a strong correlation to employee engagement.

Corporate Philanthropy can Impact the Bottom Line

- Employee recruitment and retention are reinforced through employee awareness, ownership and participation
- Development of future workforce (3 in 4 millennials seek employers that support social causes)
- Increased brand awareness through positive and supportive “earned media exposure”

Corporate Philanthropy can be Strategic

- Giving opportunities can be aligned with the vision or mission of the business
- Messages and events can support business goals
- Company products, services and other internal resources can be mobilized to support community needs
- Relationships with key nonprofit, business and policy leaders can be formed or strengthened

Corporate Philanthropy can Enhance Standing in the Community

- Reputation as a respected community partner and neighbor is enhanced or created
- Philanthropic efforts may be noticed by company’s network of community, customer and business relationships
- Company can be included in issue leadership forums or other community discussions
- Opportunities for recognition and awards for charitable partnership are created
- Issues important to the company are positively impacted and noticed by community

To Begin Work on a Strategic Grantmaking Program

- Management expectations and desires should be determined
- Strategy and priorities should draw from corporate vision, mission and values

Coy, John. ‘Social Investing: Measuring and Adding Value, 2014’. Presentation