

# WHY CORPORATE PHILANTHROPY?

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

## **CORPORATE PHILANTHROPY CAN IMPACT THE BOTTOM LINE**

- Employee recruitment and retention are reinforced through employee awareness, ownership, and participation in the work of nonprofits
- 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
- Philanthropic funding can support business goals.
- In addition to funding, company products, services, and other internal resources can be mobilized to support community needs
- Relationships with other business, policy, or nonprofit leaders can be formed or strengthened

## **CORPORATE PHILANTHROPY CAN ENHANCE STANDING IN THE COMMUNITY**

- Reputation as a respected community partner and neighbor is created or enhanced
- Philanthropic efforts may be noticed by company’s network of community, customer and business relationships
- Company may be included in issue leadership forums or other community discussions
- Opportunities for recognition and awards for charitable partnerships
- 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*