

### Local Philanthropic Companies Convene at Event

Corporate giving professionals from some of San Diego's most philanthropic companies gathered on Monday, May 23 to hear from Curt Weeden, one of the country's foremost experts on corporate philanthropy.

The speaking engagement was part of San Diego Grantmakers' 2011 Corporate Philanthropy Symposium. In addition to a keynote presentation by Weeden, attendees participated in facilitated discussion about their own experiences carrying out corporate giving and social responsibility locally. It was a special opportunity to connect with their professional peers to share ideas and suggestions.



"Curt was an engaging, informative presenter, and the roundtable discussions were such lively, productive conversations," said Katie Merrick, senior corporate giving representative with Qualcomm Incorporated. "It was completely worthwhile."

Weeden, a former vice president for Johnson & Johnson in charge of the company's \$150 million contributions program and current president of the consulting group Business & Nonprofit Strategies, Inc., shared some difficult-to-obtain data about the steady decline of corporate giving as a percentage of profits during the last 25 years and made a compelling argument for why companies should dedicate at least 1 percent of their pre-tax net income to philanthropic giving.

Additionally, he reviewed seven steps that he believes are integral to any successful corporate contributions program and offered examples of how and why to achieve each of those steps as detailed in his most recent book, *Smart Giving Is Good Business*. The event was sponsored by Cox Communications, JPMorgan Chase & Co., Qualcomm Incorporated, San Diego Business Journal, Sempra Energy, and Sony.

*San Diego Grantmakers is a nonprofit membership association of foundations and corporate giving programs that engage in philanthropy in the area. SDG provides opportunities for networking and collaboration, information and education, and advocacy. Visit [www.sdgrantmakers.org](http://www.sdgrantmakers.org) or call (858) 875-3333 for more information.*



Several attendees of the San Diego Grantmakers 2011 Corporate Philanthropy Symposium pose for a photo with author and speaker Curt Weeden (third from left).