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**SAN DIEGO BUSINESS JOURNAL**

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## Letter from the Publisher

Dear Readers,

Welcome to the San Diego Business Journal's second annual Corporate Philanthropy publication. Together with San Diego Grantmakers and Volunteer San Diego, we are excited to share with you a publication that promotes corporate philanthropy and volunteerism in the San Diego community.

We are most appreciative of those companies making a difference. Without them, San Diego wouldn't be what it is today!



Armon Mills

We anticipate that this special publication can be used as a tool for companies who are considering starting a giving program. We hope that reading these articles about best practices in San Diego, the business case for corporate philanthropy and disaster philanthropy, to name a few, will inspire many to follow in the footsteps of San Diego corporate giving leaders.

In this publication, you will read about how your company can make a difference, from dollar donations and in-kind giving, to employee-driven volunteer programs. You'll also read about how giving can still thrive in today's challenging economy and create a more motivated work force, thus proving to be a powerful business tool.

This project is made possible by our sponsors. Many thanks to our co-sponsors, Invitrogen, Kaiser Permanente, San Diego Credit Union, Sempra Energy Foundation and Union Bank of California.

In addition, there are three staff members I'd like to especially thank: supplements editor Tara Sharp, production artist/photographer Michael Domine and director of production Darlene Alilain.



Reo Carr

Sincerely

Armon Mills  
President & Publisher  
San Diego Business Journal

Reo Carr  
Associate Publisher  
San Diego Business Journal

## A Word About the Economy and Corporate Philanthropy

San Diego has been fortunate to benefit from the largesse of some very large national companies that provide significant support for our local nonprofits through their foundations. The philanthropic commitment of Wells Fargo Bank, Bank of America, AT&T, Target and Wal-Mart, to name a few, is legendary.

We also are home to a short list of locally based Fortune 500 companies that are extremely generous in their community investment, as well as the local Indian gaming tribes and a broad range of other major companies from many industries, some of whom are mentioned in this supplement.

There is much being written now about how the widespread economic downturn will impact these larger pots of giving. It is likely that giving in a number of arenas will decrease and the call for more strategic, efficient and focused giving will increase, as well as the call and need for donations of non-financial assets, such as skills-based volunteerism. A Wal-Mart representative recently said in the Washington Post, "In these difficult times, the work that we do to support the communities we serve is more important than ever." This is indeed true, but more creativity and leadership will be needed, given diminished grant dollar resources.

And what about the smaller firms that are truly the heart of San Diego's business community? There are scores of firms here – often featured in the San Diego Business Journal's giving column written by Joyce Glazer – that give back to our region as well through employee fundraisers, sponsored events, donations of products, service and volunteerism. As recently profiled in the Oct. 16, 2008 Chronicle of Philanthropy ("Making a Big Difference: Small businesses want to offer cash and services to charities"), a growing number of small companies in a wide range of industries look at philanthropy as an integral part of their culture. Thirty-six percent would like to do more and 63 percent encourage charitable activities by employees. However, 60 percent of those surveyed said that economic turmoil has impacted their giving. As one entrepreneur pointed out, "No one is going to bail out the mom and pop shop."

Thus, there are challenges ahead for our philanthropic and nonprofit community – it is hard to see it any other way. Hopefully the information and ideas in this supplement will help local businesses turn challenges into opportunities and support the nonprofit sector in the way our community needs, now more than ever.

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# When the Going Gets Tough, the Tough Start Giving

We are in the epicenter of a “perfect storm” of challenges for San Diego nonprofits and their constituencies. The economic news is dire and financial



Nancy Jamison

and corporate losses make headlines daily, leading to a decreased capacity on the part of foundations, corporations and individuals to provide donations from their shrinking assets to our nonprofit sector. Additionally, nonprofits in the social services are likely to take a triple hit – squeezed by a delayed state budget, falling contributions and rising demand. No one knows how severe this situation will become, but it does not look good.

However, as the American industrialist Henry J. Kaiser once said, “Trouble is only opportunity in work clothes.”

The economic crisis presents San Diegans and San Diego businesses with an opportunity. It is a chance to step up and become leaders, to face tough decisions and find ways to do things more efficiently. It is our chance to focus on our community and take care of our own.

In a recent Forbes article, Ray-

mond Fisman, the Lambert Family Professor of Social Enterprise at Columbia Business School, advised companies to practice “countercyclical philanthropy,” giving more when the needs are greatest by being strategic and prioritizing causes.

It remains to be seen how companies large and small will respond. Some media reports and projections are all doom and gloom while others discuss businesses that see the economic downturn as a call for them to continue their focus on the most critical needs of our communities.

While a report that San Diego Grantmakers commissioned recently looked at the giving of a number of very generous large corporations here, we know that San Diego is mainly home to small- and medium-sized companies. It is critical to the well-being of our region that companies of all shapes and sizes participate in corporate philanthropy – of dollars, employee volunteerism and products – as an integral part of their culture. And that is the point of this special supplement.

San Diego Grantmakers, Volunteer San Diego and the San Diego Business Journal have a shared objective: to inspire and inform more San Diego companies about the

community and business benefits of giving back. And yes, right now, this likely means trying to do more with less, as we all must do. Recently I spoke with someone who harkened back to the time of the Great Depression when suffering was wide and deep in our country. While her family was struggling just like everyone else, they spent much of their time and a portion of their limited money helping others in their community. Doing so made their personal travails seem a little less painful, because as we have been taught since childhood, it is indeed better to give than to receive.

The statistics you will see in this supplement make this point as well. The generosity of companies has remarkable payback relative to good will, employee retention and often-times, the bottom line. Thus, since corporate philanthropy is a good idea during the best of times, it is even more important during the worst of times.

In this supplement you will read about the business case for corporate giving, some best practices and some suggested steps to help you get start-

ed. We hope that this document will stay in your office and be referenced over time.

While we commend the companies mentioned here, the examples are illustrative, but certainly not comprehensive. There are scores of others doing excellent work in our community as well. You can see the names listed in theater programs, as event sponsors, on the walls of our important institutions, and more. We are grateful for the work of all of San Diego’s outstanding corporate citizens.

The bottom line is that we must support and inspire philanthropic organizations and individuals to use their money wisely to address the most pressing local needs. We are confident that San Diego businesses of all shapes and sizes will rise to the challenge in a strategic and effective way. The health and well-being of our community depend on it.

Nancy Jamison  
Executive Director  
San Diego Grantmakers  
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## The Campaign for the Common Good

Politics. Campaigns. Change. Hope. Recently, we were bombarded with messages that played on our darkest fears and greatest aspirations. This presidential election held great promise and anticipation for so many.



Sue Carter

Yet leadership is embedded at all levels of our country, our state, and our community. We don’t need to wait for our new president to take office to take our own action. Our problems, challenges and opportunities aren’t waiting. And Volunteer San Diego (VSD) isn’t either.

You might say that VSD serves as campaign headquarters for the common good, giving everyone the chance to take office through service. The notion of service is undergoing a radical transformation; what has long been seen as nice for communities and businesses, has increasingly become necessary. Our most pressing social issues are in desperate need of the coordinated forces of philanthropy – cash, talent and goods – combined with leadership across corporate, nonprofit and government sectors.

Recently, corporate volunteerism has emerged as a new way to differ-

entiate a company and develop its work force. Research shows that volunteer opportunities provide training and leadership development as well as increased publicity and good will. In addition, employees now want and expect their employers to support community causes, including offering them opportunities to volunteer.

VSD offers an easy entry point for volunteerism with thousands of opportunities to make the common good possible and create lasting community impact. Our “campaign staff” works hand in hand with corporations to engage their employees in meaningful volunteer action. Last year, our “headquarters” helped invest \$2.2 million of human capital countywide, matching volunteer skills and passions with service opportunities to meet community need.

We are pleased to partner with San Diego Grantmakers and the San Diego Business Journal to make the common good a far more common experience throughout our community. We invite you to join us!

Sue Carter  
Executive Director  
Volunteer San Diego  
www.volunteersandiego.org  
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# It's In the Numbers: Making the Business Case for Corporate Philanthropy

There is a growing body of evidence asserting that corporations can do well by doing good. Well-known companies have already proven that they can differentiate their brands and reputations, as well as their products and services, if they take responsibility for the well-being of the societies and environments in which they operate, according to a 2008 report from IBM Global Business Services. IBM's survey of 250 business leaders revealed that businesses are taking a strategic view. The survey found that two out of three companies worldwide are utilizing social responsibility as a platform for growth.

In particular, companies are now thinking strategically about philanthropic giving and volunteering. They are considering the impact of giving in the community; how it advances business goals; and how to be most strategic with their cash, products and employee time.

Corporate philanthropy offers a measurable return on investment in areas including corporate reputation and product sales, employee attraction and retention, and stronger communities.

## Corporate

### Reputation and Return

Cone's 2007 Cause Evolution and

## A company's commitment to a social issue is important when I decide...

Which companies I want to see doing business in my local community	86%
Where to work	77%
Which products and services to recommend to other people	79%

## Survey respondents indicated they...

Would consider switching to another company's products or services because of a company's negative corporate responsibility practices	85%
Would refuse to invest in a company's stock	79%
Would refuse to work at a company	77%
Would boycott a company's products or services	66%
Would be less loyal to their jobs	66%

Environmental Survey shows that customers will reward companies that are socially engaged and may punish those that aren't (see chart above).

Perhaps most telling is that according to Graves and Walker's 2000 study, companies engaged in CSR had a 10-year positive return on equity that was 10 percent higher than their counterparts and a 10-year relative return to shareholders that was 65 percent higher. For some types of businesses, there is specific research about the positive impact in sales. In retail, banking and popular goods manufacturers, sales go up \$6 for ev-

ery \$1 these companies add to their corporate giving budgets, according to NYU Stern School of Business' 2007 study, "Is Doing Good Good for You? Yes, Charitable Contributions Enhance Revenue Growth."

The Reputation Institute measures seven drivers for reputation: citizenship, financial performance, products and services, innovation, work place practices, governance, and leadership. The institute found in its 2007 global survey that the ratio of market value to book value is nearly three times as high for the top 30 corporate citizens on its list versus the bottom 30. This past year is the first time in its annual survey that citizenship was the number one driver for reputation, out of 30,000 surveyed in 26 countries.

San Diego businesses are paying close attention to these facts. Local companies like Jerome's Furniture, see corporate philanthropy as a core value that is shared by company leadership, employees and customers.

"I think people know we are a worthy company to do business with because we give back to the community," said Adeline Williams, the Jerome's human resources and public relations director. "We see customers from multiple generations of the same family visiting our stores."

## Employee Recruitment, Development and Retention

Finding – and keeping – the best and brightest employees are significant concerns for businesses. In turn, those employees are tuned in to a company's philanthropy. Cone's 2006 Millennial Cause Study states that 79 percent of Americans want to work for a company that cares about how it impacts society. Employees state that their perception of a company's giving affects morale, spirit and pride; loyalty; trust in their employer; and willingness to recommend the employer as a good place to work.

However, giving alone isn't enough. Eighty-three percent of Americans say it is important for companies to provide their employees with opportunities to become involved in causes and 72 percent of employees wish their companies would do more to

support a cause/social issue.

Employee volunteerism, in particular, can be a tool for employee development. Deloitte's 2008 Volunteer IMPACT Study found that 91 percent of Fortune 500 human resources managers said volunteering knowledge and expertise to a nonprofit can be an effective way to cultivate critical business and leadership skills.

"Giving back to the community and making a contribution is integral to what we do – it's our business and our mission," said Diane Strum, community and government affairs director with Kaiser Permanente.

Kaiser's grantmaking is aligned with health care initiatives that are consistent with its company conviction that good health is a fundamental right shared by all. Kaiser communicates with employees about company donations and gives them opportunities to put their professional skills to work through volunteering.

## Impact on the Community

Corporate philanthropy creates win-win situations, helping to position and sustain the company while strengthening the communities around it. Many nonprofits rely on corporate donations, sponsorships, pro bono and volunteer work, and in-kind gifts to make their missions a reality.

For example, a local financial literacy program for high school students helped transform personal finance from a mysterious topic to one they could control and own.

"One of the messages that really resonated with the students is that their credit score will be more important than their GPA," said San Diego National Bank's Kristy Gregg, who chaired the task force that oversaw this multi-bank and multi-partner effort. "Another benefit was that the students were also sharing the information with their parents. This was truly a team effort and one that we hope will have a positive and long-lasting impact on these students."

## Even in the Face of Economic Challenges

The Committee Encouraging Corporate Philanthropy (CECP) cautions in the September 2008 issue of Forbes Magazine that executives tempted to cut back on their corporate philanthropy in a slowing economy should think again. The long-term reputational benefits outweigh the short-term costs of sustaining their levels of giving even when profit and earnings growth slow. Charles Moore, executive director of the CECP says, "Executives understand that meeting or falling short of ... public expectations can potentially have a strong influence on customers' purchasing decisions, as well as employee recruitment and retention."

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# Corporate Social Responsibility: An Overview

Does being a socially responsible company pay? More and more companies are managing their businesses to produce an overall positive impact through economic, environmental and social actions. What does this mean, and do consumers reward them for it?

The essence of corporate social responsibility (CSR) is doing well by doing good. Some define it as a continuing commitment by business to behave ethically while improving the quality of life of the work force and its families as well as the environment.

The many different terms used to refer to CSR in the media can be confusing – corporate citizenship, community involvement, community engagement, corporate accountability and others. The focuses of this special supplement – corporate philanthropy and volunteerism – are but two ways that a company can act responsibly in the community. It's all about accountability for a triple bottom line: economic, social and environmental success.

CSR has roots in the 1960s, when Ralph Nader started a movement of consumer activism. In the 1970s, consumer activism morphed into consumer protectionism, with a focus on product safety and protection of the environment.

In the 1980s, companies like The Body Shop and Ben & Jerry's created

highly respected businesses that took into account fair labor practices and environmental sustainability. During the 1990s, CSR went mainstream when Nike saved its brand by repenting its use of child labor in developing nations.

"The awareness of the need for corporate social responsibility has exploded in the past three years," says author Will Marré of Encinitas. Marré, the consulting director of the Responsible Enterprise Forum at UC San Diego Extension, teaches courses in CSR. Marré's students begin with the five pillars of CSR: socially responsible business practices; sustainable, green initiatives; cause and social marketing; corporate philanthropy; and corporate employee volunteering.

Take one very prevalent example of CSR – sustainability or green initiatives. Evidence exists that America has reached the tipping point. For those who think the media and corporate America may have gone overboard in jumping on the green band wagon, consider this: 40 percent of Americans see global warming as a dire problem and are making many changes in their lives to help curb the risk of further environmental damage, as revealed in a 2007 survey by ImagePower.

Going green is weighing heavily on consumers' minds, causing them to

make daily choices in order to make a difference. According to research from Nielsen, 43 percent of consumers anticipate a greener future within the next five years. Companies who are not a part of that future do so at their own peril.

Yet, social responsibility goes beyond not polluting the environment. According to venture capitalist Betsy Atkins of Baja Ventures, it means being transparent in financial reporting, producing a quality product or service that you don't misrepresent, not using predatory practices like child labor in offshore manufacturing, and being fair and open in your employment practices.

It also includes cause branding opportunities for companies to reach beyond their traditional resources, according to Parker Pike at UC San Diego Extension.

"Companies can benefit from nonprofit relationships by reaching new audiences, building a respected brand, increasing cause funding, reducing costs, retaining an engaged work force and supporting mission-marketing objectives," said Pike.

"Companies are searching for the sweet spot, the place where corporate and societal interests intersect," says author Andy Savitz. "It is a new way to measure the bottom line – where profits go side-by-side with environ-

mental and social performance."

His book, "The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social and Environmental Success – and How You Can Too," chronicles the recent CSR boom.

One local example of a major company implementing and promoting CSR is Qualcomm. The company's recent CSR report ([www.qualcomm.com/citizenship/corporate\\_responsibility/](http://www.qualcomm.com/citizenship/corporate_responsibility/)) details its relevant areas of CSR focus: global diversity and inclusion, work/life balance, learning and development, health and safety, community involvement, wireless reach, and environmental stewardship.

Other of many firms engaged in CSR include REI – often noted for its community involvement and support of people and the environment – and Starbucks, a company admired for measuring its triple bottom line through CSR categories of products, society, environment, work place and diversity.

Marré says that CSR is the opportunity of 21st century capitalism and that the work being done to date in this area is just the beginning "We need bigger goals, new incentives and a revolutionary concept of value, creativity and courage. And we need moral leadership. Capitalism needs a soul as well as a brain."

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Noosheen Alaverdi, eBioscience



Rachel Payeur-Narine  
Leukemia Survivor

# A Few Snapshots: Best Practices in Corporate Philanthropy

San Diego is experiencing an increase in interest and momentum in corporate philanthropy that mirrors national trends. With that comes the challenge of developing giving programs that are strategic.

Local companies are taking thoughtful action through a variety of methods in their corporate giving and volunteerism. In some cases, the programs are sophisticated and well-established; in others, the company is piloting an approach that can possibly grow to scale. The following snapshots of local programs highlight a variety of giving strategies. The list is illustrative rather than comprehensive, reflecting a small sample of the hundreds of companies investing in San Diego's nonprofits.

## Business Basics

In order to maximize the impact of philanthropy, companies often select a focus for giving and volunteerism that aligns closely with their business goals.

- Holland America sponsors causes that its customers support, including the performing arts. Hosting free events for local nonprofits on its cruise ships gives the charities a unique venue and introduces prospective customers to the cruise line.
- The San Diego Chargers Champions program focuses on improving physical fitness in San Diego County schools by providing grants for athletic, physical fitness and nutrition programs on area campuses.
- Recreational Equipment Inc. awards grants to employee-nominated nonprofits that focus on caring for recreation areas or increasing participation in outdoor activities.

## In-Kind Giving

In-kind giving is a corporate donation of expertise and products or services.

- Jerome's and Cox Communications partnered to serve homeless teens who were staying at a South Bay Community Services Shelter. Both companies offered products for the shelter renovation. Jerome's provided new furniture for the home living, lounge and dining areas and Cox supplied technology and equipment for a media center.
- Channel 4 committed a year-long, multi-media public awareness campaign for the nonprofit Water Conservation Garden (WCG). The campaign included production and airing of Public Service Announcements, exposure on 4SD.com, Cox bill messaging that promoted WCG special events, and internal distribution of flyers and posters to Cox outlets, reaching more than 4,000 employees.

## Employee Engagement

Involving employees in giving decisions demonstrates commitment to their interests and creates buy-in for the program overall.

- The Sempra Energy Foundation makes its primary grants to organizations that support sustainable energy and community safety. However, employee interests matter too. To diversify its giving and reflect broad community needs, Sempra provides matching funds to causes that employees support and volunteer incentives to reward their community service.

- Callaway Golf Company provides employees with an opportunity to participate in a monthly volunteer project supporting local nonprofits via the Callaway Golf Community Giving program or CG<sup>2</sup>. A steering committee comprised of 12 employees selects, plans and coordinates the projects. Projects are open to all employees and their family and friends.

## Volunteer Initiatives

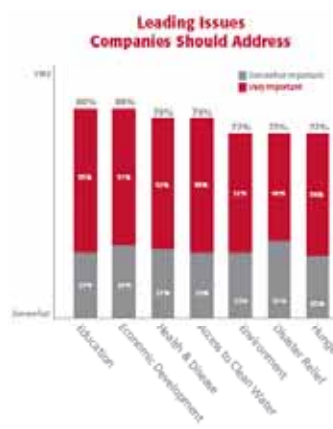
Increasingly, employees want to find ways to serve in the community through their companies.

- Invitrogen employees receive time off to volunteer in their company-sponsored Global Volunteer Day. Worldwide, more than 10,000 Invitrogen employees are invited to participate in service opportunities that include clean-ups, landscaping, painting, working with kids and more. To build on this success, Invitrogen is working with Volunteer San Diego to create a company portal that will enable employees to select projects and track hours online. A spring volunteer fair and group projects will round out their expansion plans.
- At Time Warner Cable, each employee receives one paid day per year to volunteer with nonprofits of their choice. In addition, employees can apply for quarterly grants that are given to organizations where they volunteer.

## Strategic Partnerships

A growing trend in philanthropy is to engage several company resources in supporting a cause and to work closely with a nonprofit partner in using those resources wisely.

- Mission Federal Credit Union chose to support Monarch High School to advance its education focus. Mission Federal used its media buys to promote the school's needs and partnered with the Padres to host a backpack day at the game. The credit union gave Monarch students the chance to meet a Padre and their families an opportunity to enjoy a game and refreshments on Mission Federal. Even the fun components highlighted education – one of the students won an essay contest to throw out the first pitch at the company-sponsored game.
- Amylin Pharmaceuticals emphasizes alternative ways of giving in one of their primary causes, diabetes. Amylin partnered with Family Health Centers (FHC) on the re-opening of its Logan Heights loca-



tion. FHC offered free, onsite health checkups while Amylin provided arts and crafts supplies for kids. Amylin also invited the American Diabetes Association's Promotoras as an education and prevention strategy.

## Focus on Education and Work Force Development

A number of local companies incorporate scholarships into their corporate giving programs often as part of an education or work force development strategy.

- Sony Electronics focuses its efforts on education through its annual "Star Class" Scholarship Program, which begins with students going into their sophomore year of high school. Over the course of the next three years, students vie for two college scholarships awarded at the end of their high school careers based on a variety of criteria, including community involvement. Sony's goal is to expose these students to community service with the belief that once they get involved, they will always incorporate community service in their lives.

- San Diego Grantmakers hosts a Workforce Funders Collaborative that brings local funders together to help nonprofit programs that help people learn the skills that will prepare them for jobs with sustainable incomes and meet the work force needs of our region. The current focus is on the life sciences and health care industries. Kaiser Permanente and Invitrogen are among the active participants.

## Measurement

Just as companies measure the return on their products and services, they evaluate the outcomes of their philanthropy. There are a growing number of resources and suggested practices on how to measure the return on investment from both the business impact and community perspective.

- Qualcomm monitors results for each giving component, especially employee volunteerism. Surveys and internal work teams revealed that employees highly desire volunteer op-

portunities, particularly service that taps into their leadership and technical skills. In response, Qualcomm offers board, mentorship and career development programs. The company tracks the number of employees placed, hours served, students mentored, nonprofits helped and projects completed, among other metrics. Qualcomm also solicits anonymous feedback from nonprofits to assess its partners' experiences.

- Union Bank of California is one partner in the YES Transition Network that serves foster youth. UBOC offered customized bank accounts for youths aging out of the foster system. The youths then toured the bank, met with employees to learn about career options and participated in ongoing financial education. Since 2005, approximately 311 accounts have been opened, with 208 accounts still active – meaning that savings are continuing! Collectively, these youths have saved nearly \$100,000.

## Communication

Carol Williams from the United Way of San Diego recommends communicating the results of the company's effort measurement to employees and the community at large, demonstrating what their dollars and efforts have done.

Often, companies do not get the word out enough. The State of Corporate Citizenship 2007 report, published by the Boston College Center for Corporate Citizenship and The Hitachi Foundation, found that 65 percent of executives say the public has a right to expect good corporate citizenship and 72 percent believe their company does more for their communities than is known. This is likely a result of only 29 percent discussing citizenship outside the company with stakeholders and only 36 percent discussing corporate citizenship with employees.

## Local Resources

San Diego has a wealth of local giving and volunteer resources. Many company giving representatives will share their experiences and lessons learned with those who are just getting started. San Diego Grantmakers offers opportunities for education and networking with other corporate givers.

Amylin's Lynn Biros worked extensively with San Diego Grantmakers when she started the community affairs program, sharing, "I would have been lost without them. They helped put me in touch with my peers and offered tremendous help and networking opportunities."

Volunteer San Diego provides a database of free volunteer opportunities at 800 local community organizations and customized volunteer event coordination packages. "As

Please turn to SNAPSHOTS on Page 13

# Welcome to the Ronald McDonald House!

**W**e are dedicated to providing a home away from home for children and their families while the child is treated for serious, often life-threatening illnesses at San Diego hospitals.

We rely on donations from the San Diego community to support the 12 bedroom facility and all that comes with it. The Ronald McDonald House of San Diego provides more than just a friendly environment and a place to sleep.

## How can your business help?

- **Provide a Dinner:** Bring a small group of your friends to our House right here in Serra Mesa and provide a dinner to the families staying with us and other families using nearby hospitals. Meet the very people that your time and money are going to support.
- **Watch football!**  
San Diego Chargers kicker Nate Kaeding (10) has joined forces with San Diego's Ronald McDonald House Charities (RMHC) to launch a new pledge-driven Kicks For Kids Program to build a new Ronald McDonald House, now under construction across from Rady Children's Hospital, and to support the families at Ronald McDonald House Charities (RMHC).

San Diegans are asked to pledge any amount for each field goal kicked by Kaeding during the 2008 regular and post season games, or, fans can make a one-time donation. All contributions are tax deductible. Last year Kaeding kicked 24 successful field goals.

"I'm asking the community to join me in making a pledge for every field goal I kick this season," said Kaeding. "Your pledge dollars will help give San Diego area families of seriously ill children a 'home away from home.'"

Donations can be made by visiting the Kicks For Kids campaign website at [www.sdkicksforkids.com](http://www.sdkicksforkids.com) or by clicking on the Kicks For Kids link from the San Diego Chargers website at [www.chargers.com](http://www.chargers.com).

"I'm asking the community to join me in making a pledge for every field goal I kick this season, Your pledge dollars will help give San Diego area families of seriously ill children a home away from home."

— Nate Kaeding  
*San Diego Chargers*



## Meet the Jimenez Family

In 2005, two year old Hailie Jimenez was diagnosed with leukemia. Her mom, Jackie, listened in disbelief as the doctors referred Hailie to Rady Children's Hospital in San Diego. Jackie packed up their clothes and a few of their belongings and soon left their home in El Centro.

Jackie had nowhere to stay. "I could not stand to leave my baby alone in the hospital and I couldn't afford a hotel so I slept in Hailie's hospital room" while she underwent numerous tests and began receiving treatment.

After two weeks, a room opened up at the Ronald McDonald House, just across the street from Rady Children's Hospital, where Hailie was being treated. Finally, Jackie had a place to call home. Little things that most people take for granted, like a washing machine, a warm meal, and a nice bed, made it possible for Jackie to care for her daughter – to give her the love, care and support she needs to battle leukemia.

Hailie and Jackie have stayed at the House three different times during the last several years while Hailie continues to battle leukemia. Although she says that being away from her family and friends is hard, especially during the holidays, Jackie says that "living at the Ronald McDonald House makes life a lot easier. It's changed my life."



**Ronald McDonald House Charities Office: Contact Daniel Sinton, Director of Development**  
3615 Kearny Villa Road, Suite 104 | San Diego, CA 92123 | 858-467-4750 | Fax: 858-467-4757

# Best Practices in Disaster Philanthropy

The response of San Diego companies during and after last year's wildfires demonstrated the power of philanthropy. Companies provided money, employee time and expertise, products, and other assets to help nonprofits and government agencies meet immediate response and long-term recovery needs. There was a tremendous outpouring of support – from Fortune 500 companies to small local firms.

Based on the tragedies of the last few years, some companies are building best practices in disaster philanthropy into their corporate giving programs and planning.

Most companies determine an appropriate disaster role based on the nature of the business and giving goals and resources. In some cases, it makes sense to be involved in immediate and short-term relief; in others, long-term community recovery is a better option. The nature of the disaster also influences giving, creating an opportunity to match the current needs with available resources and expertise.

The San Diego Foundation served a number of local companies that wanted to help during the 2007 wildfires. The San Diego Regional Disaster Board and the After the Fires Fund assessed community needs and

## Best Practices in Disaster Philanthropy from the Council on Foundations Report – “Disaster Grantmaking: A Practical Guide for Foundations and Corporations”

- Do no harm.
- Stop, look and listen before taking action.
- Don't act in isolation.
- Think beyond the immediate crisis to the long term.
- Bear in mind the expertise of local organizations if you are giving from afar.
- Find out how prospective grantees/nonprofits operate.
- Be accountable to those you are trying to help.
- Communicate your work widely and use it as an educational tool.

then developed a comprehensive list of grant opportunities, like buying a fire truck, rebuilding homes, funding disaster aid agencies and more.

“Sid and Jenny Craig, Sony, Hilton, the Chargers – so many great local companies came to us just wanting to help,” said Bob Kelly, chief executive officer and president of The San Diego Foundation.

Volunteer San Diego tracked community needs and placed corporate

volunteers accordingly while the United Way of San Diego worked closely with its work place giving companies to facilitate employee giving in support of fire relief.

Sempre Energy Foundation distributed more than \$5 million in direct relief funds to help families and individuals who were impacted by the fires throughout Southern California, making more than 1,300 individual grants.

Qualcomm directed more than \$1.5 million to various fire relief and recovery organizations via its corporate giving program, employee matching grant program and donations in recognition of employee volunteer efforts. Qualcomm also provided technical expertise and resources to assist 2-1-1 San Diego in providing emergency information to the public via its Web site.

The Pacific Athletic Club in Carmel Valley closed its doors for four days during the fires, then offered a refund to clients for the days they were unable to use the facilities. Members could either take the cash refund or donate it to disaster recovery. A total of \$184,000 was collected and split between four agencies participating in the response.

Amylin Pharmaceuticals initially set up a crisis center for Amylin

## Resources for Disaster Philanthropy

- Business Civic Leadership Center:  
[www.uschamber.com/bclc/programs/disaster](http://www.uschamber.com/bclc/programs/disaster)
- Council on Foundations:  
[www.cof.org/action/index.cfm?navItemNumber=1989](http://www.cof.org/action/index.cfm?navItemNumber=1989)
- San Diego Grantmakers:  
[www.sdgrantmakers.org/about\\_us/disaster.asp](http://www.sdgrantmakers.org/about_us/disaster.asp)
- San Diego Foundation:  
[www.sdfoundation.org/](http://www.sdfoundation.org/)
- Volunteer San Diego:  
[www.volunteersandiego.org](http://www.volunteersandiego.org)

employees and then opened up the center to others. It provided round-the-clock food, games for kids and shelter for families displaced by the fires, with people staying all over the company's campus.

By creating a disaster philanthropy plan in advance, companies can make high-impact gifts when the community needs it most.



We thank ALL the fine companies in San Diego – big and small – that invest in our community.

Special thanks to the members of San Diego Grantmakers and the supporters of Volunteer San Diego for their ongoing involvement in San Diego's corporate philanthropy community.



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Join Campaign Co-Chairs, noted San Diego philanthropists and business leaders, Malin Burnham, Robert Horsman, and Dick and Kaye Woltman in supporting our \$50 million capital campaign. You'll be investing in the health of our community – and saving lives.

 **Scripps Mercy Hospital**

For more information on *Caring for the Future: The Campaign for Scripps Mercy Hospital* and ways to give, please call **619-686-3836** or visit **[www.campaignforscrippsmercy.org](http://www.campaignforscrippsmercy.org)**.

## Planning a Successful Company-Sponsored Volunteer Project

By Elise Rollinson

Volunteering as a corporate group provides an opportunity to build teamwork with co-workers or have a fun day with family and friends while giving back to the community.



The three key ingredients required before planning a successful volunteer project are:

1. Human resources – An internal staff member or planning committee or volunteer center, like Volunteer San Diego, is needed to develop and steward the project.

### 2. Logistics

- Budget – consider project supplies; transportation; bottled water, snacks or meals in addition to staff planning expenses.
- Volunteer demographics – determine how many volunteers will participate and if children will be involved.
- Timeline – start planning a volunteer project at least two months out.

3. Objectives – select a cause that aligns with business goals, employee interests or community needs.

### Volunteer Event Planning Checklist

- Identify a volunteer project planner, committee or volunteer center.
- Identify project date or timeframe.
- Identify number of volunteers and age range.
- Choose a suitable volunteer project.
- Contact a partner organization.
- Conduct a site inspection.
- Communicate the project to the volunteers.
- Create a project outline and task list.
- Purchase and deliver supplies.
- Recruit and register volunteers.
- Reconfirm the details with the partner organization.
- Identify and train internal team captains to lead project(s).
- Plan any prep work that will be needed in advance of the event.
- Create written volunteer project instructions.
- Develop a transportation and parking plan.
- Order signage.
- Create a first aid and safety plan.
- Coordinate participation of company VIPs or community VIPs.
- Plan for media coverage.
- Make water, food and beverage arrangements.
- Plan for audio visual and photography needs.
- Manage/support the project on-site.
- Take pictures.
- Gather feedback from volunteers.
- Post project recap for employees, including CEO.
- Measure and celebrate success and outcomes.

### Tips & Tricks

When planning a large volunteer project, schedule a visit to the agency in advance to see the project site and review the logistics in person. This will help the planning team troubleshoot issues and be more prepared on the day of the project.

Be prepared for potential glitches during the project such as running out of supplies, volunteers arriving late or not at all, or volunteers working faster or slower than expected. Have a back-up plan.

If there are children in the group, ask the agency's representative if there is a minimum age requirement for volunteers.

*An article submitted by Volunteer San Diego. For more information, please visit [www.volunteersandiego.org](http://www.volunteersandiego.org) or contact Elise Rollinson at 858-636-4128 or [erollinson@volunteersandiego.org](mailto:erollinson@volunteersandiego.org).*

## Corporate Giving Programs 101:

### Adapted from:

*Creating A Giving Program: A Guide for Small and Medium Sized Companies Forum of Regional Associations of Grantmakers*

A successful corporate giving program supports a company's business mission and can enhance the bottom line. For many companies, "checkbook charity" (simply contributing money to good causes when asked) has evolved into giving programs that tie donations of time, money and gifts-in-kind to defined business goals and desired benefits for the business and its community of stakeholders, customers, employees and neighbors.

Below is a checklist of basic steps for setting up a giving program. The suggestions come from leaders of companies with limited resources who have found that organized giving programs can lead to substantial results. It serves as a useful planning guide for an internal team to conduct research, weigh options, and make decisions regarding the focus and launch of the program.

### Planning a Giving Program

#### 1. Focus the Company's Giving.

- What does the company want contributions to accomplish? Where do the company's and community's interests intersect?
- What community issues (e.g. education, health, economic development, arts, environment, etc.) are likely to affect the business, customers and/or employees?
- What segment(s) of the community is of highest priority to the business (i.e. children, seniors, ethnic communities, etc.)?
- What are the employees' community passions? What does the company want to be known for?

#### 2. Determine the Giving Budget.

##### Some options for determining how to set a giving budget include:

- Percentage of pre-tax net income. Base the giving budget on a pre-established formula calculated as a percentage of pre-tax net profits. Oftentimes the goal is 1-2 percent.
- Past experience adjusted for profitability. Develop an annual giving budget that becomes part of the corporate financial plan.

#### 3. Decide How to Structure Giving.

##### Three options for determining how a company will set up grants include:

- Direct corporate giving program. This type of giving is operated, controlled and funded by the company, and reported to the IRS as a tax-deductible charitable expense.
- Company-sponsored foundation. A legal entity separate from the company and organized under state and federal laws that govern nonprofit private foundations. Funded primarily by the company in keeping with IRS regulations, it is overseen by a separate board of directors.

- Donor-advised fund. The company sets up a fund within a community foundation or philanthropic advisory service and recommends eligible charitable recipients for grants from the fund, with another entity handling the administration.

#### 4. Options for Cash Contributions.

- Unrestricted. The company's grant goes into a recipient's general operating fund and can be used for any purpose by the recipient organization.
- Restricted or Programs. The money is earmarked for a specific purpose or program.
- Capital grants. The company makes a donation for construction, renovation or purchase of property.

#### 5. Increasing the Impact of a Giving Budget.

- Employee matching gifts. Offer cash matches for employee gifts to charitable organizations. Companies can set a limit for matching (i.e. offer to match up to a certain dollar figure or a certain amount per employee).
- Dollars for doers. Make cash grants to organizations where employees volunteer a certain amount of time.
- Challenge grants. Make a grant on the condition that the recipient raises funds from other sources.

#### 6. Options for Non-Cash Contributions.

- In-kind contributions. This includes products, supplies, property, or excess inventory.
- Loaned talent. Offer the time and expertise of employees, allowing them to help an organization on company time.
- Employee engagement. Employee engagement opportunities may range from encouraging workplace giving through the United Way to sponsoring company teams in fundraising walks and runs or volunteer projects.

### Managing the Giving Program

#### 1. Designate a Contact Person.

- It is critical to have CEO and executive support for a successful program, but the CEO often delegates the day-to-day management of the giving program to someone else, referred to here as the company's "giving officer." The giving officer should develop specific written internal guidelines for documentation, decision-making and response.

#### 2. Decide Who Decides.

- At some companies, the giving officer makes all funding decisions.
- At others, a committee of executives or a group of interested employees reviews requests and determines which to approve or deny.
- If the company establishes a corporate foundation, it must have a board to oversee the foundation, set policy and appoint officers.

*Please turn to PROGRAMS on Page 13*

# An Overview for Small and Medium Sized Businesses

## Programs:

Continued from Page 12

### 3. Establish Written Guidelines.

Written guidelines define the requirements for company support and communicate the program's goals and objectives. They help ensure that the company will receive appropriate requests. They facilitate deciding whether or not a specific request is consistent with the company's stated giving goals.

#### Giving Policies.

- **Location.** Do nonprofit partners need to be active in a particular geographic area – for example, near company headquarters, or where most employees or customers live?
- **Type of organization/requests.** Will the company fund organizations carrying out only certain types of programs or serving certain populations? Are there organizations or types of activities that the company will not fund?
- **Tax status.** Most giving programs and foundations require that recipients be tax exempt under section 501 (c)(3) of the U.S. Internal Revenue Code.
- **Resources.** Detail the giving program's available resources: money, in-kind services, loaned talents, use

of corporate facilities, employees' volunteer efforts, etc.

- **Time Frame.** Let people know where and how often giving decisions are made.

### 4. Application Procedure.

- Use an application process to help determine the organizational soundness and fiscal responsibility of potential nonprofit partner organizations, as well as the nonprofits that best help meet company objectives.
- San Diego Grantmakers has a Common Grant Application that can be used or adapted: <http://www.sd-grantmakers.org/grantseekers/cga.asp>

#### Communicate the Company's Giving

As soon as the contact person, giving policy and application procedures are in place, start getting the word out.

1. **Provide all employees with the policies and guidelines.**
  2. **Reach out to significant community and business leaders, government officials, customers, suppliers, the community-at-large and potential partner nonprofits.**
- Post giving guidelines on the com-

pany Web site.

- Distribute a press release or have a news conference announcing the giving program or its first grant.
  - Get employees together in a publicized volunteer effort at the outset. Make it a celebration of community commitment!
- ### 3. Decide how to respond to applicants the company decides not to support.

#### Monitor Giving

1. **Set up a system of monitoring that makes sense for the company using both quantitative and qualitative approaches. For example:**

- Set up site visits by members of the giving committee.
- Secure short written reports from nonprofit partner organizations, focusing on key performance indicators that are not burdensome to either the company or the nonprofit.
- Look at both the positive impact on the company and the community served: how is target issue or population served and how is your company's reputation, employee morale, business enhanced.

#### Keep Records of Giving

Federal rules do not mandate any

specific documentation of giving for corporate giving programs. Generally, the records to keep are those that support the information included on the company's tax return. Be able to show that the funds were used for charitable purposes. Off-the-shelf software exists to help companies monitor grants.

*San Diego Grantmakers offers resources and networking to address additional corporate giving questions. For more information, please visit [www.sdgrantmakers.org](http://www.sdgrantmakers.org) or contact Nancy Jamison at 619-744-2180 or [nancy@sdgrantmakers.org](mailto:nancy@sdgrantmakers.org).*

## Snapshots:

Continued from Page 8

more companies embrace corporate social responsibility (CSR), we have experienced an increase in requests for information and outsourcing options," shared Elise Rollinson, corporate relations manager at Volunteer San Diego. "Employee volunteerism is seen as one of the easiest ways to start a CSR program and it reflects employees' growing requests for ways to serve the community."

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# Benchmark Research Report Just Published: Corporate Giving in San Diego

By Audrey Barrett and  
Laura Deitrick

San Diego is home to all kinds of companies – small “mom and pop” shops, growing businesses in areas like life sciences and high technology, a few Fortune 1000 headquarters, local offices of major national companies and more.

For business and social reasons, many of these companies choose to contribute to the more than 9,000 nonprofit organizations in San Diego.

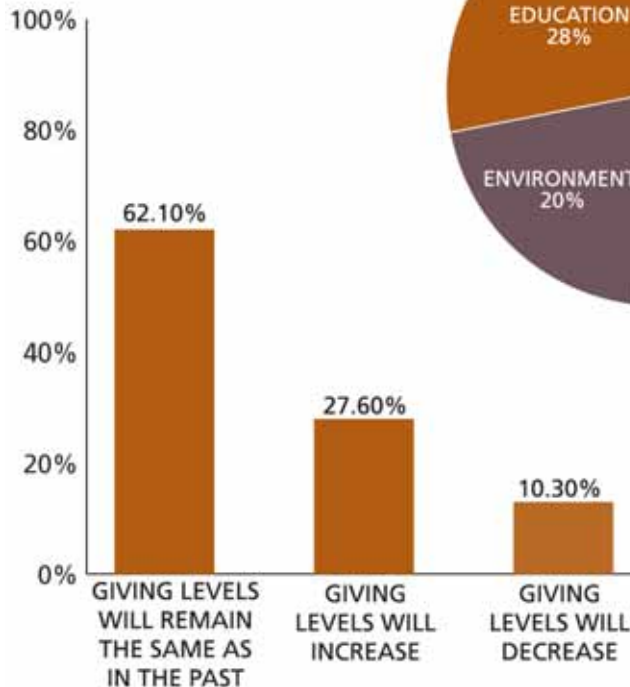
To begin to identify and understand corporate giving trends in San Diego, San Diego Grantmakers and the Caster Family Center for Nonprofit Research at University of San Diego recently published “The Grantmaking Report: Foundation and Corporate Giving in the San Diego Region.” The study focused on the community investment made by the largest and most active philanthropic businesses in the region. Thirty-seven of San Diego’s largest companies participated in the study. While community support by these larger firms is a fraction of the full philanthropic picture, their work is extremely influential in the region’s philanthropic landscape. By taking a look at what these leaders in corporate giving are doing, other businesses and nonprofit organizations can better understand the realities and opportunities for San Diego philanthropy.

Highlights of interest to the San Diego business community:

- 19 percent of all respondents reported awarding grants totaling more than one million dollars during their most recent fiscal year.
- 75 percent each awarded more than \$100,000 in grants during their most recent fiscal year.
- 62 percent awarded grant dollars to three or more San Diego geographic areas, and 46 percent indicated that their corporations contributed to nonprofits throughout the county.
- South Bay and East County received the lowest percentages of corporate giving dollars, while portions of North County (Poway), La Jolla and parts of Southeast San Diego received the most.
- Beyond cash donations, respondents valued in-kind donations of products, services and volunteer time at an additional \$2.6 million.

Sixty-seven percent of the respondents said that they intentionally prioritize their giving by the type of cause. The top funding focus areas for corporations surveyed were K-12 education and the environment. Other top recipients included health and human services organizations. More than half

## Predicted Trends in Comparative Corporate Giving 2008-2010



of those surveyed reported making a donation to a scholarship program.

While the research was conducted last spring before the recent dramatic decline in the nation’s economy, corporations were undeniably already feeling the impact of the mortgage crisis and skyrocketing oil prices. Despite these difficult economic conditions, when asked to predict whether their company was likely to increase or decrease support for nonprofit organizations in the next two years:

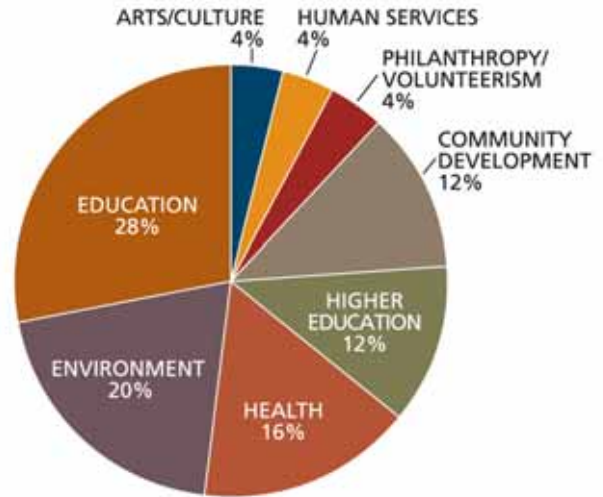
- 62 percent indicated that corporate contribution levels would remain the same.
- About 25 percent predicted an increase in funding.
- 10 percent reported that they expect to see some decrease in funding.
- When respondents were asked to break down their predictions about funding changes:
  - 40 percent estimated that their organizations would increase funding to environmental and educational organizations.

- 17 percent predicted that their business would decrease levels of support to the arts over the next two years.

The survey also identified unique ways that corporations are engaging their employees in organized volunteering. One notable local trend is to encourage senior executives to serve as members of nonprofit boards as a way to build their professional skills. This mutual benefit exemplifies the win-win situation that can be created through increased interaction between the business and nonprofit sectors: corporate executives receive governance and leadership experience while providing invaluable support for a nonprofit through the donation of their time and talents.

The survey revealed several other interesting details related to the management and decision-making behind giving from San Diego’s largest corporations. Fifty-nine percent of the respondents said that they have established targeted areas of giving

## Top Corporate Funding Priorities



while 39 percent said that their decisions are made on a case-by-case basis. More than half reported that there was at least one paid employee responsible for the management of corporate giving.



Ten of the respondents said that their giving is concentrated only in San Diego while more than half said that they also give nationally and/or internationally. Some mentioned that the geographic focus of their giving was determined by the locations where their corporation conducted business. The majority of respondents said that they do not use a specific percentage of revenue or profit to determine the amount that they will give.

Finally, much like individual donors, many of the corporate donors expressed an interest in assessing the community impact associated with their giving. Nearly half said that they conducted informal assessments and one organization reported utilizing formal mechanisms to make assessments. Virtually the same percentages were reported when asked about measuring the impact that donations had on the business itself.

*The full report is available through San Diego Grantmakers at [www.sd-grantmakers.org](http://www.sd-grantmakers.org) or The Caster Family Center for Nonprofit Research at [www.sandiego.edu/nonprofit](http://www.sandiego.edu/nonprofit). Audrey Barrett and Laura Deitrick are with the University of San Diego Caster Family Center for Nonprofit Research.*

# Responsible. Strategic. Sustainable.

Smart, savvy business leaders know how to help their community, help the environment and their bottom line. Companies benefit from engaged employees and inspired customers. Communities benefit from expanded resources and healthy nonprofits. Your company or nonprofit can benefit from leading local companies as they help build a sustainable San Diego. There are many options to accelerate economic growth and nonprofit capacity...and highly focused professional education waiting to help you.

	Corporate Philanthropy	Employee Corporate Volunteering	Socially Responsible Business Practices	Sustainable "Green" Initiatives	Cause & Social Marketing
<b>Definitions</b>	Company donations: cash, scholarships, products, services, technical support, use of equipment, distribution channels, expert staff, vendor relationships, facilities, company technologies etc.  Current trends show benefits of employee involvement and ties to the central focus of the business enterprise.	Paid time off to volunteer, organized employee events for team-building, coordinating cash donations, strategic linkage to company mission, recognition for employees and company. Many focus on environmental cleanups and helping students. New area: skill based volunteering offering professional & technical services.	Important community issues are addressed. Practices range from regulation compliance to building good corporate citizenship policies to providing strategic direction for the company. Includes product and plant changes, process improvements, vendor selection, accountability and consumer privacy.	Sustainable environmental business practices are now mainstream. Green supply chain techniques, recycling, energy management, renewable energy resources, efficient facility design, space planning and waste management help all companies save money, and protect limited resources...while gaining favor with customers.	Corporate support in the form of events, web, label, packaging, in-store, promotion, PR support, advertising and employee promotion. Awareness and support for the "cause" increases. Awareness and positive branding accrue for the company. May include financial support based on product sales.
<b>Case Studies</b>	<b>Biogen Idec Foundation</b> Innovative ways to promote science literacy and encouraging young people to consider science careers are high priorities. Financial and facility resources are used to help students and teachers experience science hands-on alongside real-world scientists. Their "Community Labs" have hosted, at no cost, more than 15,000 students since 2003.	<b>VONS</b> Local employees helped build a new playground for CampHope in Ramona. The event was a collaboration of corporate resources, government participation in partnership with First Lady Maria Shriver and nonprofits CampHope, KaBOOM!, and Volunteer San Diego.	<b>San Diego National Bank</b> Employees have made a concerted effort to foster responsible practices in partnership with the Environmental Health Coalition. Policies include using only "green" supplies while programs include expanded resources to businesses investing in upgrading their facilities to make their offices more earth friendly and efficient.	<b>Jack in the Box</b> At its corporate office the installation of "smart" irrigation systems automatically adjust irrigation based on current weather conditions and plant needs. Low-flow kitchen and plumbing fixtures reduce the company's water usage by up to a million gallons a year.	<b>Barona</b> The fast response to the October '08 fires, supported in part by an interactive partnership with Kids Korps USA, generated community accolades. Donations at Barona restaurants went to Kids Korps "on the ground" fire relief efforts that put food and needed products directly into the hands of victims and firefighters. Recognition was seen on Kids Korps websites, newsletters and television segments.
					
<b>Case Studies</b>	<b>QUALCOMM</b> To further demonstrate community commitment, a grant of \$250,000 was given to Kids Included Together (KIT) for a National Training Center in San Diego on Inclusion. The grant provides innovative resources for eLearning, technical assistance, training materials for nonprofit organizations across the Country. Over 115,000 children with disabilities will benefit locally.	<b>Time Warner Cable</b> Clothes 4 a Cause, a campaign that encourages customers and employees to donate their gently used business clothes for use by clients of the Alpha Project in job-training programs. Mission Federal Credit Union was added as a drop-off location, resulting in a 100% increase in donated clothing.	<b>Elite Show Services</b> A competitive advantage has evolved by providing job and life skills training for employees. The company mission looks at helping staff acquire new skills and move to higher paying jobs. Employee education is socially responsible, and paying off for their clients with well trained and motivated temporary staff assisting at events.	<b>REI</b> Beginning with its Seattle flagship store, REI has focused on green building design for decades. They have retrofitted more than 10 percent of its stores with photovoltaic solar panels, self-generating an average of 30 percent of the store's electricity.	<b>Channel 4 San Diego</b> We Stand 4 is a strategic, multi-media cause marketing campaign that offers win-win-win benefits to all partners involved. We Stand 4 connects non-profit partners with companies who seek positive, value-added promotional opportunities for their business, while making a positive impact in the community. Resources include events, prime time programming, production, flyer distribution and exposure on 4SD.com.
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# Celebrating Corporate Giving: National Philanthropy Day 2008

By Malcolm Aste

In 1638, John Harvard bequeathed his library and half of his estate to a newly founded school in Cambridge, Mass. that would later bear his name. In 1966, Jerry Lewis first harnessed the power of mass media to launch the Muscular Dystrophy Association telethons. In 2008, iconic movie star Paul Newman died having said that he will be most remembered for his philanthropy – Newman's Own Foundation has given more than \$250 million to charity. Throughout the history of our nation, philanthropy has played an essential role in the building of our civil society.

San Diego's history reflects that of the nation. We are blessed with benefactors from Scripps and Revelle to Kroc and Jacobs, and many more. This history of philanthropy, as it has unfolded in San Diego, was celebrated on November 12, 2008, as part of National Philanthropy Day. National Philanthropy Day recognizes the profound impact philanthropy and volunteerism make on the fabric of our society and the importance of continuing this legacy. Annually sponsored since 1972 by the Association of Fundraising Professionals



(AFP), National Philanthropy Day is part of AFP's goal to help ensure that San Diego's vital nonprofit sector will thrive.

Awards are presented to outstanding generous individuals, organizations and volunteers – including the outstanding philanthropic corporation. San Diego has experienced a growth in the sophistication of local corporations and their understanding of good corporate citizenship. A review of the most recent National Philanthropy Day honorees for corporate citizenship highlights the impact of corporate philanthropy. They include: Amylin Pharmaceuticals, Wells Fargo Bank, MANPOWER of

San Diego, Cox Communications, Rubio's Fresh Mexican Grill, San Diego Padres and QUALCOMM Corporate Giving.

Corporate philanthropy can help companies meet rising expectations of business's role in society, according to respondents of a recent McKinsey Global Survey. Seventy percent of respondents stated that their corporate philanthropy "enhances corporate reputation and/or brand," however, the most successful corporations make sure their philanthropy is aligned with their mission and goals. Effective corporate giving and volunteerism programs are more likely to address social and political issues relevant to the business, to be collaborative and to achieve measurable outcomes. One such company is this year's National Philanthropy Day Outstanding Corporate Philanthropist, Target.

A model and trend-setting business, Target is one of the most significant corporations committed to meaningful philanthropy that is aligned with its investors, customers and local communities. With an impressive giving rate of five percent yielding \$3 million a week (or \$156,000,000 a year), Target has made a difference nationwide and also in San Diego's local market.

Most recently, Target partnered with Volunteer San Diego to transform Harborside Elementary School in Chula Vista. Employee volunteers joined students and parents in renovating the library, painting murals, building benches and completing other projects that enhanced the campus. Target then presented a \$5,000 check to the school leaving Principal Tessier to remark at the end of the day, "This is rad."

Target has given to nonprofits serving our region in its main giving areas of education, arts, safe families and communities. The company's recent grantees include: The Friends of the San Diego Public Library, San Diego Children's Museum, San Diego Council on Literacy's Union Tribune Race for Literacy, Centro Cultural de la Raza, World Beat Center, Camp Hope, and America's Second Harvest Food Bank of San Diego.

Thanks to Target and to all the dedicated companies and employees throughout San Diego that support the nonprofit sector. This is really something worth celebrating!

*An article submitted by the Association of Fundraising Professionals. Malcolm Aste is on the association's public relations committee and director of scholarship and endowment giving at The Bishop's School. For more information, please visit [www.afpnet.org](http://www.afpnet.org).*

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**The San Diego Futures Foundation  
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**Supervisor Pam Slater-Price**

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CORPORATE PHILANTHROPY

Helpful Resources for Corporate Philanthropy and Volunteerism

Association of Corporate Contributions Professionals www.accprof.org

Boston College Center for Corporate Citizenship www.bcccc.net

Business Civic Leadership Center www.uschamber.com/bclc

Business for Social Responsibility www.bsr.org

Committee Encouraging Corporate Philanthropy www.corporatephilanthropy.org

Corporate Register www.corporateregister.com

Cone Inc. www.coneinc.com

The Conference Board www.conference-board.org

Council on Foundations www.cof.org

Corporation for National and Community Service http://www.cns.gov/about/initiatives/probono.asp

Guidestar www.guidestar.org

True Impact http://www.true-impact.com/

Measuring Philanthropy http://www.measuringphilanthropy.com

San Diego Grantmakers www.sdgrantmakers.org

Volunteer San Diego www.volunteersandiego.org

(858) 636-4128

Suggested Reading

"Business of Changing the World: Twenty Great Leaders on Strategic Corporate Philanthropy"

By Marc Benioff and Carlye Adler

"Corporate Social Investing: The Breakthrough Strategy for Giving & Getting Corporate Contributions"

By Curt Weeden

"Firms of Endearment: How World Class Companies Profit From Passion and Purpose"

By Raj Sisodia

"Saving the World at Work: What Companies and Individuals Can Do to Go Beyond Making a Profit to Making a Difference"

By Tim Sanders

"Strategy and Society: The Link between Competitive Advantage and Corporate Social Responsibility"

By Michael E. Porter and Mark R. Kramer, Harvard Business Review, December 2006

Thank you to all of the contributors and writers for this 2008 Corporate Philanthropy Supplement to the San Diego Business Journal:

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