

# Corporate Philanthropy Overview

## Meet the Funders - November 2009

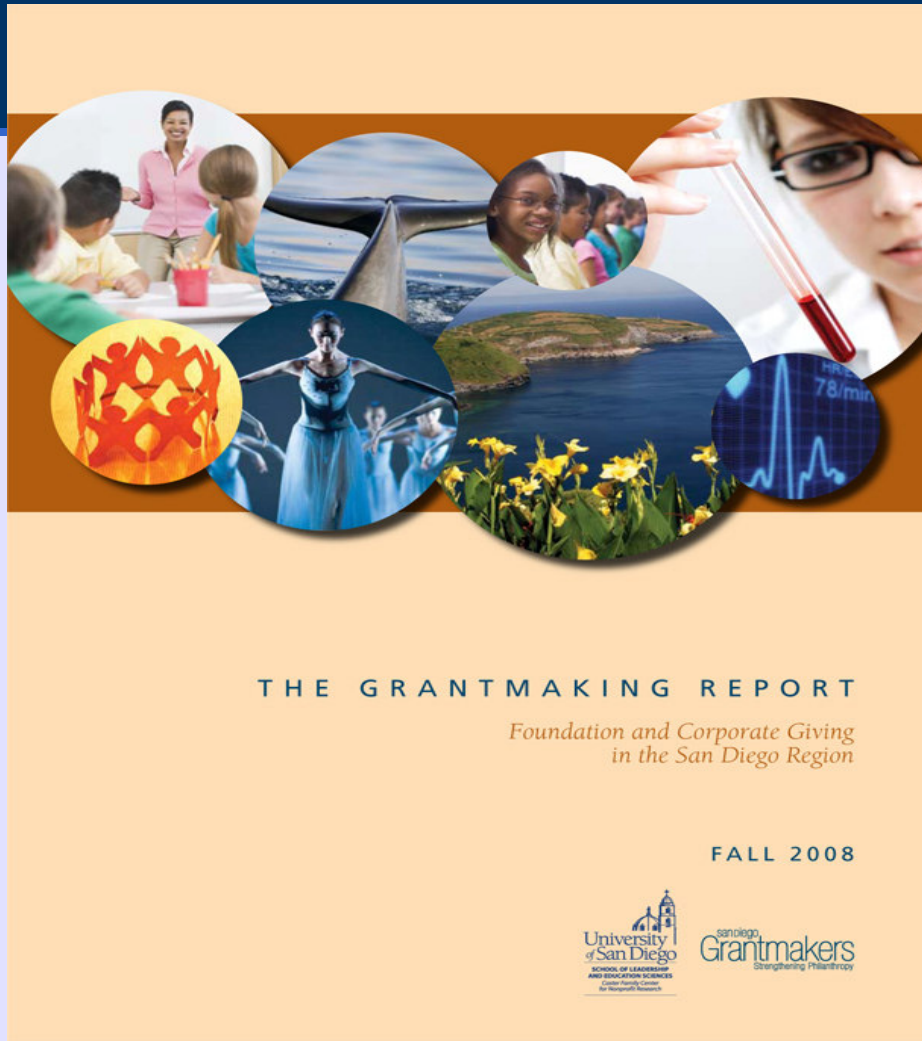
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Executive Director  
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[www.sdgrantmakers.org](http://www.sdgrantmakers.org)

# San Diego Grantmakers

- Regional association of grantmakers
  - ◆ 90 members – foundations, corporations, other
- **OUR MISSION:** To connect, educate, develop and inspire a diverse group of foundations and corporations to stimulate effective philanthropy in the San Diego region.
- **OUR VISION:** A vibrant, effective and growing philanthropic community that improves the quality of life in the San Diego region.

# SDG's Corporate Giving Goals

- Inspire and support greater and more effective corporate philanthropy in San Diego, in order to sustain the nonprofits that provide critical services in our community.
- To spread the word that corporate giving and volunteering is good business.



THE GRANTMAKING REPORT

*Foundation and Corporate Giving  
in the San Diego Region*

FALL 2008



# Quick SD Facts from the Report

- **SD based foundations: 499**
  - ◆ Typically small, unstaffed
- **Over 50% foundations have less than \$500K assets (i.e. give less than \$25K)**
- **Per capita giving: \$81**
  - ◆ LA \$138; SF \$1157; CA \$122
- **50% foundation \$ invested here come from non SD based foundations**
- **30% of SD foundation \$ go out of SD**

# Top Corporate Funding Areas SDG/USD Research

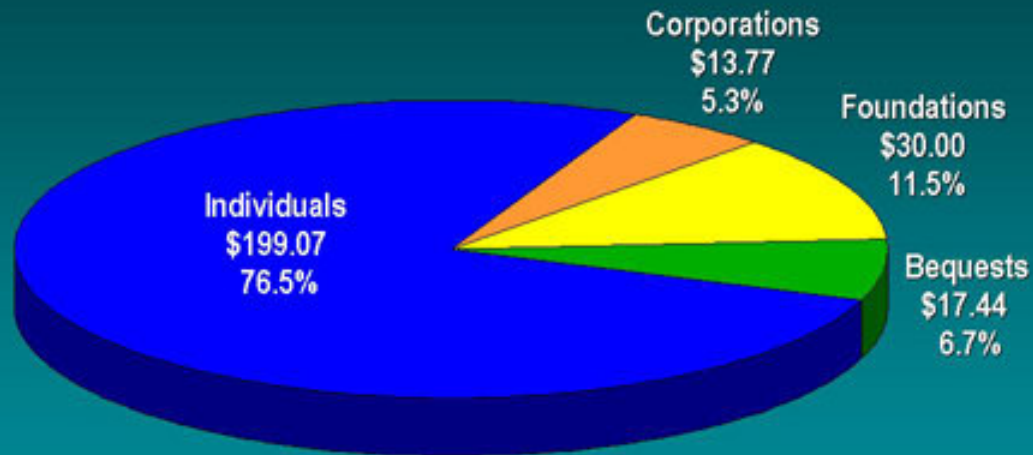
- Education K - 12
- Environment
- Health
- Higher Education
- Community Development
- Arts/Culture
- Human Services
- Volunteerism

# Corporate Giving in San Diego

- Most are small to medium size companies
- Most are Corporate Giving versus Foundations
- Many focus on employee volunteerism and sponsorship giving
- Small corporate giving market

# National Sources of Contributions

## 2005 CONTRIBUTIONS: \$260.28 BILLION BY SOURCE OF CONTRIBUTION



Source: Giving USA Foundation™ / Giving USA 2006

# Corporate Philanthropy Broadly Defined

- Direct cash grants/gifts to nonprofits
- Sponsorships of fundraising events
- In kind donations of product/services
- Workplace/employee giving programs
- Loans of employee talent
- Employee volunteer programs
- Partnerships with nonprofits/causes

# Corporate Giving Forms

- **Corporate Giving Program:** a grantmaking program established and administered within a profit-making company. Gifts or grants go directly to charitable organizations from the corporation.
- **Corporate Foundations:** usually started with a single gift that can become the endowment, which may be added to on an annual basis or if profits allow. A separate legal entity.
- **Donor Advised Fund at Community Foundation:** funds given to be granted on behalf of the company

# Corporate Giving Programs

- A grantmaking program established and administered within a profit-making company. Gifts or grants go directly to charities from the corporation.
- Can be in Marketing, Public Relations, Human Resources, Community Relations.
- Objectives related to business development, giving back and community improvement.

# Committee Encouraging Corporate Philanthropy

## **44% Charitable**

This is reactive community giving for which little or no business benefit is expected.

## **46% Strategic**

Proactive gifts that are simultaneously important to the long-term success of the business and which serve a critical community need.

## **10% Commercial**

This is philanthropy in which the benefit to the corporation is the primary reason for giving.

# Reasons Corporations Give Now

- Change from checkbook charity to strategic giving that impacts business goals
- Attract/retain employees
- Customer loyalty
- Brand recognition
- Leadership development for employees
- Stronger community in which to do business

# Doing More With Less: How The Economic Downturn Will Impact Corporate Giving in 2009

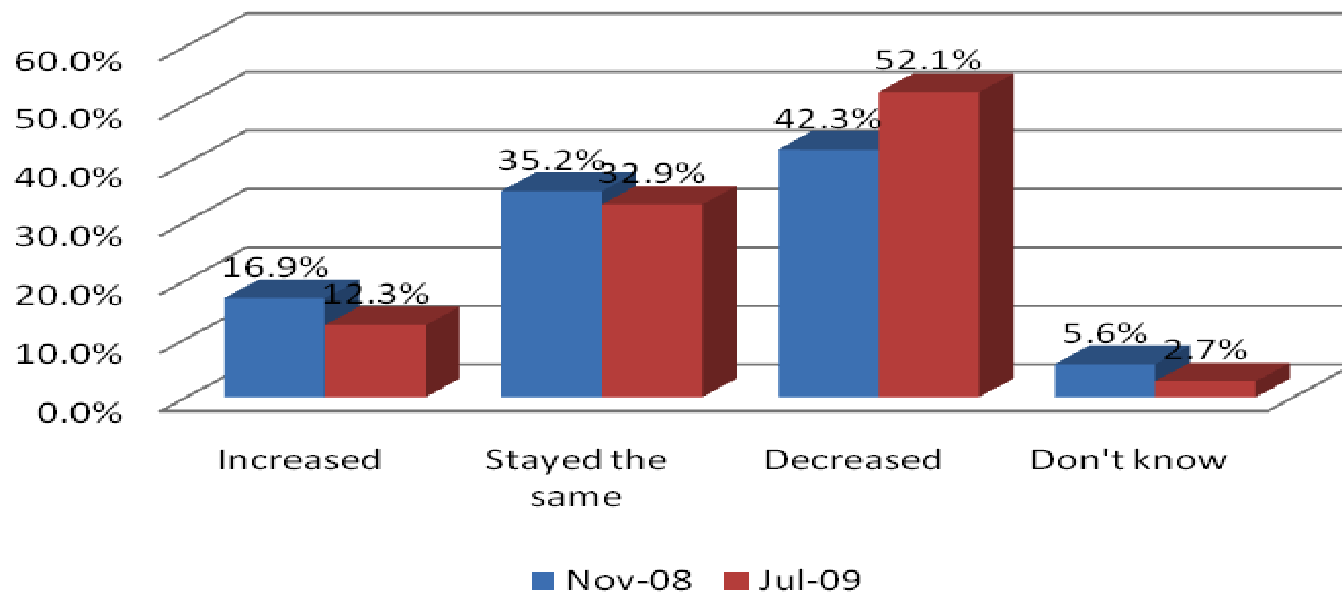
- **Some companies (1/3) are shifting their donations to provide food, shelter and clothing**
- **Some are becoming more strategic**
  - ◆ **Eliminating support of galas and fund raising events**
  - ◆ **Reducing/eliminating giving to off-strategy organizations (e.g., arts and culture)**
  - ◆ **Reducing cash donations; increasing product and pro bono services**

LBG Research Institute

# Doing more with Less: Corporate Giving Report

## LBG Research Institute

**Has your corporate giving (cash and non-cash) increased, decreased or stayed the same in 2009?**



# Economy Related Resources for Nonprofits

- **Fieldstone Alliance** [www.fieldstonealliance.org](http://www.fieldstonealliance.org)
- **Fiscal Management Associates**  
[www.fmaonline.net](http://www.fmaonline.net)
- **Nonprofit Finance Fund**  
[www.nonprofitfinancefund.org](http://www.nonprofitfinancefund.org)
- **National Council of Nonprofits**  
[www.councilofnonprofits.org/economy](http://www.councilofnonprofits.org/economy)

# Resources for Grantseekers

- **Foundation Center Searchable Database**

  - ◆ **NMS** [www.npsolutions.org](http://www.npsolutions.org)

  - ◆ **The San Diego Foundation**

    - [www.sdfoundation.org](http://www.sdfoundation.org)

- **Foundation Center Website/Publications**

  - [www.foundationcenter.org](http://www.foundationcenter.org)

- **Foundation Search**

  - [www.foundationsearch.com](http://www.foundationsearch.com)

- **Chronicle of Philanthropy**

  - [www.philanthropy.com](http://www.philanthropy.com)

- **Guidestar**

  - [www.guidestar.org](http://www.guidestar.org)

- **Common Grant Application**

  - [www.sdgrantmakers.com/grantseekers](http://www.sdgrantmakers.com/grantseekers)

*Trouble is opportunity in work clothes.*

Henry J. Kaiser