

# Corporate Philanthropy: Moving from “that nice thing we do” to a Business Imperative.

---

APRIL 19, 2016

JEFF HOFFMAN @CIVICJEFF



Global Philanthropy & Civic Engagement

---



## **Kris Putnam-Walkerly**

Chair, National Network of Consultants to Grantmakers

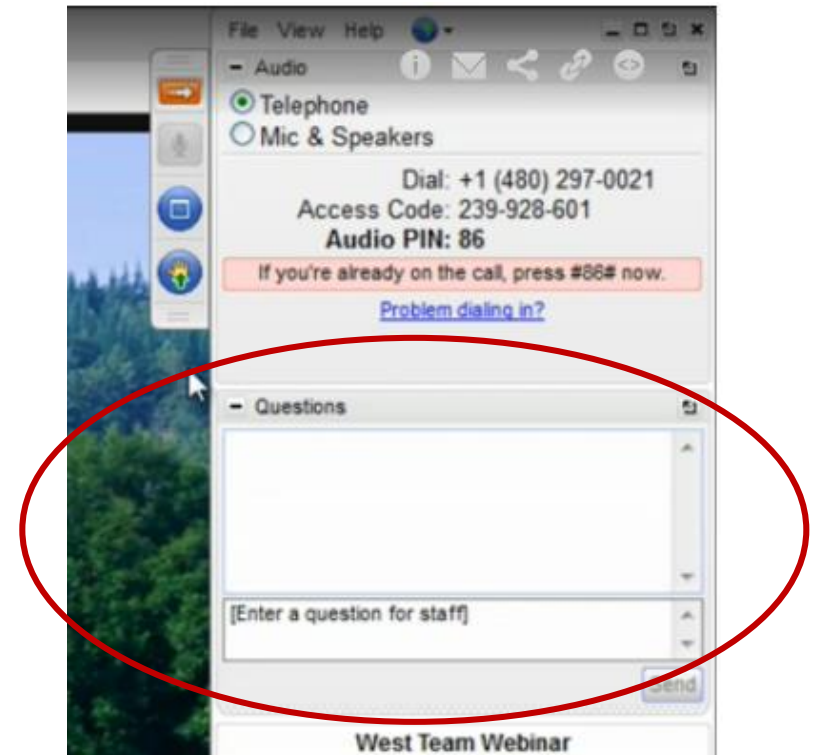
## **Lori Jolliffe**

NNCG Webinar Coordinator



# Submit your questions

- Questions can be submitted or asked at anytime during our broadcast, although we may not get to them right away.
- Written questions can be typed into the Questions box in your control panel.



Jeff Hoffman  
@CivicJeff



# Corporate Philanthropy: Moving from “that nice thing we do” to a Business Imperative.

---

APRIL 19, 2016

JEFF HOFFMAN @CIVICJEFF



Global Philanthropy & Civic Engagement

---

# Corporations in the Philanthropy Mix.

---

In our philanthropy sphere, we all think of ourselves as funders, or advisers to funders. As we know, there are various types of philanthropy, and mechanisms, to carry it out even before broaching the topic of issue areas and focus. One facet that sometimes can be a mystery is corporate philanthropy. In the age of collaboration, where foundations, nonprofits, governments and business are sitting together to solve problems, it's important to understand the motivation for the companies at the table.



# What Drives Corporate Philanthropy?

---

Company Strategy

Products and Services

Locations

Employee Interests

Customers

Shareholders

Regulators

Societal Needs



# Research

---

Americans gave an estimated \$358.38 billion to charity in 2014. Of that, only \$17.77 billion, (5 %) came from corporations, the rest came from individuals (72 percent of the total); foundations (15 percent); and bequests (8 percent). Source: Giving USA 2015 Edition

The business case for giving is aligned with research on purpose-driven, long-term performance. Education is the most popular cause area across all companies. The company-wide day of service was voted the most successful volunteer program. Companies typically allocate 21% of total giving to international recipients. Giving in Numbers: 2015 Edition, produced by CECP in association with The Conference Board.



# New Language. What Does it Mean?

---

ESG

Sustainability

Corporate Social Responsibility

Corporate Citizenship

Corporate giving

Contributions versus Investments

Corporate Societal Engagement

Circular Economy

Shared Value

Cause

Purpose

Locally relevant with Global Implications.

New definitions of impact.

# Shared Value

Creating shared value is when the competitiveness of a company and the health of the communities around it are mutually dependent. Recognizing and capitalizing on these connections between societal and economic progress has the power to unleash the next wave of global growth and to redefine capitalism.



# Detroit & JPMorgan Chase

## Government, Business and Non-Profits Working Together

---

### **\$100 million over Five Years:**

- \$50mm Investment in Community Development
- \$25mm Tackling Urban Blight
- \$12.5mm Strengthening Workforce Readiness
- \$7mm Growing Small Businesses
- \$5.5mm Seeding Future Economic Growth

### **Through:**

- Philanthropic Grants
- Direct Financial Investment
- Guaranteed Loans
- Detroit Service Corps

**JPMORGAN  
CHASE & CO.**

*We are putting our resources and expertise to work to help this iconic American city chart the course back to economic prosperity. We have been in Detroit for a very long time - and we're going to be here for the long term."* Jamie Dimon, Chairman and CEO, JPMorgan Chase & Co.

# Social Enterprises

---

A social enterprise is an organization that applies commercial strategies to maximize improvements in human and environmental well-being - this may include maximizing social impact rather than profits for external shareholders. Social enterprises can be structured as a for-profit or non-profit.

Source: Wikipedia

# B Corps

---

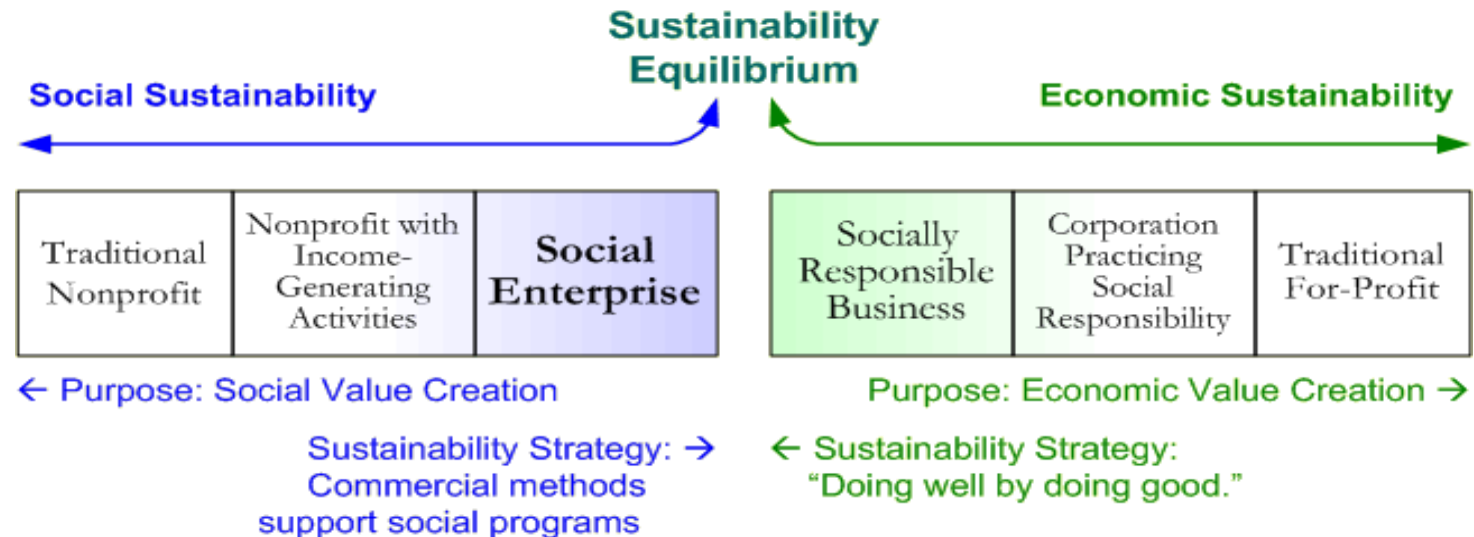
B Corps are certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

Today, there is a growing community of more than 1,000 Certified B Corps from 33 countries and over 60 industries working together toward 1 unifying goal: to redefine success in business.



# Hybrid

**Profit** (shareholder return) is the primary purpose of socially responsible businesses and corporations practicing social responsibly, whereas **social impact** is the primary purpose of social enterprises and nonprofits with income-generating activities. **Nonprofits** are founded to create social value, however, financial sustainability cannot be achieved without external or self-generated funds. Nonprofits integrate commercial methods to support their social purpose and for-profits incorporate social programs to achieve their profit making objectives. SOURCE: The Four Lenses Strategic Framework



# Revolution Foods

---

**“Kid inspired. Chef crafted.** To us, the math is easy. Each week, we serve over one and a half million freshly prepared, healthy meals to students across the country. That's one and a half million instances of more productive, more attentive, better motivated and better performing students. We like making math easy. And history. And art. And english. And science.”



# Partnerships: The Exciting New Frontier with Stronger Outcomes

---

- Mutually beneficial.
- More transactional.
- Defined outcomes.







# Employee Engagement

---

# Employee Giving

---

Workplace Giving Campaigns

Matching Gifts

Dollars for Doers



# Volunteering

---

**Done in a Day**

Days of Service

Thons (Run, Bike, Walk)

Painting, planting, clean-ups



## **Skills and Leadership Development (including Pro Bono and Board Service)**

Skills-based volunteer programs add value to corporate and nonprofit partnerships because they engage employees in a deeper volunteer experience. By using their unique talents and business acumen to help build the capacity of nonprofit partners, or to assist with the execution of initiatives, employees serve the community and develop their leadership skills. Source: CECP

# Human Capital Benefits

---

- Recruitment and retention.
- Skills and leadership development.
- Increased productivity and company loyalty.

# The CEO as an Individual.

---

# Priscilla Chan and Mark Zuckerberg

---

**Advancing Human Potential  
and  
Promoting Equality**



# Michael and Jane Eisner

---

The Eisner Foundation utilizes several distinct grantmaking strategies, each aligned with their goal of uniting multiple generations, for the betterment of southern California communities.





# Steve and Jean Case

## Impact Investing

---

Impact investing, or venture philanthropy, adapts the six tenets of venture capitalism: high funder engagement; multi-year funding; risk-return analysis and risk management; exit strategies; capacity building of the funded institution and measurable performance results (social and financial returns).



# Corporate Philanthropy: Moving from “that nice thing we do” to a Business Imperative.



Global Philanthropy & Civic Engagement

---

Jeff Hoffman  
[jhoffman@jeffhoffmanassociates.com](mailto:jhoffman@jeffhoffmanassociates.com)  
[@CivicJeff](https://twitter.com/CivicJeff)  
+1- 562- 438-5333



*National Network of  
Consultants to Grantmakers*  
A TIDES CENTER PROJECT

## UPCOMING EVENTS

---

**Wednesday, May 11, 12p ET**

*What if a Foundation Asks About Staff or Trustee Compensation, Benefits or Hiring – and – What if They Don't Ask?*

Presenter: Lindalee Lawrence

**Thursday, June 9, 2p ET**

*The Triangulation Factor: How to Manage Dual Client Consultancies*

Presenters: Molly Penn and Deborah Flood

**Tuesday, July 14, 2p ET**

*Size Doesn't Matter: Maintaining Innovation as you Scale*

Presenter: Kevin Wilkins

**September, date TBD**

*Social Justice Philanthropy (SJP): Theory, Practice, and Impact*

Presenter: Dr. Becky Lentz

**Wednesday, October 5, 2p ET**

*Fostering a Learning Culture in Family Philanthropy*  
Presenters: Ashley Blanchard and Richard Mittenenthal

**Wednesday, November 9, 2p ET**

*Beyond Foundations: Building a Bigger Tent for Effective Philanthropy*

Presenter: Paul Connolly

**Tuesday, December 13, 3p ET**

*The Role Funders Can Play in Volunteer-led Movements*  
Presenters: Marieke Spence, Deepti Sood, and Winifred Olliff

**For a complete list of upcoming events, visit [www.nncg.org](http://www.nncg.org)**