



CENTER FOR CORPORATE PHILANTHROPY

STRENGTHEN YOUR BUSINESS AND THE COMMUNITY

PHILANTHROPY PORTFOLIO

By working with the Center for Corporate Philanthropy, we can help you build relationships, respond to community needs, and sustain, strengthen, and improve the quality of life in our community through a corporate giving program.

WE'RE HERE TO HELP you help others through the most effective philanthropy possible.

GETTING STARTED IS EASY.

Established in 2005, the Center for Corporate Philanthropy is dedicated to helping central Ohio businesses make their charitable giving as cost-effective and efficient as possible. We offer a range of services and products that are tailored to your business and make it easy for your company to support the issues and organizations you, your employees, and your clients care about. You can use cash, stock, or other assets to create a named fund and qualify for an immediate income tax deduction. A minimum of \$10,000 is required to establish your Corporate Donor Advised Fund.

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With a small corporate staff, we are unable to dedicate full-time resources to our philanthropy. Through The Columbus Foundation, we are able to successfully manage our corporate giving strategy because they serve as an extension of us, allowing us to fulfill our mission: to support worthwhile community organizations.”

— **CATHY M. LYTTLE, SENIOR VICE PRESIDENT AND CHIEF HUMAN RESOURCES OFFICER WORTHINGTON INDUSTRIES, INC.**



A successful corporate philanthropic strategy goes beyond having a fund to invest in. The following are best practices to ensure your company meets its goals:

IDENTIFY OBJECTIVES AND BUSINESS INTERESTS

Outline what your business wants to accomplish through a giving program. Identify if there are corporate and community interests or needs that intersect. Contributions of time and money can be more powerful when focused on one or two areas, rather than scattered among multiple organizations.

DETERMINE A BUDGET

Two commonly used methods are a percentage of pre-tax net income or an annual budget item adjusted for current revenue and profit projections, availability of resources, and charitable giving of other like companies. Evaluate the feasibility of in-kind gifts of products, services, loaned employee expertise, or used equipment.

ENGAGE AND INVOLVE EMPLOYEES

Key management support is vital, but strategies for inclusiveness of all employees will create ownership and pride in the giving program. Invite employees to share in the giving process or offer a matching contribution program.

ORGANIZE A STRATEGY FOR GRANTMAKING

Have a plan for allocating your resources. A productive formula is to divide grantmaking into three areas: community, relationships, and relevant social issues. The first is dedicated to responding to the needs of the communities in which your business is active. The second is aimed at collaborating and

sustaining relationships and business partnerships and by supporting organizations to which employees volunteer their time and devote personal dollars. The final area is aligned to business interests and products and the social issues that affect them. The important point is to increase the business value of your giving program while making positive community contributions.

FORM CRITERIA FOR YOUR GRANTMAKING

Although grants are limited to tax-exempt 501(c)(3) organizations, decide what other criteria is required for awarding grants. Know how the dollars or in-kind gifts will be used by recipients. Determine that the recipient will be a good steward of your grant by looking at past performance, governance, and current operations. Criteria is important whether your choice is to support an array of well-known charities or to narrow your focus to specific causes.

DESIGNATE A CONTACT PERSON TO MANAGE THE GIVING PROGRAM

The contact person can address questions from employees, management, community, and organizations. An assigned responsible party is essential to managing a focused and accountable giving program that develops into an integral part of the business structure.

ASSESS THE GIVING PROGRAM PERIODICALLY AND FINE TUNE ACCORDINGLY

Request reports from grant recipients to measure the impact and outcomes of your charitable dollars.

COMMUNICATE YOUR PRIDE

Being an active, caring corporate citizen illustrates pride and belief in the community and the organizations or causes supported. Design a communications plan that includes key messages and target audiences. This creates goodwill and builds trust among employees, consumers, and other relevant stakeholders. You may discover that others become involved, effectively advocating and communicating your story as they witness your positive contributions.

KEY BENEFITS

CORPORATE FUNDS



A Corporate Fund through the Foundation's Center for Corporate Philanthropy makes giving effective and efficient for many reasons.

EASY

Depending on the fund type you create, Donor Advised, Scholarship, or Field of Interest, you can have automatic contributions made to organizations, or grants can be initiated online, by mail, or fax. Our secure, convenient, online fund management resource, The Giving Store, enables you to track your fund's activities 24/7.

FLEXIBLE

Your company can contribute to your fund when it is financially advantageous and leverage use of assets to sustain giving throughout the year. The Columbus Foundation can accept gifts of many types of assets, including stock and real property.

EFFICIENT

Your staff can focus their time and energy on operating a successful business while we handle the administrative tasks of philanthropy—investment of the fund assets, distribution of grants with your company identified as the donor, provision of financial reports, and tax reporting for the fund—all for a nominal administrative fee.

EMPLOYEE FRIENDLY

Involve your staff to create a culture of giving as well as community and corporate pride. This can be accomplished by launching a matching gifts program or by including your employees on an advisory committee.

CONSIDER A CORPORATE FUND IF YOU:

- **Seek simplicity and ease in your giving**
- **Prefer to manage all of your giving from a single account**
- **Want to focus on giving to charities, not administrative details**
- **Give to multiple nonprofit organizations and programs throughout the year**
- **Seek to engage your employees on a new level through community involvement**
- **Believe in supporting the organizations that serve the neighborhoods where your employees work, live, and play**

INCREASE THE POWER OF YOUR GIVING

Access and manage your fund via The Giving Store 24 hours a day, at columbusfoundation.org.

The Giving Store is an easy-to-use online resource featuring more than 1,200 local nonprofit organizations. You can also review your fund(s) activity and make grants to the nonprofits you care about.



ABOUT THE COLUMBUS FOUNDATION

The Columbus Foundation serves more than 3,000 individuals, families, and businesses that have created unique funds and planned gifts to make a difference in the lives of others through the most effective philanthropy possible. The Columbus Foundation is Your Trusted Philanthropic Advisor® and is among the top ten largest community foundations in the United States.

WE'RE HERE TO HELP!

Learn more about The Columbus Foundation and the Center for Corporate Philanthropy by visiting us online at columbusfoundation.org. Please contact one of our Donor Services officers by calling 614/251-4000 or emailing dsd@columbusfoundation.org.