



Resource Guide

Corporate Charitable Giving



Why Should Businesses Give Charitably?

Corporate charitable giving refers to company efforts to donate their time, money, or talent (often through pro bono services) to nonprofits in the community.

A wealth of academic research reports a positive association between socially responsible initiatives and economic success, particularly in recent years. That is, companies with strong social performance also tend to have strong financial performance. Involving employees in these decisions can help boost job satisfaction as well.

Corporate charitable giving is not only for multinational corporations. Companies of every size can plot a course to charitable giving. Charitable giving not only benefits the community that supports the business, but also can help build the business's positive reputation and improve employee retention and satisfaction.

Steps to Developing a Corporate Giving Program

Companies with the most effective charitable giving programs think strategically about their purpose and priority areas. They may choose particular issues, programs, geographical areas, or recipients based on employee feedback, company votes, or volunteer involvement. When developing a corporate charitable giving program, consider who will make the funding decisions, where the funding will come from, and how the process of awarding recipients will take place.

Company Week shares [7 steps](#) for developing a strategic corporate philanthropy program:

1. Understand the company's reasons and motivations for developing the program.
2. Identify the key stakeholders. These may include employees, executives, directors, customers, suppliers, and activists.
3. Engage company stakeholders in the process.
4. Review the company's resources including both human and financial. Reflect on existing community engagement programs and consider the power of aligning efforts.
5. Develop a comprehensive strategy. The corporate giving strategy should be part of annual planning for the company and reviewed alongside corporate values to maintain synergy wherever possible.
6. Communicate with stakeholders. Stakeholders should be encouraged to provide feedback that can inform future giving efforts.
7. Always be authentic.

Involving Employees in Giving

Corporate giving can drive employee engagement by building employee pride in the company. Engaged employees tend to be more enthusiastic, inspired, empowered, and confident. This can be accomplished in several ways. Some employers provide matching gift programs that demonstrate to an employee that the company will support their charitable priorities. Companies can also offer volunteer grants by contributing to nonprofits after employees donate a defined amount of time.

Resources

- [The Grantmakers Council of Rhode Island \(GCRI\)](#) offers capacity building, professional development and networking opportunities for staff in grantmaking roles.
- [The Committee Encouraging Corporate Philanthropy \(CECP\)](#) is a CEO-led coalition of large corporations focused on company social strategy. It provides resources, reports and surveys available to non-members.
- [The Association of Corporate Contributions Professionals \(ACCP\)](#) provides resources for corporate citizenship leaders to improve the world and strengthen their companies.
- [The Boston College Center for Corporate Citizenship](#) helps organizations align corporate citizenship objectives and business goals.
- [BusinessDoingGood.com](#), a blog written by the VP of Corporate Citizenship & Philanthropy at Blackbaud, is a resource for small and medium sized businesses that want to improve their charitable giving. See this post about [Creating a Giving Plan for Your Small Business](#).
- [Pledge 1%](#) is a corporate philanthropy movement dedicated to making the community a key stakeholder in every business. Pledge 1% encourages and challenges individuals and companies to pledge 1% of equity, product, and employee time for their communities.
- [GuideStar](#) and [Charity Navigator](#) provide information on the mission, impact, finances, etc. of nonprofits in the U.S. and internationally.
- The [RI Department of Business Regulation](#) provides resources and tips for charity work and a list of registered charitable organizations.
- [United Way of Rhode Island](#) is a social service organization that runs programs focused on basic support services, community engagement, and lifelong learning.
- Forbes discusses volunteer grant programs in [The Employee Giving Idea You Haven't Tried](#).

Associated Resource Guides

- Community Engagement Programs
- Training Employees on Social & Environmental Aims
- Supplementary Benefits

