

Rodman & Associates

Professional *Philanthropic* Advisors

Is your company is ready to start a Corporate Giving program?

A Rodman & Associates Overview

Executive Summary

Appealing philanthropic policies stand out in the hiring process:

- **Over half (58%) of new graduates would take a 15% cut in salary to work for an “organization whose values are like my own”.**^[1]

Corporate giving improves business and client development:

- **50% of global consumers surveyed are willing to pay more for goods or services from companies that have implemented programs to give back to society.**^[2]

Business philanthropy strengthens reputation management:

- **Only 41% of employees “felt they know what their company stands for and what makes its brand different from its competitor’s brands.” If your own employee don’t know, how can your customers?** ^[3]

^[1] *Talent Report: What Workers Want*, Net Impact

^[2] Nielsen Global Survey on Corporate Social Responsibility

^[3] *State of the American Workplace*, Gallup Survey

Identifying Strategic Priorities

There is no one-size fits all model when launching a Corporate Giving program. Needs differ from business to business depending on the business size, location, products and activities.

What is important to your market share? Closely align any corporate giving with your target market. Green energy companies might align with environmental causes, engineering firms might support STEM education, and financial firms could sponsor and staff financial literacy programs.

To foster employee retention, recruitment, and engagement a business can provide paid time off for volunteering, a partial match for employees' charitable donations, or create an employee-driven selection process for the charities and programs the business, as an entity, will support.

Budget constraints? Rather than making monetary donations, does your business have a board room to offer a nonprofit for its monthly Board meetings? Or a skilled financial executive to assist the nonprofit with financial forecasting and modeling? Any business can donate extra inventory or provide services pro bono.

Creating a Plan

**Setting goals without a vision is like navigating without a map...
it's possible, but it's easy to get lost along the way.
Together we create a shared vision and a shared definition of success.**

Together we will build a sustainable and sensible corporate giving plan. Rodman & Associates will –

- Assess opportunities
- Identify challenges
- Deliver cause identification and recommendations
- Perform nonprofit due diligence and negotiations
- Manage partnerships and sponsorships
- Oversee product and promotions
- Implement employee volunteer component(s)
- Quantify, evaluate, and report
- Train staff

Outcomes & Feedback

**We know we are not successful unless everyone feels
satisfied with what they helped create.**

“ All organizations present themselves in a better light when aligned with great causes. Facts have shown (all things being equal) companies that rally around a purpose or are seen as being supportive of causes greater than themselves attract better talent, customers and reputations. With so many choices, it helps to have professionals aligning my personal and professional goals with those that I can benefit most. ”

- Jim Warren, Senior Vice President Marketing, World Class Capital Group

“ We believe strong companies build strong communities and vice versa. Therefore, good corporate citizenship is part of everything we do. Today the standard for business is being raised. Customers, investors, employees and communities demand transparency and accountability. ”

- Trisha Cunningham, Chief Citizenship Officer, Texas Instruments

“ I am approached several times a week by business associates and social peers asking me to support worthy charitable causes. Lisa brings analytical skill and insight to give me an honest assessment of how my funds would be used, without ever a hint of a conflict of interest. She is ethical, trustworthy, and respects my need for confidentiality. ”

- Ray Wilkerson, President and CEO, Ray Wilkerson Companies