

Corporate Philanthropy & How You Can Increase Your Individual Gifts

Giving USA Foundation reported in June 2023, that Charitable giving in the U.S. reached a **\$499.33 billion in 2022**. The breakdown:

- \$105.21 Billion - Foundations
- \$219.04 Billion - Individuals
- \$21.08 Billion - Corporations
 - Top 5 Corporations
 - Pfizer
 - Gilead Sciences
 - Merck
 - Walmart
 - Google
 - 40% of Fortune 500 Companies offer Volunteer Grant programs
 - 80% of companies with volunteer grant programs provide between \$8-\$15/hr. volunteered
 - 65% of companies provide employees with paid-release time to volunteer
 - 65% of Fortune 500 companies offer matching gift programs
 - Over 18 million individuals work for companies with matching gift programs

Imagine connecting with your donors not only for their financial gift, but their company also matching gift and on top of that cash for their Volunteer Time!! Strategic Way to Build Your Individual Donors and GO DEEP!!

1. Corporate Philanthropy Definition
 - a. Corporate philanthropy helps support communities where companies are based. It supports corporate giving programs, which lead to free money for nonprofits.
2. Types of Corporate Philanthropy
 - a. Corporate Matching gift programs
 - b. Volunteer grants
 - i. Volunteer times = cash
 - c. Corporate Grants
 - d. Sponsorships for Events, etc.
3. How does Corporate Philanthropy help Businesses?
 - a. Fosters employee engagement
 - b. Generates Business value
 - c. Positive public image for themselves
 - d. Enhances relationships with their consumers
 - e. Creates a positive work environment

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4. What is the Difference between Corporate Philanthropy and Corporate Social responsibility?
 - a. Corporate Social Responsibility describes the overall attitude of an organization toward society at large
 - i. Example: HP - HP is taking bold steps to drive climate action, promote human rights and digital equity
 - b. Corporate philanthropy is a narrower form of corporate social responsibility.
 - i. Example: A companies Matching Gift Program

Types of Corporate Philanthropy

A. Matching Gift

- a. Most popular form of corporate philanthropy.

According to 360 MatchPro, approximately \$2-3 billion is donated annually through matching gift programs. However, matching gifts are often overlooked by organizations due to limited information on their donors' employers, as well as limited resources and time available to devote to securing matching gifts. In fact, an estimated \$4-7 billion in matching gift revenue goes unclaimed each year.
- b. Companies with matching gift programs donate the same amount of money (or double or triple this amount!) to the same nonprofits their employees do.
 - i. Common parameters:
 - Example – only f/t employees; may only have certain nonprofits they match, match ratio i.e., 1:1 or 2:1 and many will have maximum & minimum donations matched, also deadlines – one year after donation or year end.
- c. How do matching gifts work:
 - i. Donor makes a donation to a nonprofit
 - ii. The Donor confirms matching gift eligibility
 - iii. Many times, if the employer will match the donor gift the donor can click on the link to online forms provided by the company and submit the request.
 - iv. The employer will review the request and follow up with the nonprofit to confirm the donation
 - v. Employer makes a matching donation.



of **match-eligible donors** have no idea whether their company offers a matching gift program.



<https://doublethedonation.com/statistics/>



Double the Donation



of **donors at companies** with matching gift programs actually submit a match request.



<https://doublethedonation.com/statistics/>



Double the Donation

ONLY
1.31%

of **individual contributions** are **matched** at the average nonprofit organization.



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Double the Donation



of donors say they're more likely to donate if they know their **donation will be matched**.

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Double the Donation

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& ENTREPRENEURSHIP

MECCA
MINORITY ENTREPRENEURSHIP
COUNCIL OF AMERICAS

d. Your Organization Needs to Do Its Part in Raising Awareness

i. Promote Matching Gifts:

1. In the donation process – When they donate
2. Banner across your website or on the Home Page
3. In Your Communications – Newsletters, Monthly giving or anytime you solicit for a donation
4. Blogs
5. Social Media Sites
 1. FB, LI



1 in 3 donors say they would give a larger gift if their **donation** were **matched**.

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Sending matching gift reminder emails within 24 hours of a donation results in a **53%** open rate.

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 Double the Donation



Using several different methods to **identify match-eligible donors** results in **77% more** identified match-eligible donations.

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 Double the Donation

- ii. By effectively promoting employee matching gifts to your donors, you can overcome low participation rates. *See Example below
- B. Volunteer Grants
 - a. Match Volunteer hours with donations to nonprofits
 - i. Example – see list of Companies with Volunteer Grants
 - b. Approx. 61 million Americans Volunteer each year
 - i. In 2022 Americans Volunteered 4.1 billion hours
 - 1. The value of this volunteerism is worth Approx. \$123 billion annually
 - 2. Many of these individuals are eligible to request volunteer grants from their employers.
- C. Employee Grant program
 - a. Some Corporations will award grants to employees to donate to the nonprofit of their choice.
 - b. Fundraising Matches – Like matching gifts, provide nonprofits with a financial match of what the employee raised through sponsorships or other donations. Example: Walkathons, runs, etc.
- D. Community Grants
 - a. Companies, not employees, are the ones who initiate community grants to nonprofits. Nonprofits apply to companies with these programs in place.
- E. Annual Giving
 - a. As part of a corporate giving program companies encourage their employees to donate at certain times of the year, nonprofits need to keep track of when this occurs.
 - b. Corporations may also hold different fundraising drives throughout the year for nonprofits – ie. Jeans Day – employees pay \$5 to wear jeans and the money is donated to a charity.
- F. Corporate Sponsorships
 - a. Companies frequently give financial support to a nonprofit to help further their mission by sponsorship of events, activities, and programs.

Corporate Philanthropy is one of the Strategies that every nonprofit needs to include in their development plan. Educating your Board of Directors is key in the implementation of Corporate Philanthropy, they are your ambassadors. Turn your donors into champions of your cause that will not only continue to donate, but they will also spread the word about your organization!

Remember...Your Organization's Culture of Philanthropy begins with YOU!

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