

Corporate Giving – an overview

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- Introductions
- What is corporate giving
- Size and scope
- Trends & causes most supported
- Terms, definitions, and business jargon
- Are you corporate giving ready?

Introductions

- ~ Questions in chat
- ~ Come on camera
- ~ Please mute
- ~ Q & A after the break

- Rename yourself
- Your Name
- Your organization
- Where you're located

Thanks for the questions

Here are the top 5 categories

Getting in the Door: Access & First Contact

Why it ranks #1:

A very high volume of questions focus on **who to contact and how to reach them**—this is the biggest blocker.

Key pain points:

- Finding the right decision-maker
- Getting contact information
- Cold outreach (email, calls, introductions)
- Getting responses from companies

Thanks for the questions

Here are the top 5 categories

Building Corporate Relationships from Scratch

Why it ranks #2:

Many respondents are **new or have little experience**, asking how to even begin.

Key pain points:

Starting without connections

First conversations

Turning strangers into partners

Small orgs competing with larger ones

Thanks for the questions

Here are the top 5 categories

What Corporations Actually Want (Value + ROI)

Why it ranks #3:

There's strong demand for understanding **how companies think** and **what makes them say yes**.

Key pain points:

What corporations value

ROI and benefits

Alignment with business goals

Standing out in a crowded field



Thanks for the questions

Here are the top 5 categories



Sponsorship Strategy (Especially for Small & Arts Orgs)

Why it ranks #4:

A large cluster of questions specifically mentions **sponsorships**, especially:

Events

Arts organizations

Smaller nonprofits

Key pain points:

Getting sponsors for events

Valuing benefits

Moving beyond one-off sponsorships



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Thanks for the questions

Here are the top 5 categories



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Navigating a Changing Corporate Giving Landscape

Why it ranks #5:

There's clear concern and urgency around **declining funding and shifting trends.**

Key pain points:

“Giving is down—what’s working now?”

Post-COVID changes

Corporate priorities shifting

Future outlook

What is corporate giving

Any type of support a
nonprofit receives from
a business or corporate
foundation



Business

- Multiple legal structures
 - C Corporations
 - The big guys
 - Publicly traded on the stock exchange
 - Visibility to their financials
 - Stand-alone entity
 - Corporate Tax rules apply
 - S Corporations
 - LLC
 - Partnerships
 - Sole Proprietor

Nonprofits

REI Cooperative Action Fund Public Charity – why?



Time outside is a human right.

Corporate Foundations

- Nonprofit entity set up, run & funded by a business
- aka company-sponsored foundations
- Is federal tax-exempt
- Designed to impact society positively
- Grant maker



**Giving
USA™**

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of The Giving Institute



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Shared intelligence.
For the greater good.



Giving USA 2025

The Annual Report on Philanthropy for the Year 2024

Researched and written by



LILLY FAMILY SCHOOL OF PHILANTHROPY
INDIANA UNIVERSITY



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Collaborative effort, researched and written by the [Indiana University Lilly Family School of Philanthropy](#) and published by [Giving USA Foundation](#), a public service initiative of [The Giving Institute](#).

Estimates charitable giving in the U.S. and breaks down giving by source and recipient category



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Total 2024 U.S. Giving Reached
2023 Giving Total (Adjusted) \$557.16 billion

\$592.5 billion

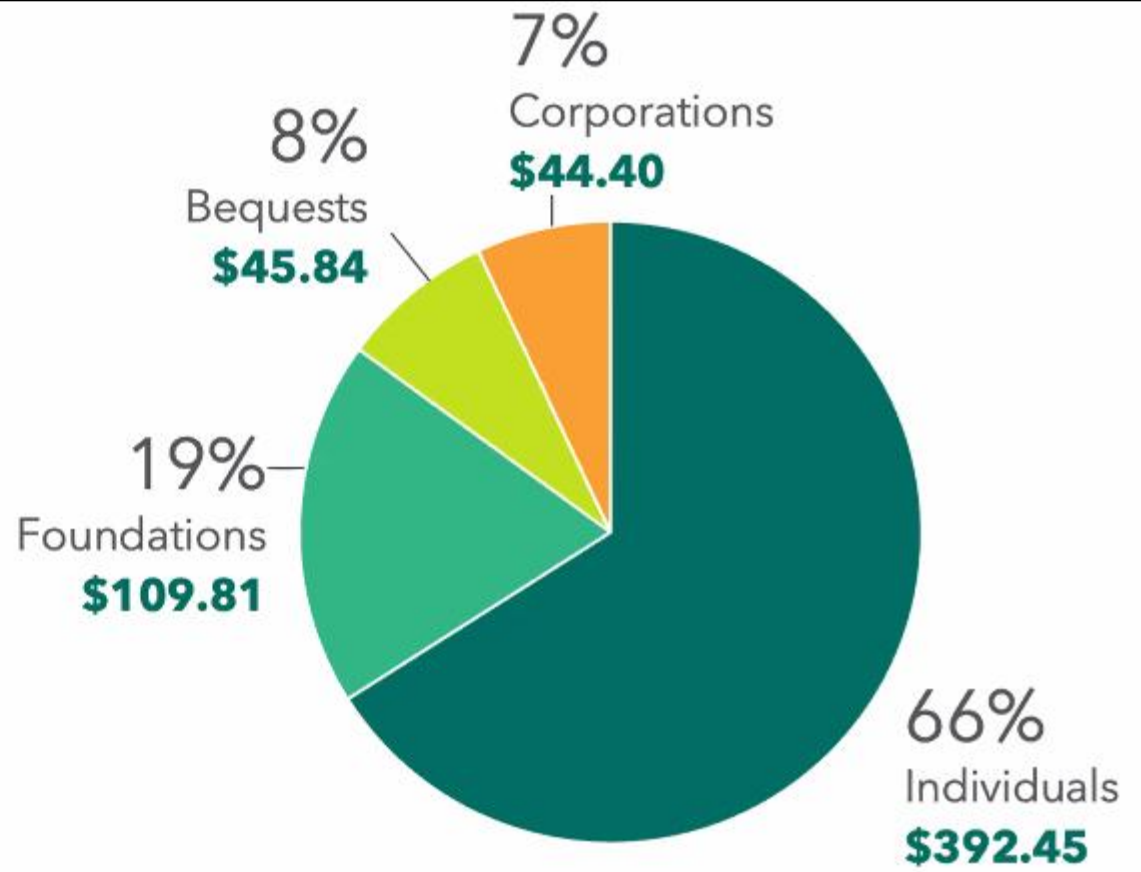
6.3%
increase in
current
dollars
since 2022



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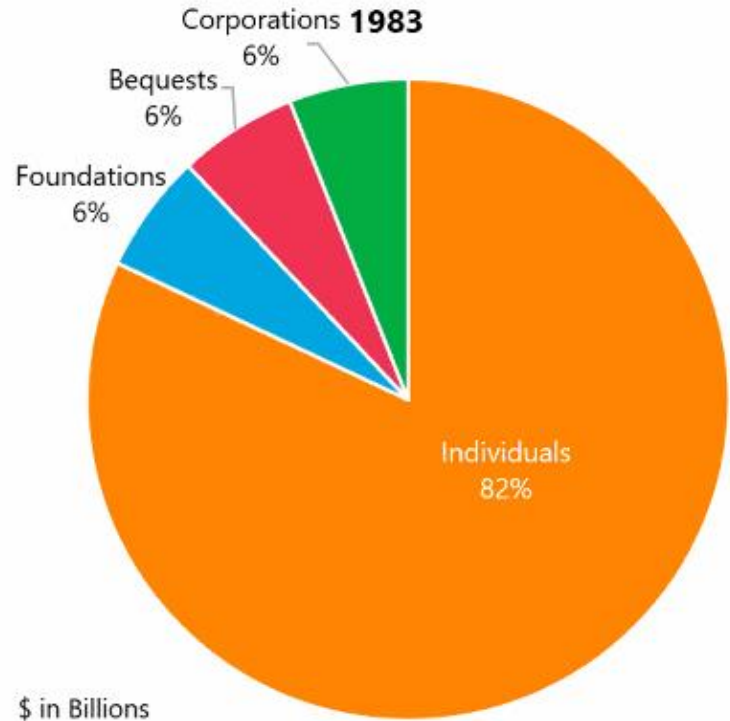
**Overall Giving by Source
in 2024**

(\$ in billions)
Total = \$592.5b

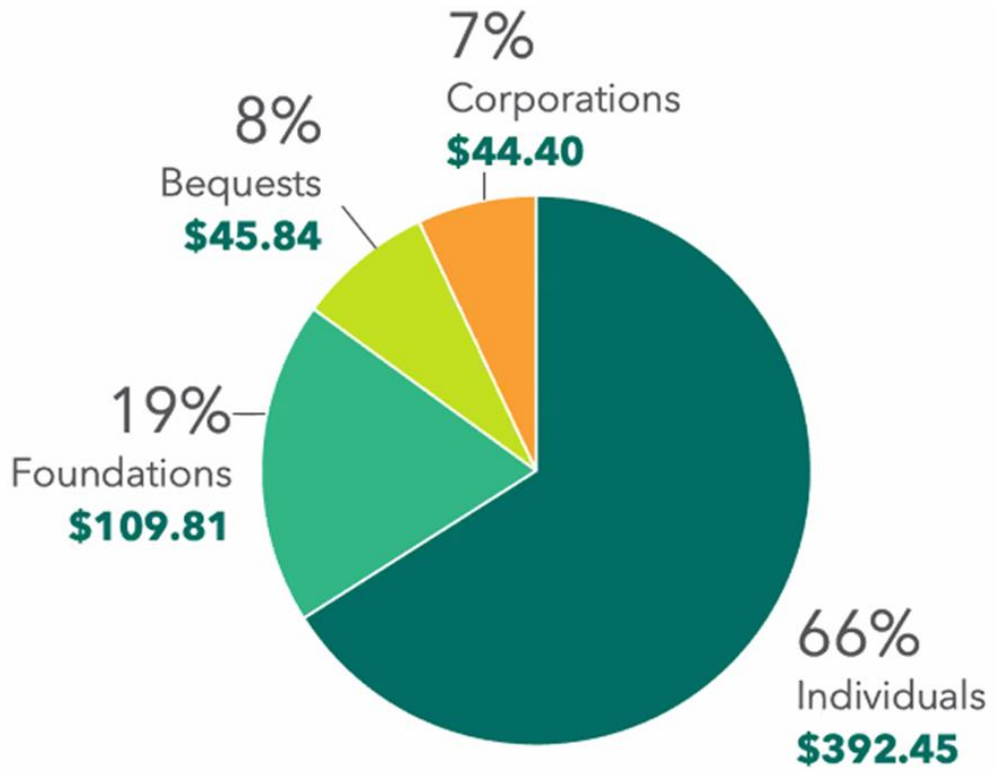




1983



2024

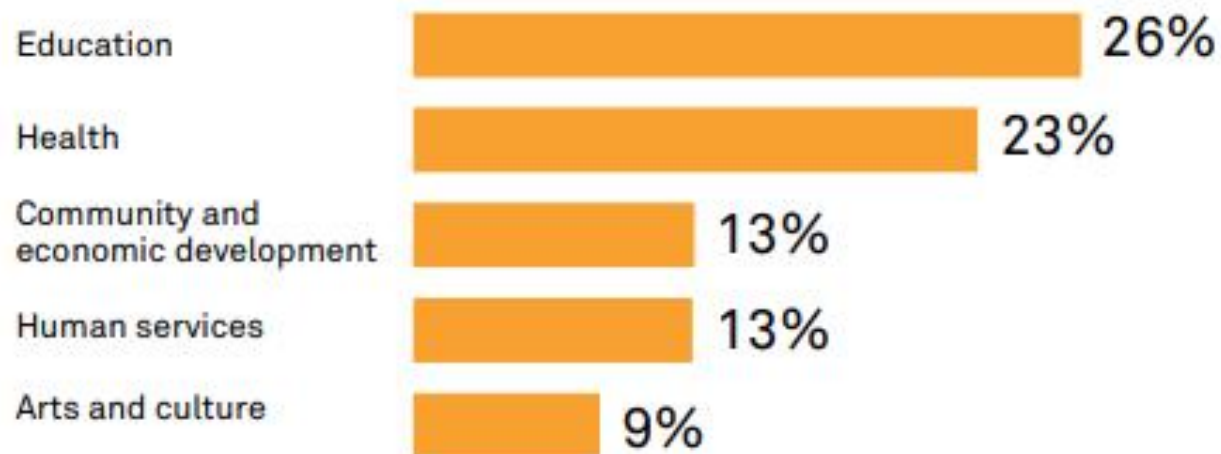


Cash, goods-in-kind, company match, cause marketing

Grantmaking priorities

What do foundations fund most?

Top 5 subject areas by percentage of total funding

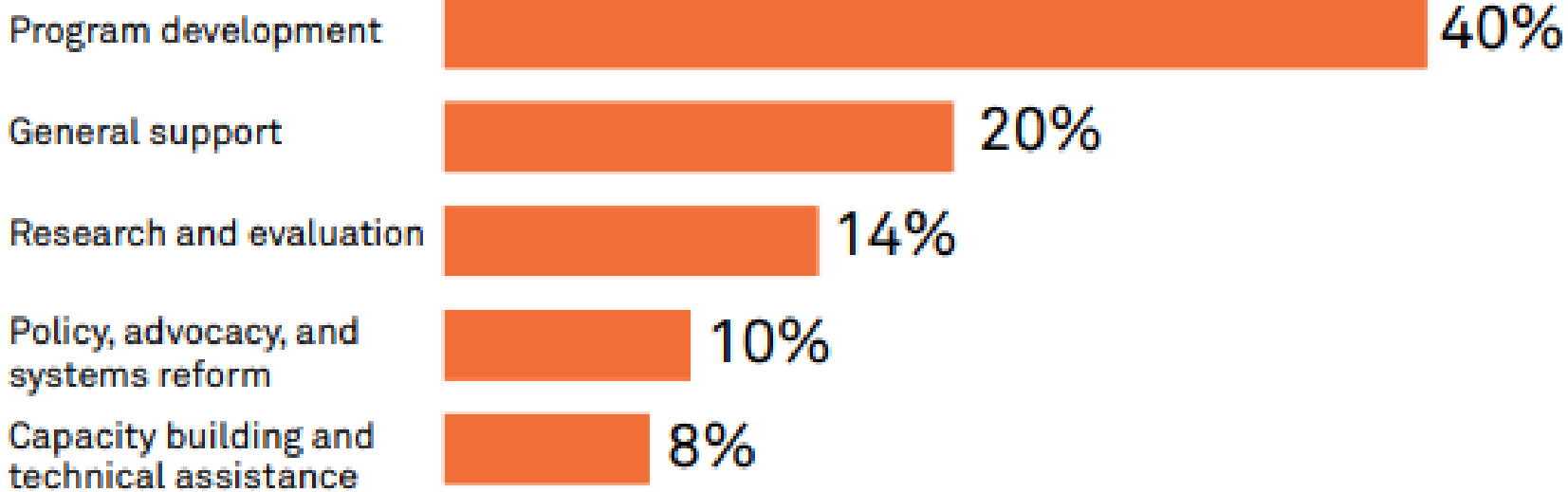


Top 5 support strategies by percentage of total funding



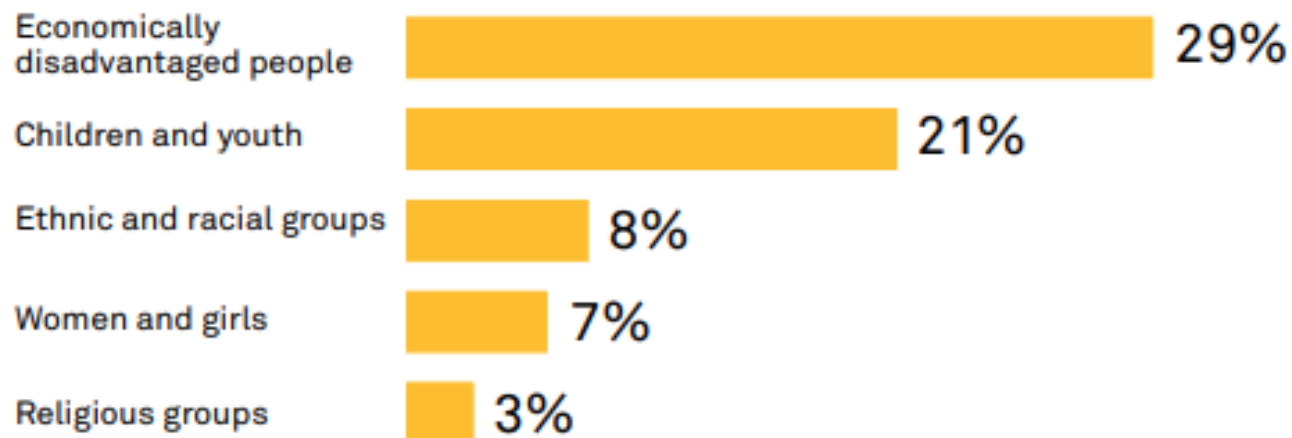
Grantmaking priorities

Top 5 support strategies by percentage of total funding



Grantmaking priorities

Top 5 populations served by percentage of total funding



Source (for all figures on this page): 2018. Subject, population, and support strategy categories are based on the Philanthropy Classification System. The full value of each grant is counted toward each applicable category.

3 of the top **10** grants recipients by dollars were providers of donor-advised funds*



*A donor-advised fund (DAF) is a charitable giving account that is established at a public charity. DAFs allow donors to receive an immediate tax deduction, but allow



Economic Conditions in 2024 (adjusted for inflation)



Disposable **personal income increased** by 2.2%



S&P 500 increased in 2024 with a total return of 25%.
Total giving as a percentage of **GDP reached 2.3%**

What makes
up corporate
giving?

Corporate Philanthropy

- Cash Grants
- In-kind donations
- Gifts
 - ✓ Could be cash
 - ✓ Assets like artwork, cars, real estate
 - ✓ Create a gift policy on what you will and will not accept

Sponsorships

Underwriting \ Licensing

- Cash
- Media
- In-kind
- Print



"I know it seems a bit misplaced, but it does pay all the wedding expenses !"

What makes up corporate giving?



Employee Volunteerism

Individual

- Dollars for Doers
- Skills-based volunteering
- Work in an office
- **Board member**

Team

- Paint your building
- Organize the costume department
- Write thank you cards to your donors
- Phone donors to thank them for gift

What makes
up corporate
giving?

Workplace Giving

- Employee donates to a nonprofit, and the employer matches
 - Usually 1:1 up to a maximum
- Apps include
 - Double the donation
 - Amply

Cause Marketing

What makes
up corporate
giving?



Beneficial collaboration between business and nonprofit to promote the former's sales and the latter's cause.

Decision maker is in marketing (usually).

Unlike philanthropy, ROI is expected

i.e. Point of Sale at checkout

Round up, coin collection, donation vouchers

i.e. Purchase Trigger

Test drive a car, \$100 given to charity



How corporate funders vet nonprofits

10-Point Checklist

1. Mission statement and Impact
2. Tax-exempt status
3. First impression
4. Digital presence (website)
5. Social media
6. Candid's GuideStar, Charity Navigator, Benevity, BBB
7. Reputation
8. Leadership & staff
9. Board
10. Volunteering Opportunities

Why do
companies
give?

Its good
business

- CSR and ESG is becoming must have instead of nice to have
- Altruistic
- Brand
- Image
- Replacing traditional marketing
- Attracts & Retains Employees*

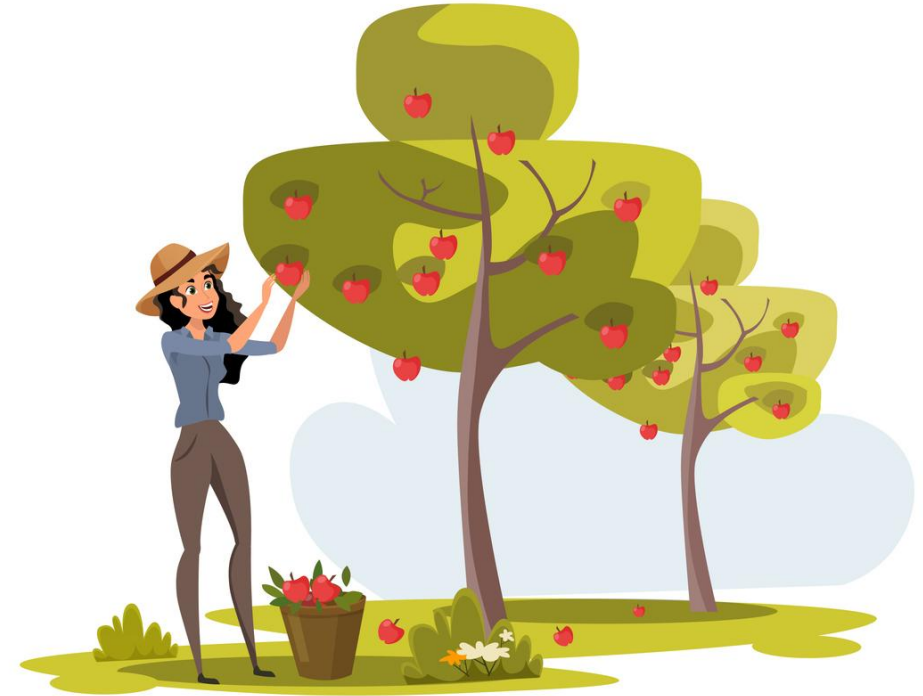
* Reduces costs of hiring and training and loss of customers

From prospecting to maintaining multi-year relationships



Low hanging fruit

- ` Former corporate donors
- ` Subscribers
- ` Board
- ` Staff's connections
- ` Vendors



From low hanging fruit to midtree

Foundation Directory Online

GrantStation

Kindsight

Instrumentl

CauseIQ

Grant Watch

Grant Gopher

Grantseeker

Ai

Your peer agency (competitor)



