INTRODUCTION TO CORPORATE GIVING
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How Companies Give

Credit: Giving In Numbers: 2018 Edition, CECP
HOW COMPANIES GIVE

- Direct Cash: 48%
- Foundation Cash: 34%
- Non-Cash: 18%

Credit: Giving In Numbers: 2018 Edition, CECP
Cash Contributions
Non-Cash Contributions
To be good corporate citizens

To advance their business objectives

To increase corporate visibility

To take advantage of tax deductions
To Take Advantage Of Tax Deductions
To Advance Their Business Objectives
To Increase Corporate Visibility

How visible are you in the community?
How big an audience do you have?
How would you get their name in front of the public?
What companies are in our backyard?

How do we strive to enhance the local community?

How deep is our network of community leaders?

To Be Good Corporate Citizens
Corporate philanthropy is motivated by company interests. Look at your organization from the company's point of view. Companies support nonprofits in many different ways.
WHAT’S NEXT?

Introduction To Fundraising Planning
(Live online and in-person)

Building Corporate Partnerships Bundle
(self-paced elearning)
Is your organization ready to seek corporate support?
THANK YOU

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