



**Center for
Nonprofits & Philanthropy**
THE BUSH SCHOOL • TEXAS A&M UNIVERSITY

Leveraging Corporate Philanthropic Resources to Inspire Change

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**Leveraging Corporate Resources to
Inspire Change**

Leveraging Corporate Resources

Total giving reached \$484.85B in 2021, a 4% increase in current dollars year over year.

Giving by corporations increased 18.3% in inflation-adjusted dollars between 2020 and 2021.

Giving by corporations increased by 11.1% between 2019 and 2021.



Where did the generosity come from?

Contributions by source

By percentage of the total

67% \$326.87 billion

Giving by Individuals

⬆ increased 4.9% over 2020

19% \$90.88 billion

Giving by Foundations

⬆ increased 3.4% over 2020

9% \$46.01 billion

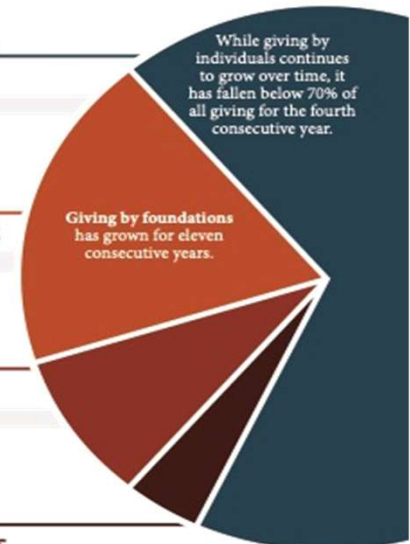
Giving by Bequest

⬆ decreased 7.3% over 2020

4% \$21.08 billion

Giving by Corporations

⬆ increased 23.8% over 2020



*All figures on this infographic are reported in current dollars unless otherwise noted.

Leveraging Corporate Resources



Employee Campaign: One Dell One Community



Internal campaign to activate
employees globally

Employee Campaign: One Dell One Community

PARTNERS



PROGRAM EXECUTION

- Learn: through global community involvement affairs
- Engage: give time and talent through volunteerism
- Commit: contribute through matching gift campaign

MONITOR, MEASURE AND REPORT

- Over 6,000 employees participated in Fairs
- 33% of global employees participated in GCIM
- Executive Ambassador Program governed campaign

Corporate and Consumer Campaign: Disney



Disney partners with parents
in their quest to raise
healthy, happy kids.

Corporate and Consumer Campaign: Disney

PARTNERS



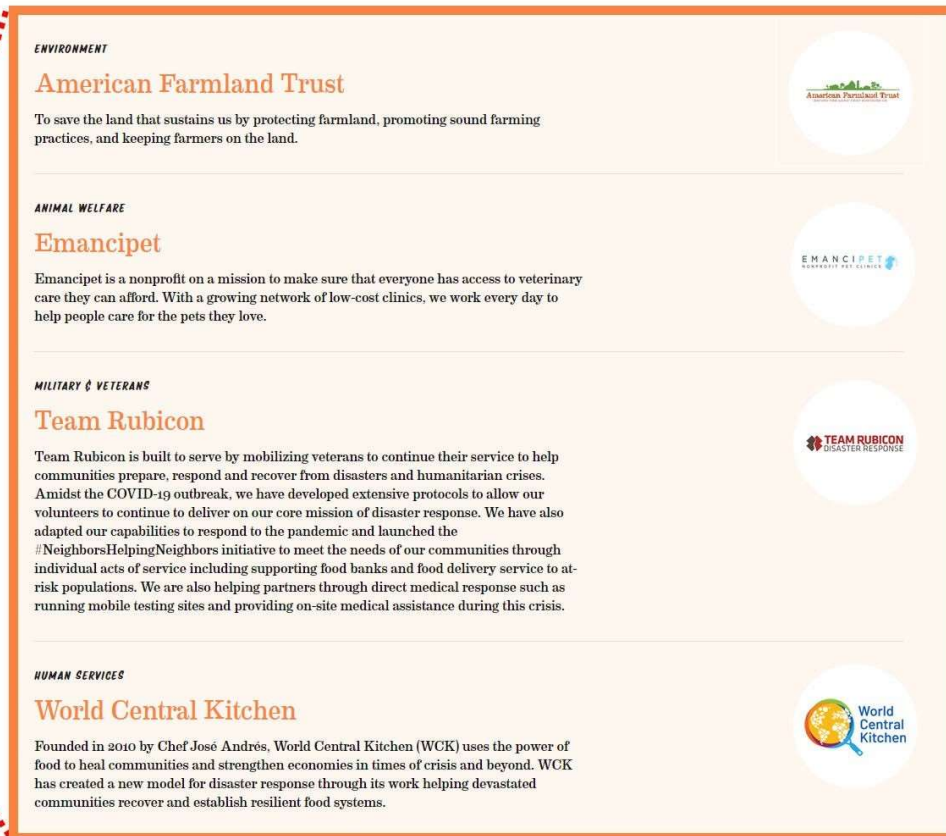
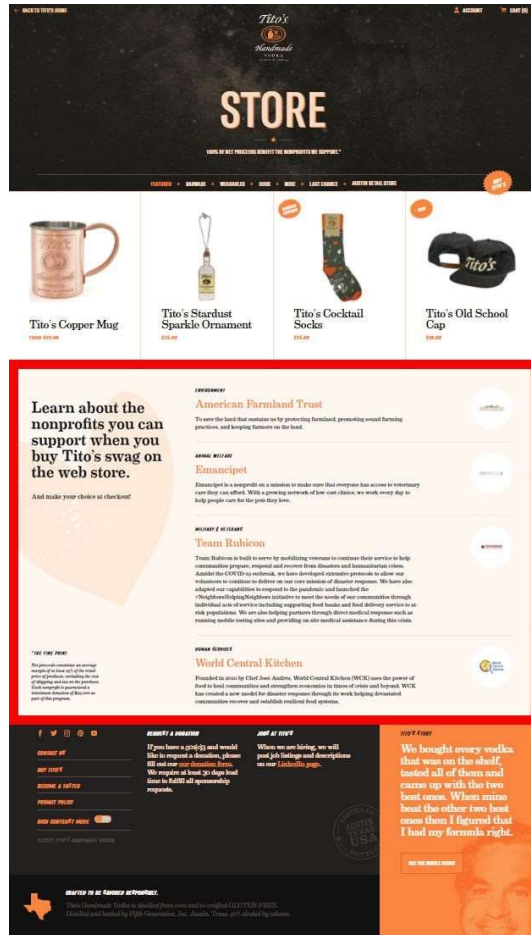
PROGRAM EXECUTION

- Activated through multiple platforms
- Coordinated media, publicity and social media
- Leveraged partners and co-promotions

MONITOR, MEASURE AND REPORT



2021 Webstore & Retail Store Partners



Appendix

What assets do corporations utilize to give?

CAUSE RELATED MARKETING: A program that engages consumers and employees to raise funds through the sale of a product or service. These programs are designed to support the corporate partner's marketing efforts.

SPONSORSHIP: Corporate partners provide monetary or in-kind gifts in exchange for sponsorship recognition, most likely in support of an event or specific program.

CORPORATE OR FOUNDATION DONATIONS: Donations categorized as philanthropic donations or corporate foundation gifts.

MATCHING GIFTS: Corporations "match" gifts of time, as well as cash donations.

EMPLOYEE GIVING: Generally, an employee payroll deduction program that is implemented and managed by the corporation, or in some cases a third-party platform.

IN-KIND DONATIONS: Corporate support through the donation of in-kind product gifts.

SKILLS BASED VOLUNTEERISM: Volunteers who utilize specific talents for an organization, such as finance or legal services.

TRADITIONAL VOLUNTEERISM: Volunteering time or talent on behalf of an organization.

BOARD SERVICES: Executives who volunteer to serve on the organizations Board of Directors.

General Consumer Interests:

76%

of consumers believe it's important for their favorite brands to **support reputable nonprofit organizations**

90%

of consumers are likely to switch brands to one **associated with a good cause**

42%

of consumers would pay extra for products from companies **committed to positive social and environmental impact**

Gender Perspective:



Females

Females strongly agree that brands should provide holistic support to nonprofits by way of: **monetary donations, event sponsorships, employee engagement, consumer activation, and donations of goods and services**



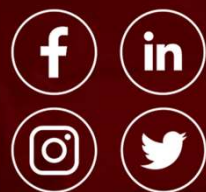
Males

Males believe that the best ways for companies to support nonprofits is by way of **monetary donations**

Males also appear to be more influenced by “**cause marketing**” than females with all factors being similar between the two products

From a sponsorship perspective, 73% of people in the U.S. agree that for brands to be successful, they must connect with customers in real life - This is hard to do in a pandemic - but you guys are getting creative!

Connect with Us!



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UPCOMING EDUCATIONAL OFFERINGS & EVENTS



- **April 11** (12:00-1:00 P.M.) – Webinar; Accelerating Systems Change
 - Via Zoom and open to the public
- **May 23 & 24** – Leadership in Public Service
 - In-person and open to the public at the APCC
- **Fall 2023** (September 20 – November 21) – Certificate Offerings;
Nonprofit Leadership, Social Justice Leadership, and Fundraising Leadership
 - Online and open to the public



Scan to Register!



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