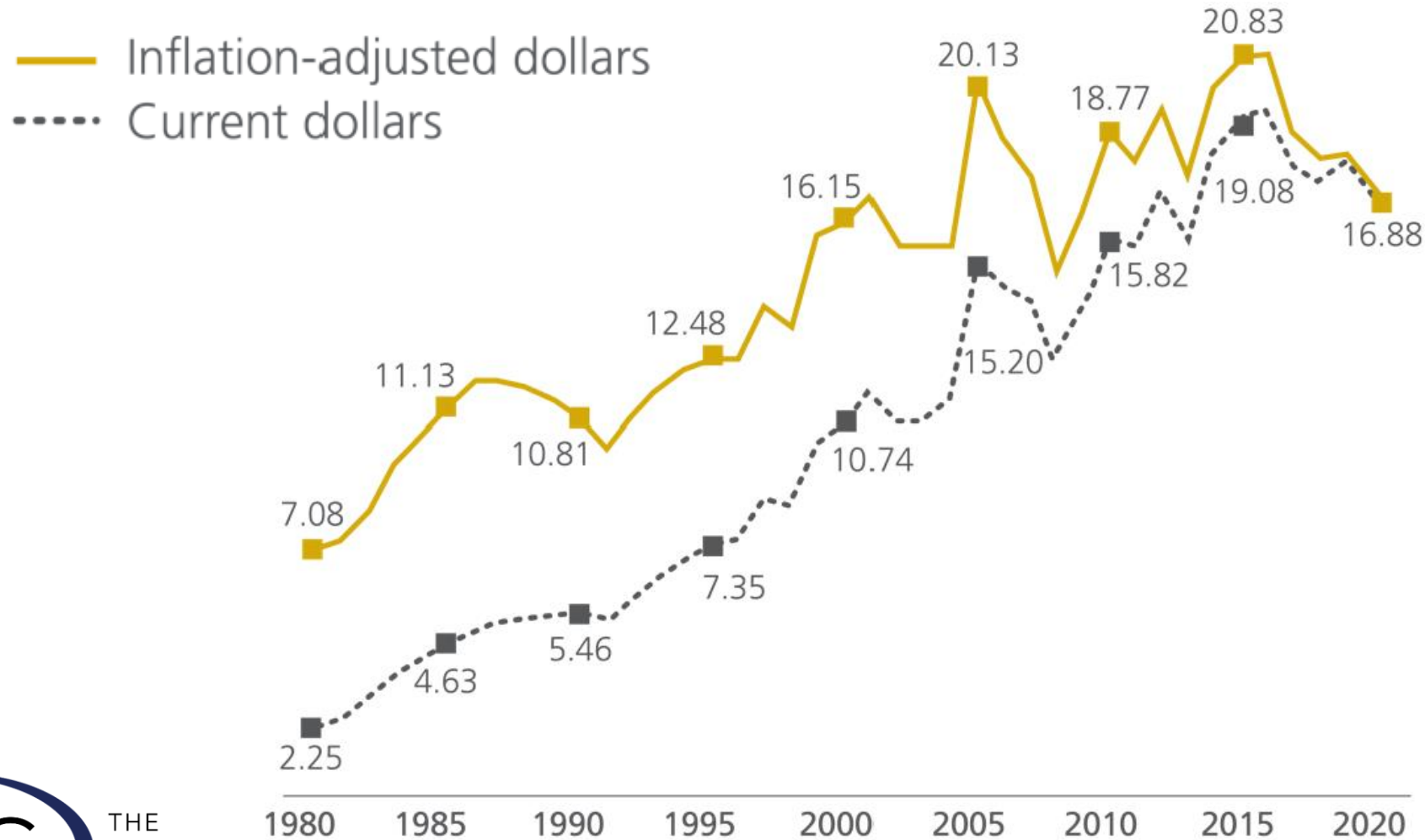


# Trends in Corporate Philanthropy



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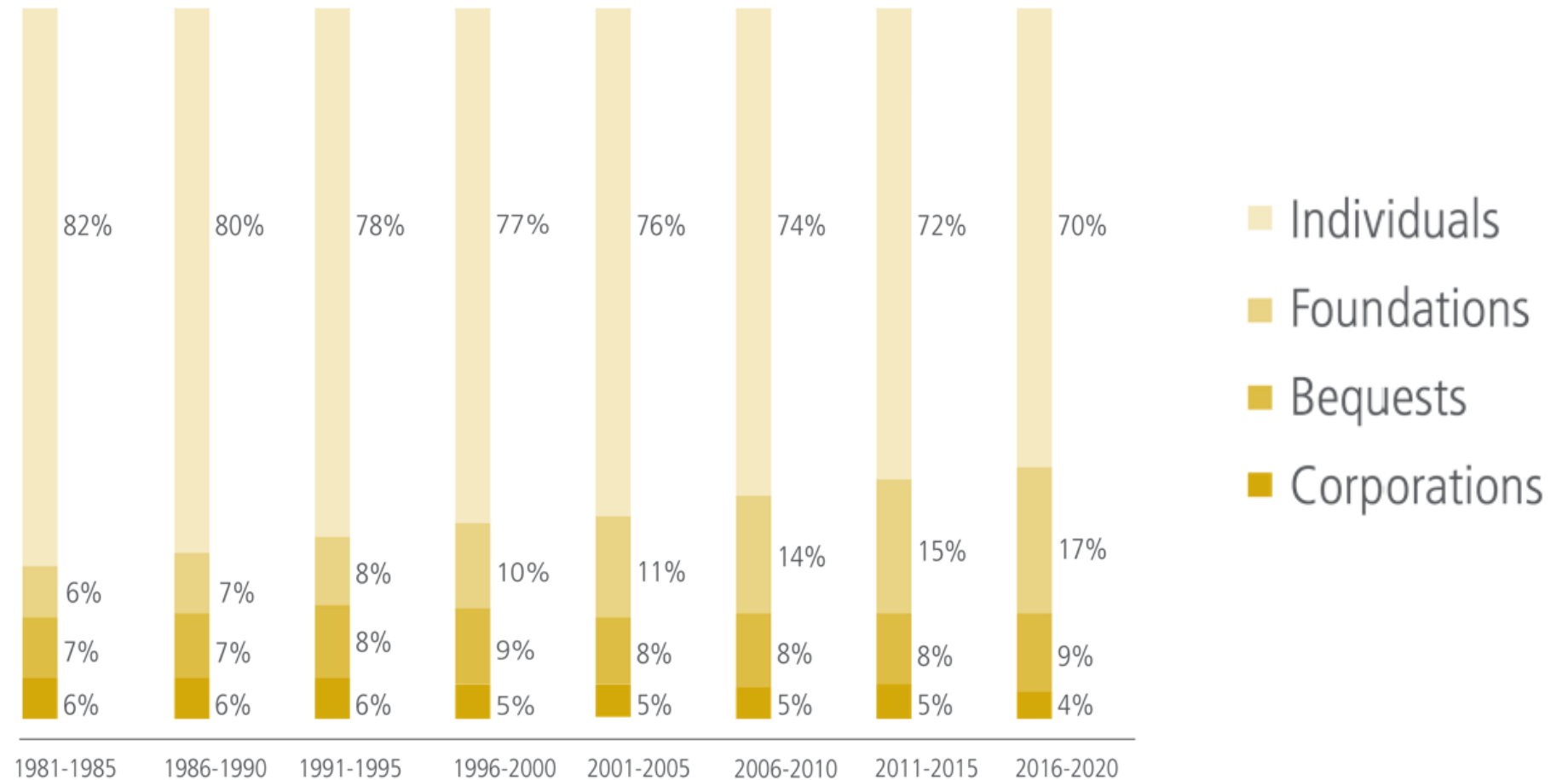
# History Of Corporate Giving



- Corporate giving decreased by an estimated 6.1% in 2020 from 2019, totaling \$16.88 billion.
- This represents 4% of total charitable giving for 2020.

# History Of Corporate Giving

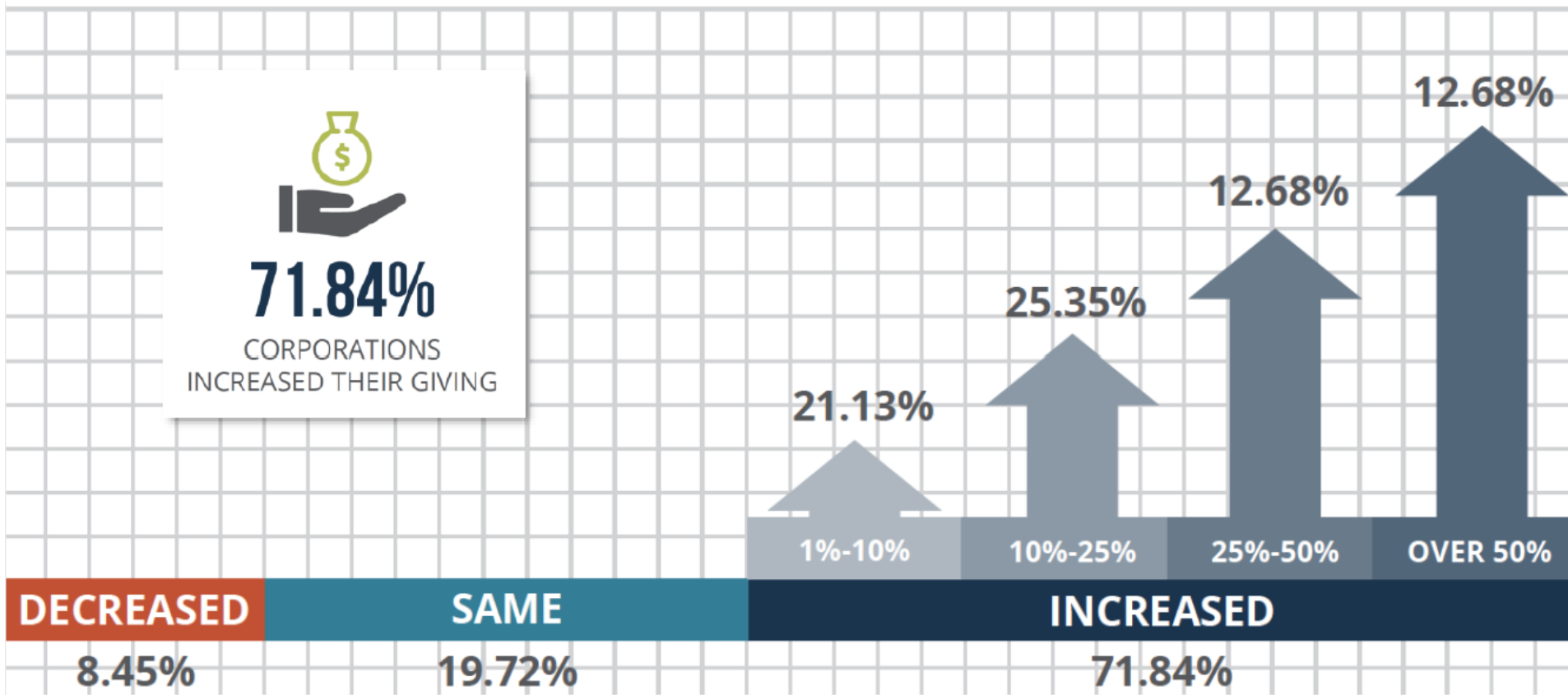
Giving by Source: Percentage Of The Total In Five-Year Spans, 1981-2020



Source: Giving USA

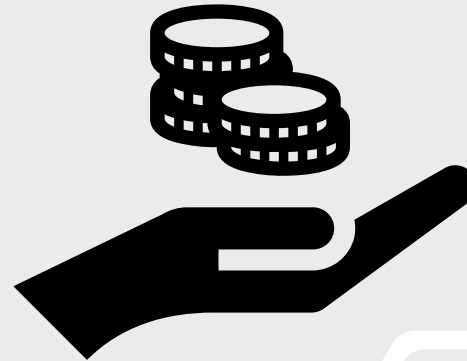
# History Of Corporate Giving

Data Reflects The Spring Of 2020 Compared With The Same Period In 2019



# Current Trends & Priorities

- COVID-19 Response:
  - Contribute to community-based emergency-response funds
  - Improve communication and provide immediate funding
    - Debit cards
  - Listen more to partners, especially communities least heard



# Current Trends & Priorities

- Corporations contributed 44% of \$20.2 billion in pandemic giving
- In 2020 35% of all pandemic giving supported BIPOC communities
- 44% increased the number of grants
- 52% gave to new grantees
- 65% expect to maintain or increase giving in 2021



# Building Relationships With The Corporate Sector

Corporations are taking purpose-driven approaches

Relationship-  
based

Customer-driven

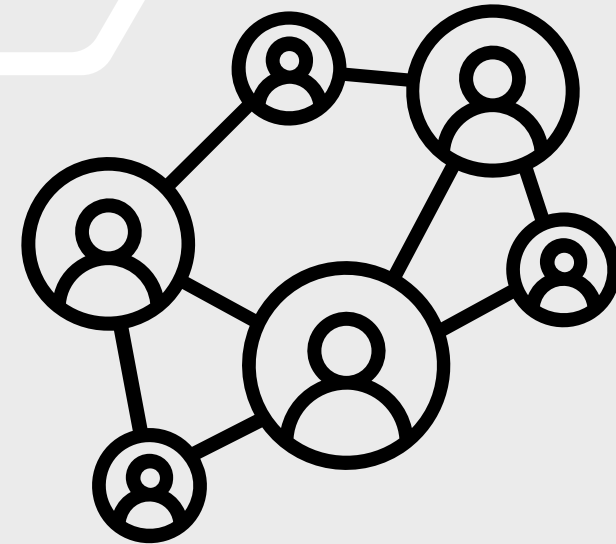
Employee-driven

Shared values or  
purpose-driven

Corporations are working to expand engagement channels between nonprofit leaders and company leaders/employees

# Building Relationships With The Corporate Sector

- Alignment matters
- Social impact is key
  - Social justice (BIPOC & Asian Americans)
  - Underserved regions and people
- Use equity as a lens
- Get practical
  - Learn about potential partners
  - Tell a good story
  - Understand the inner working process
- Use Current Statistics and recent examples





# Build Relationships With Corporate Sector

Seek	Seek introductions through networks, employees and influencers
Communicate	Communicate proactively and often
Outline	Outline stakes of standing with communities and causes
Have	Have a robust two-way conversation about priorities
Find	Find those companies seeking to have an impact on the world
Connect	Connect with grassroots
Discuss	Discuss long-term vision
Build	Build trust, intimacy, track records overtime



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