

FIRM PHILANTHROPY AS A TOOL OF CSR

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INTRODUCTION



WHAT IS PHILANTHROPY?

- Love for mankind
- Promoting the common good
- Improving the quality of life for all citizens





PHILANTHROPY AS A TOOL OF CORPORATE RESPONSIBILITY

- Businesses have the resources and the ability to truly “promote the common good”
- “All of the ways in which companies achieve a positive social impact.”

CORPORATE PHILANTHROPY PROGRAM

- Get your employees involved.
- Promote it by talking it up in internal communications.
- The best corporate philanthropy programs align perfectly with the company's business goals, culture, and persona.



TYPES OF CORPORATE PYLANTROPY



MATCHING GIFTS

- Form of corporate giving that lets an employee decide how their employer allocates corporate philanthropic funds.
- With these programs, an employer will match an employee's donation to eligible organizations.



VOLUNTEER GRANTS

- These corporate philanthropy programs let companies donate to organizations where employees volunteer time.
- Companies will allocate a specific amount of funding per a set amount of hours spent volunteering.

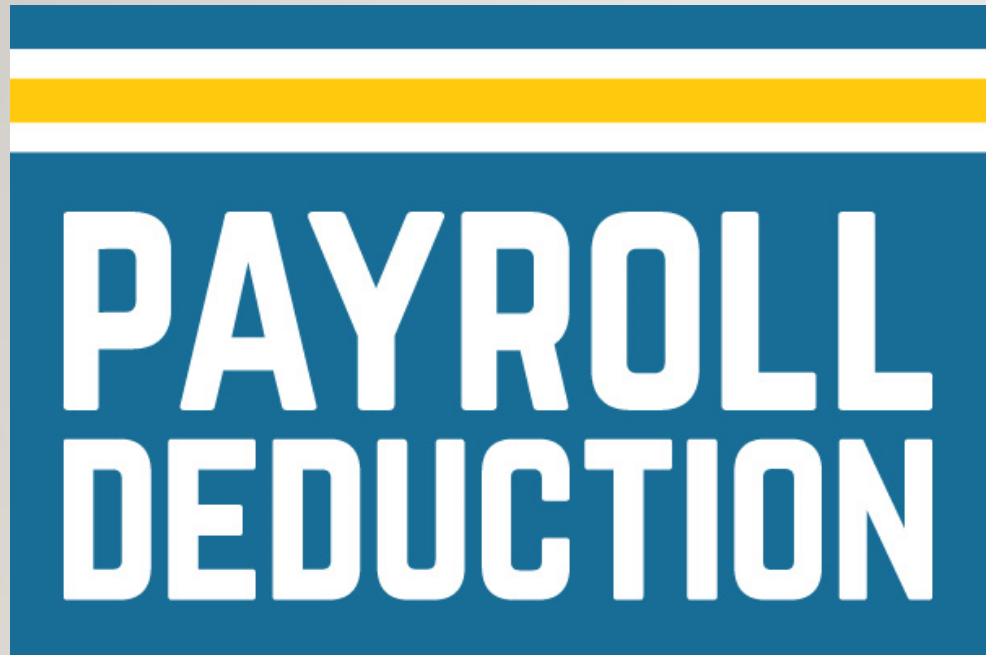


CHALLENGE GRANTS



- In order to receive a challenge grant, a nonprofit has to make an arrangement with a grant making party to earn the funds upon completion of a previously arranged task.
- Your organization has to agree to reach certain goals and fundraise a certain amount before it receives its promised funding.

AUTOMATIC PAYROLL DEDUCTIONS



- Many companies will offer employees the option to donate preset portions of their paychecks to charity.
- The deductions are automatic, so the employer, employee and nonprofit don't have to worry about additional steps.
- It's harder than another options to secure.

FUNDRAISE MATCHES

- Many companies will give fundraising matches in two manners:
 - Some offer a set grant amount for every walk, run, skip, hop and jump an employee participates in.
 - Others mirror matching gift programs in that the businesses will donate funds of equal or greater value to the amount raised by an employee for a specific fundraising activity.

EXAMPLES IN COMPANIES



APPLE

- -Over \$25 million worth of employee donations
- -Extends the program from U.S.



APPLE

- Solid about employees dictating where Apple donates
- \$10,000 per year



GOOGLE

- Diverse giving options
- 6,500 Google employees volunteered 80,000 h



GOOGLE

- Bay Area Giving
- Code for America
- Roberta
- Programming Education Gathering
- Raspberry Pi



MICROSOFT

- In 1983, 200 employees raised \$17,000 for nonprofits
- Microsoft have donated over \$1 billion
- They do technology donations



MICROSOFT

- Volunteer match program – nonprofits receive \$25/h
- Microsoft employees may submit matching gift requests for donations up to \$15,000/year



PEPSI

- Philanthropy prioritizes related causes
- Pepsi offers to match gifts up to \$10,000 per year
- Programs to improve communities:
- I. Pepsi Corps. Pepsi's corporate giving initiatives



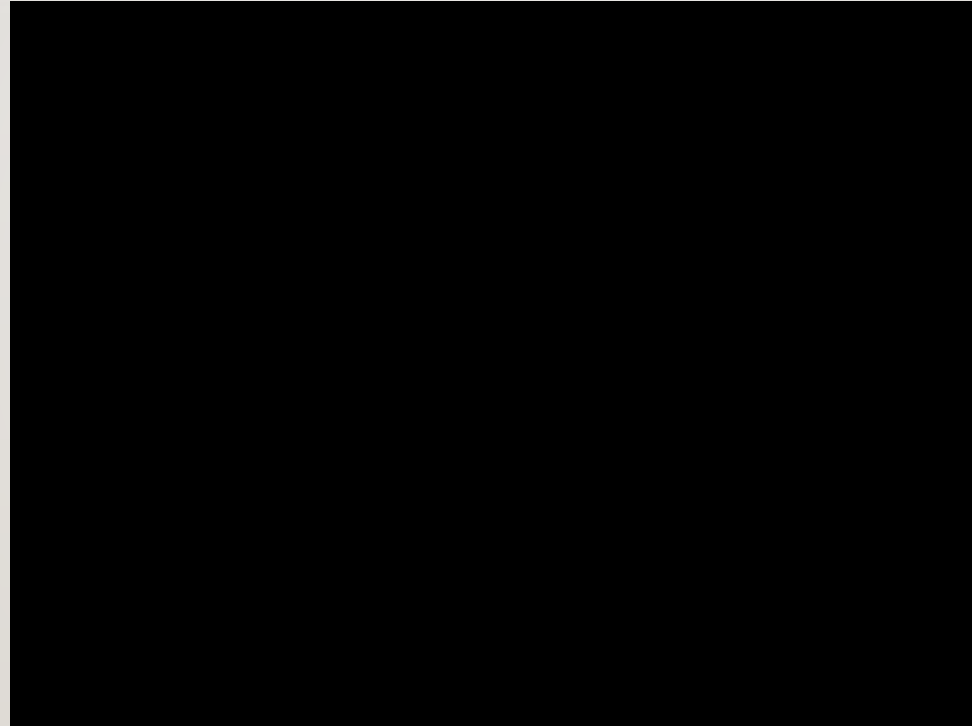
PEPSI

- 2. Mother Water Cellar Project in Greater China Region. Construct a water purification tower
- 3. Food for Good. Over 1.6 million free meals
- Pepsi donates about \$25 million per year



pepsi

VIDEO



REFERENCES

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THANKS FOR YOUR ATTENTION!!!

