

Corporate Philanthropy as a Tool of CSR in a Company



What is philanthropy in general?

- Etymology - a greek term – *philanthropia* = „love of mankind“ = sense of caring, nourishing, developing, and enhancing what it means to be human
- Oxford Dictionary definition - the desire to promote the welfare of others, expressed especially by the generous donation of money to good causes

Corporate Philanthropy



- the act of a corporation or business promoting the welfare of others, generally via charitable donations of funds or time
- the charitable donations of profits, time and resources given by corporations to nonprofit organizations

What is the difference between Corporate Philanthropy and CSR?

Corporate philanthropy:

- Limited and more narrower scope
- Primarily donations: finances, employee time, facilities....

CSR:

- Deals with CP and other issues
- Impact beyond company = address philanthropy, environmental impact or good working conditions

CECP – Committe Encouraging Corporate Philanthropy

„Create a better world through business“

- Founded in 1999 by Paul Newman, Peter L. Malkin, John C. Whitehead
- a coalition of CEOs (180 +)

Three guiding principles:

- Representing the CEO voice in CP
- Encouraging business discipline in the field
- Setting standards for effective philanthropy practice and measurement



Most Common Corporate Giving Programs

- Matching Gifts
- Fundraising Matching
- Dollars for Doers
- Volunteer Grants
- Annual Giving

Leading Corporate Philanthropists

- Apple
- Expedia
- ExxonMobil
- General Electric
- Google
- Johnson&Johnson
- Microsoft
- Pepsico
- Salesforce
- Walmart

Thank you for your undivided
attention ;)

Dominika Bieliková,
Miroslava Gočálová

Sources

- <http://www.peruthisweek.com/blogs-the-difference-between-corporate-philanthropy-and-corporate-social-responsibility-103599>
- <http://www.frontstream.com/what-is-corporate-philanthropy/>
- <http://www.triplepundit.com/2012/08/philanthropy-csr-social-responsibility-of-business/>
- <http://www.slideshare.net/rlakhia/difference-between-csr-and-corporate-philanthropy>
- <http://www.differencebetween.com/difference-between-philanthropy-and-vs-corporate-social-responsibility/>
- <https://doublethedonation.com/corporate-philanthropy-examples-10-leaders/>