



**CORPORATIONS
and
COMMUNITY
FOUNDATIONS:
A Natural Partnership**

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Community Foundations Today



**The most powerful vehicles,
worldwide, for caring people and
companies who want to build
lasting and effective community
improvement**

Community Foundations Today



**An excellent investment for
companies that want to ensure a
positive quality of life in the
places they do business.**

Why Do Businesses Invest in Communities?

**To build economically stronger communities
which are better places for employees to live and
for companies to do business**

Positive employee morale

Customer loyalty and name recognition

**Positive relationships with community leaders and
officials**

Relating giving to the business mission

The satisfaction of building a stronger community

Why Do Businesses Invest in Community Foundations?

Businesses as Contributors

**Building a vehicle for lasting,
effective community
improvement**

Why Do Businesses Invest in Community Foundations?

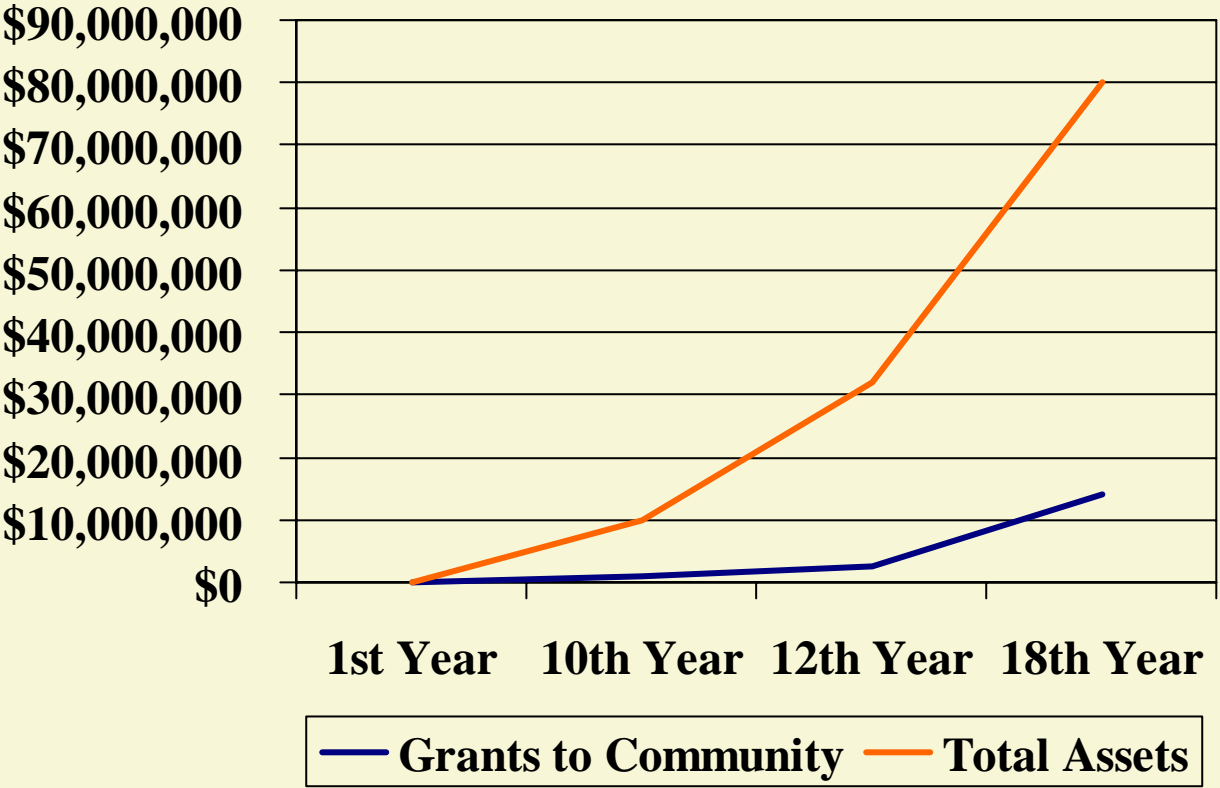
Businesses as Customers

Using the Community Foundation as
a vehicle for their *own* community
improvement efforts

Triangle Community Foundation: An Example of the Potential

- **Begun in 1983 with gift of \$1000; 1st year grants of \$6000.**
- **Reached \$10 million in assets over 10 years; grants of \$900,000.**
- **Achieved sustainability in 1994, with assets of \$25 million; grants \$2.5 mil.**
- **Today assets of over \$80 million, grants of \$14 million.**

TCF: Growth in Community Impact



Businesses as Contributors

Start-up “angel” investors:

**Example: Central Carolina Bank
\$1000**

Start-up “venture capitalists”:

**Example: Liggett & Myers as
Founding Patron**

Businesses as Contributors

Investing in Capacity

In-kind gifts:

Examples:

- Montrose Capital, Adaron, and Teer: free or subsidized office space**
- Colorcraft and People's Security: office furnishings and equipment**
- Litho Industries: Printing**

Businesses as Contributors

Investing in Capacity

Volunteers:

Examples:

- GTE: Accounting assistance**
- Newsome, Graham: Legal assistance**

Setting an example:

Example: Qualex \$1000 named fund

Businesses as Contributors

Investing in Capacity

Gift to Foundation's operations:

Example: Martin Marietta

Gift to the operating endowment:

Example: Burroughs Wellcome

Gift to match challenge grants:

Example: O'Brien Atkins

Businesses as Contributors

Investing in Capacity

Gift to special projects:

Example: Quintiles Transnational

Gift to Foundation's expansion:

Example: Capitol Broadcasting

Funding for unrestricted grants:

Example: Allenton Realty

Companies and Community Foundations

**NOT A
ONE-WAY
STREET!**



Businesses as Customers

Begins with you, the customer:

What are your dreams for the community?

**What do you want to accomplish:
for the community?
within your business?**

**What do you want your giving to say
about your company?**

Businesses as Customers

The Community Foundation brings:

**Extensive knowledge of the community
and its needs**

**Understanding of and contacts with
NGO's**

Knowledge of other funders

**Built-in infrastructure and
administration**

Publicity or anonymity

Professionalism

Businesses as Customers

Managing Corporate Contributions

Programs:

Example: Quintiles Transnational

Managing Specialized Giving

Programs:

Examples: Glaxo Special Projects Fund,

Burroughs Wellcome Opportunity

Scholarship

Businesses as Customers

Developing Corporate Signature Programs:

Example: SAS

Building a Corporate Culture of Giving:

Example: Cogent Neurosciences

Managing an Employee Giving Committee:

Example: Ventana Communications

Businesses as Customers

**Trusted Local Partner for
Multinational Company:**

Example: Mitsubishi Semiconductor

Regional Giving for National Firm:

Example: American Airlines

Specialized Marketing:

Examples: Anheuser Busch, Nordstrom

Businesses as Customers

Managing giving for a small company:

Example: A Southern Season

Honoring a Retiring Executive:

Example: Phoenix Communications

Special event/special purpose:

Example: Magnolia Grill

Many Roles for Businesses: Businesses as Customers

Managing giving for corporate executives:

Example: James Maynard, Golden Corral

Philanthropy at time of sale or IPO:

Example: News and Observer

The Bottom Line

A strong community needs a strong community foundation

Every business, large or small, can help grow a community foundation, and every business, large or small, can use the community foundation to grow a stronger community.

Partnering with the Community

Foundation is a great opportunity for your company.

