

Established in 1983, the mission of the Triangle Community Foundation is to expand philanthropy in the communities of Wake, Durham, Orange, and Chatham counties.

The Catalyst Project of the Triangle Community Foundation is one of the nation's leading regional 'promotion of philanthropy' efforts, working to triple the Triangle's base of philanthropy from 1 billion to 3 billion dollars in permanent philanthropic 'capital' by 2017.

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ACKNOWLEDGEMENTS

Primary support for the Catalyst Project's Corporate Outreach is provided by Capitol Broadcasting Company. Endowment support for Corporate Outreach is provided by the F.M. Kirby Foundation.

This publication was conceived and produced by the Catalyst Project of the Triangle Community Foundation, supported in part by a grant from New Ventures In Philanthropy, a national promotion-of-philanthropy initiative of the Washington, DC-based Forum of Regional Associations of Grantmakers.

Corporate Philanthropy: A guide to giving



The Bottom Line

Corporate philanthropy plays a vital role in preserving and advancing our community's quality of life – the health, vitality and economic strength. Many business leaders have also discovered that corporate giving helps improve a company's bottom line – that a business can do well by doing good. Several of the Triangle's leading corporate 'citizens' have observed that many more of our regions locally-headquartered companies – both public and private, medium and large – could benefit from establishing a program of corporate giving – and make an important contribution to our growing region. Recognizing that companies may perceive a variety of barriers to organizing and managing a giving program, a committee of CEOs is reaching out to peers to learn more about companies' goals and challenges, share information about benefits and options and offer direct assistance through the Catalyst Project, one of the country's most successful 'promotion of philanthropy' initiatives. Spearheaded by the Triangle Community Foundation, the Catalyst Project is supporting the creation all forms of new philanthropy throughout our region.

We appreciate your company's role in making the Triangle a vibrant, growing region. Thank you for sharing an interest in ways philanthropy can add further value to our community and to your company's bottom line.

What is an "organized corporate giving program"?

An organized corporate giving program gives a company an opportunity to be strategic and effective with hard-earned philanthropic dollars.

A giving program goes beyond writing a check to a few organizations each year, or offering a workplace giving program.

Many companies – large and small – offer donations of executive/employee volunteer time, cash grants and gifts-in-kind – and tie these gifts directly to strategic business goals. Increasingly, companies are reaping the market share, human resource and public relations advantages and, most important, the personal satisfaction, of this comprehensive approach to corporate philanthropy.

What are the benefits to the company, employees, and the community?

- Competitive advantage in attracting and retaining employees;
- Closer relationships with community leaders and officials ;
- Greater customer loyalty;
- Increased positive name recognition and 'brand' loyalty;
- Leadership development opportunities for employees;
- Enhanced reputation and standing in the community;
- Beneficial business-to-business relationships with nonprofit organizations;
- A reservoir of community goodwill to aid the company in times of crises;
- Improved sense of common purpose;
- Exposure of employees to new ideas, points of view and important community concerns;
- Healthier, more vibrant and economically stronger communities;
- And most important, the satisfaction of knowing that the company is helping to build a better community.

Options for Every Company

There are options for setting up a giving program to fit any type of company and budget. Three basic forms exist:

(1) A corporate foundation is a legal entity separate from the company. It is funded by the company, in keeping with IRS regulations concerning private foundations, and has its own by-laws and governing board. In the Triangle, Progress Energy is an example of a company-sponsored foundation.

(2) A company-sponsored charitable fund within a community foundation is a sec-

capacity of the community foundation. Locally, American Airlines and Quintiles have chosen to create funds within the Triangle Community Foundation for their corporate giving.

(3) A direct (internal) giving program is operated and funded by the company, and may be reported to the IRS as a tax-deductible charitable expense. Kimley-Horne has such a program.

While the legal structures (and associated management requirements) are very different, in all three options the corporation stays in the driver's seat. And, most important, all three help you maximize the benefit, to the company and the community, of your scarce philanthropic dollars.

Resources Available through the Catalyst Project

The Catalyst Project of the Triangle Community Foundation offers a variety of products and services to assist local companies in all aspects of exploring options, defining and developing a tailored program of philanthropy, and, if desired, assisting with its management. The Foundation also coordinates the Triangle Donors Forum, providing company executives involved in corporate philanthropy with bi-monthly opportunities to network with their peers and other philanthropic leaders about topics of common interest. Please let us know how we can help you create or enhance your company's program for giving.

For more information or assistance, please

"Supporting our community's progress and quality of life (also) improves the business climate."

Greg Poole III, President,
Gregory Poole Equipment Co.

"We wanted our giving to reward and encourage our employees for their volunteer work and charitable contributions."

Bob Wright, President,
Kimley-Horn and Associates