
Leveraging CCF for Your Corporate Giving Program



A corporate giving program is a powerful way to bolster both your local community and your company's bottom line. In recent decades, these programs have become a corporate mainstay. Companies have increasingly recognized that these programs help to attract and retain employees and to build strong and vibrant cities that support both business and personal well-being. Giving programs also bolster corporate brands, as consumers are ever more conscious of the values that they want to embody with every purchase.

Yet like any other corporate function, a giving program requires expertise and effective management to meet its goals. The challenges of finding worthy and reliable non-profit partners, of surfacing volunteering recommendations for employees, of managing the complexities of tax reporting requirements, as well as the administrative logistics to track financial donations, can become a burden on a company. This leads some companies to give up on the enterprise or deters them from trying to get such a program

off the ground. Others carry forward and gain expertise, but the results, both for the company and for the community, fall far short of where they otherwise might.

That's why CCF established its corporate program – to allow corporations to leverage their resources, using CCF's expertise, organizational infrastructure, and philanthropic and non-profit networks to ensure maximum impact for corporate givers.

CCF is experienced at working with corporations at every stage of the philanthropic journey, ranging from those entirely new to the field to experienced companies looking to deepen their impact. It is home to the corporate funds of major hospitals, clothing companies, and tech enterprises.

This experience enables CCF to offer a variety of services for corporations, including:

- 1. Helping to think through and developing philanthropic priorities;**
- 2. Refining issue areas and goals;**
- 3. Identifying and building relationships with potential grantees;**
- 4. Strategizing to maximize impact; and**
- 5. Conducting back office functions such as due diligence on grantees, handling grant applications, sending out grant checks, and more.**

Giving programs can take a number of forms, such as corporate scholarships or corporate advised funds. Corporations may also choose to partner with existing CCF initiatives, such as the [Wildfire Recovery Fund](#), or on topics ranging from education and health to immigration and housing.

For all of these, corporate partners tailor their desired level of involvement. You may prefer to set broad guidelines and let CCF handle implementation details, or you may choose to take a hands-on role in selecting grantees, determining grant allocations, and other matters.

Throughout all of this, CCF is able to provide the deep local knowledge, the expertise in the sector, and the practical know-how to help ensure that your giving program meets all of your goals.

You can draw on CCF's organizational knowledge, culled from over a century of philanthropic experience, to guide your decision-making.

So whether your corporation has only just begun to consider a corporate giving program, you are preparing to launch, or you are looking to take your existing program to the next level, CCF has the staff, the resources, and the expertise to meet you where you are and take you higher.

Please feel free to contact your Relationship Manager or the Donor Relations Team at donorrelations@calfund.org if you have questions about corporate giving. We are here to help.

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