

# The Ultimate Guide to Corporate Philanthropy

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**Double *the* Donation**  
matching gifts made easy

# Table of Contents

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<b>The Basics of Corporate Philanthropy.....</b>	<b>3</b>
Types of Corporate Giving .....	5
Why Corporate Philanthropy Is Important.....	7
Corporate Philanthropy Statistics.....	8
<b>Leading Corporate Philanthropy Programs .....</b>	<b>9</b>
Companies Doing Corporate Philanthropy Right.....	10
Top Matching Gift Companies.....	11
Top Volunteer Grant Companies.....	12
How Matching Gift Databases Centralize Corporate Philanthropy.....	13



# **The Basics of Corporate Philanthropy**



## What Is Corporate Philanthropy?

Corporate philanthropy is the act of a corporation or business promoting the welfare of others, generally through charitable donations of funds or time.



## How Much Do Corporations Donate?

Last year, corporations in the United States donated more than \$23.8 billion to nonprofit organizations, including arts organizations, health and human services, and educational institutions.



## Why Is Corporate Philanthropy Important?

Corporate philanthropy is an essential business function that helps support communities where companies are based, foster employee engagement, and generate business value.

# Types of Corporate Giving

## Matching Gifts

Matching gifts are the most popular form of corporate philanthropy. **Companies with matching gift programs donate to the same nonprofits that their employees do.**

Common parameters set on such programs include employee eligibility (e.g., only full-time employees), nonprofit eligibility (e.g., only educational institutions), match ratio (e.g., 1:1 or 2:1), maximum and minimum donations matched (e.g., gifts of \$50-\$2,000), and deadlines (e.g., one year after the donation).



## Volunteer Grants

Volunteer grants, also known as Dollars for Doers programs, are second only to matching gifts in popularity. These corporate philanthropy programs match employees' volunteer hours with donations to those nonprofits.

**Volunteer grant programs are usually structured with thresholds instead of an exact hour-to-donation ratio.** That is, once employees have volunteered for a minimum, predetermined number of hours (e.g., 20 hours), their employer will donate a set amount to that nonprofit (e.g., \$500).



## Employee Grant Stipends

Some corporations will award grants to employees to donate to the nonprofit of their choice. While these programs are less common than matching gift or volunteer grant programs, they are impactful for the nonprofits that benefit from them.

**Typically, employees just have to submit a request for a check to be sent to the nonprofit they care about.**



## Community Grants

Companies, not employees, are the ones who initiate community grants. Nonprofits can apply to companies with these programs in place to explain why their organization's mission would benefit from the grant money.

Most corporations with community grant programs award these grants to nonprofits whose applications explicitly emphasize the impact of their organization in their local community and the need they face.



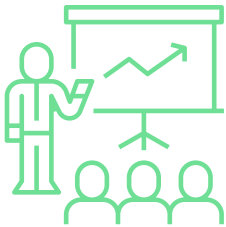
## Volunteer Support Initiatives

Corporate philanthropy isn't always about donating money. With volunteer support initiatives, companies partner their employees with nonprofits to provide specialized support that only that company can provide.

Most volunteer support initiatives are sponsored by companies that can provide material support, such as food or technology, or their employees' specialized services, such as consulting or legal advice.



# Why Corporate Philanthropy Is Important



## Positive Workplace Environment

Bringing employees together to participate in team volunteer grants or other team philanthropic programs encourages everyone to see themselves as part of the greater community.



## Increased Employee Engagement

Companies with engaged employees who enjoy their jobs outperform companies with disengaged workers by up to 202%! Collective participation in philanthropy engages employees with each other.



## Positive Public Image

Partnering with a nonprofit provides corporations the opportunity to publicly show their communities how invested they are through press releases, social media, and word of mouth!



## Enhanced Consumer Relationships

Consumers want to purchase goods and services from companies that are doing good in the world, especially those that support causes they care about.

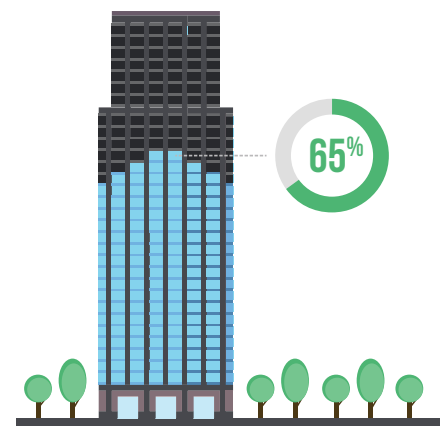
# Corporate Philanthropy Statistics



An estimated **\$4-7 billion** in matching gift funds goes unclaimed per year. Don't let your nonprofit miss out – market matching gifts to your donors!



Walmart is the largest corporate philanthropist, giving more than **\$300 million** annually in cash donations, plus more than **\$1 billion** in additional in-kind support.



**65%** of Fortune 500 companies offer matching gift programs to their employees. That's not counting the corporations who offer other forms of corporate philanthropy!





# Leading Corporate Philanthropy Programs

# Companies Doing Corporate Philanthropy Right



**Chevron** offers up to \$10,000 in matching donations and a comprehensive volunteer grant program.



**Johnson & Johnson** matches up to \$20,000 in employee donations, sometimes at a 2:1 ratio.



**Microsoft** offers a volunteer grant program and matches up to \$15,000 in employee contributions.



**Salesforce** grants up to \$5,000 in matching donations.

# Top Matching Gift Companies



**Apple** will match part- and full-time employee donations from \$1 to \$10,000 at a 1:1 ratio



**PepsiCo** matches most employee donations at a 1:1 ratio but increases to 2:1 for employees who sit on nonprofit boards.



**Gap** will match the charitable donations of retirees as well as current full- and part-time employees.



**BP's** program matches personal employee donations as well as funds employees raise from their families and friends.

# Top Volunteer Grant Companies



**Aetna** matches a minimum of 20 hours of volunteering with \$300 for the nonprofits its employees support.



**Exxon's** volunteer grant program provides a \$500 grant to nonprofits each time an employee volunteers 20 hours there.



**Allstate** will donate \$500 to nonprofits when an employee volunteers for them for a minimum of 16 hours.



**RealNetworks** will grant nonprofits \$15 for every hour its employees volunteer, up to \$900 each year per employee.

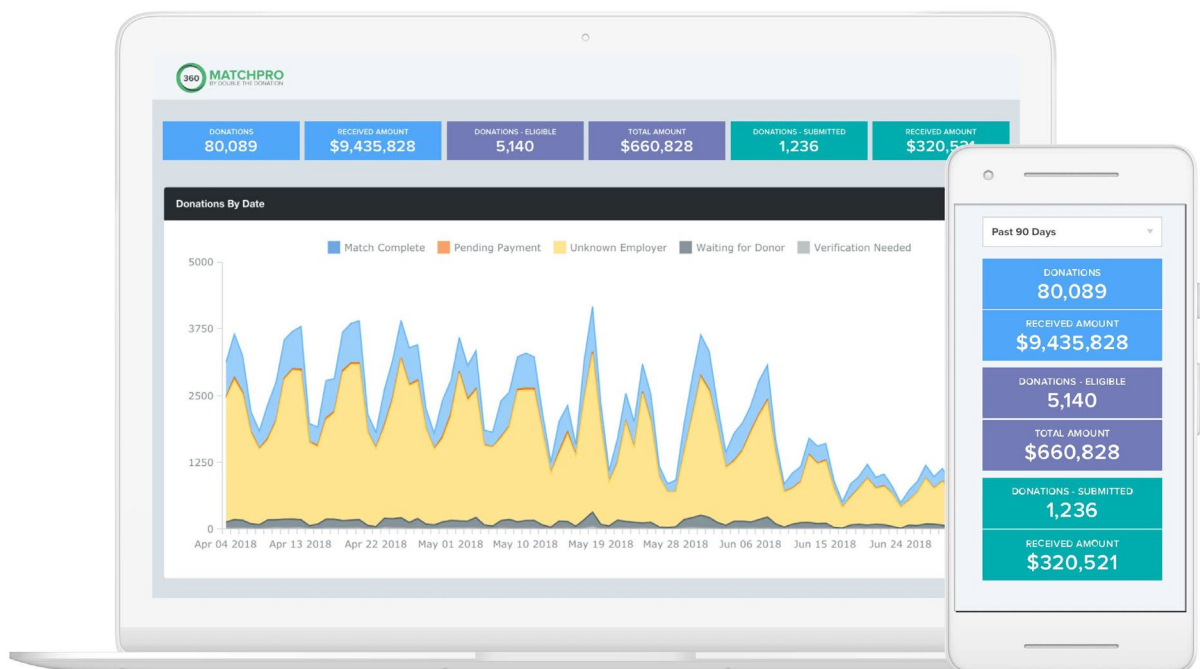
# How Matching Gift Databases Centralize Corporate Philanthropy

Because every corporate philanthropy program is different and every donor will be eligible to take advantage of it in different ways, tracking these programs and your donors' participation in them can be tricky.

You don't want to miss out on matching gift revenue just because your match-eligible donors didn't know they were eligible or because you didn't follow up with them.

**To stay organized and ensure that your nonprofit can take advantage of the greatest benefit possible, implement a matching gift database software solution.**

The right tool will save you and your donors time by limiting the amount of time you spend searching for matching gift program specifics and proceeding through the matching gift process.



## Matching Gift Database Search Tool

Using a matching gift database plugin, like Double the Donation's, all of your donors can access information about their employer's program (including any forms they need to fill out and submit) through one search field.

You don't have to tell your donors to check their company's website or call their HR department.

Instead, you can provide them with one resource where they can find the information they need, no matter which company they work for.



## Matching Gift Database Automation Service

Full-service matching database solutions, like Double the Donation's 360MatchPro, can do more than provide users with the necessary information and forms. These services can actually move donors through the matching gift request submission process, from identifying match-eligible donors through email domain screening to sending automated reminder emails. Your staff saves time, and your donors get the guidance necessary to ensure they submit their matching gift requests promptly.





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[www.doublethedonation.com](http://www.doublethedonation.com)