MAXIMIZING IMPACT: LEVERAGING CORPORATE PARTNERSHIPS TO DRIVE IMPACT AT ALL LEVELS OF THE ORGANIZATION



# THE CHALLENGE

Corporate partnerships thrive on clear communication and shared values, creating a win-win situation that leads to sustainable, long-term impact for both organizations involved.

When there is a lack of understanding or buy-in, on either side, it can be a detriment to the success of the partnership.

Given the current political climate and the uncertainty of federal funding, corporate partnerships are more necessary than ever. And in this current political climate, it's more necessary than ever to find right-fit, mission-aligned partners.

# **OVERVIEW**

#### **FAST FACTS:**

- Corporations made \$36.55 billion in charitable gifts in 2023, a 3% increase from the 2022
- 65% of Fortune 500 companies have a matching gift policy
- 90% of employees who work at companies with a strong purpose are more inspired, motivated, and loyal
- Employees who participate in corporate purpose programs through volunteering, giving or taking positive actions are 52% less likely to leave their company
- 47% of U.S. companies offered community volunteer programs in 2018

Sources: Society for Human Resource Management 360MatchPro Talent Retention Study

# POTENTIAL CHALLENGES

### MISSION UNALIGNMENT

### **PERCEPTION OF** COMMERCIALIZATION

**INFLUENCE AND CONTROL OVER** FUNDING

The overall goals of a corporation could be in misalignment with the overall mission of the nonprofit Buy in from both sides could be mismatched

For nonprofits whose mission is not in support of capitalism and building money, this could start to tarnish the nonprofits reputation

The nonprofit could begin to rely on this funding.

# CHALLENGES CONTINUED

### **ADMINISTRATIVE** BURDEN

DONOR **ALIENATION** 

There is a chance if plan for use **LIMITED IMPACT** of the connections is not properly designed and isn't meeting the need of the people.

Shifting priorities from corporate CHANGING POLITICAL partners depends on the current LANDSCAPE political climate. This could impact what partners decide to provide to nonprofits and which

nonprofits.

There is extra work that would be needed from communication, scheduling and data collections

Possibility of conflict between various donor sources

# CHALLENGES CONTINUED

**OVER RELIANCE** The nonprofits autonomy could be **ON THESE** limited in some of these situations PARTNERSHIPS if the dependency on corporate partnership is large.

TRANSPARENCY

**COMPLEX LEGAL** AND CONSTITUTIONAL **ISSUES** 

LACK OF This could be an issue seen from both sides and some questions should be asked

> There are many complex laws and regulations for both corporate and nonprofit

### **BENEFITS OF CORPORATE** PARTNERSHIPS

Who benefits from Corporate partnerships? Non-profit Organizations

- Staff
- Youth Served

Corporations

#### **Benefits of Corporate Partnerships:**

- 1. Increased Resources: Nonprofits gain financial support, expertise, and volunteers.
- 2. Brand Exposure: Corporations enhance their public image and visibility.
- 3. Shared Impact: Both entities work together to address social issues.
- 4. Networking: Expanded connections and opportunities for future collaborations.
- 5.CSR Goals: Corporations fulfill corporate social responsibility objectives.
- 6. Access to New Audiences: Both parties can reach broader or different audiences.



### WHO BENEFITS FROM CORPORATE PARTNERSHIPS

### Nonprofits

### Staffing of all levels

- Increased resources
- Training and professional development
- Volunteer support
- Networking Opportunities
- Enhanced Program Offerings
- Improved Job Security



### You get a gift! You get a gift!

### WHO BENEFITS FROM CORPORATE PARTNERSHIPS

### Youths/Community served





- Access to Resources
- Mentorship Opportunities
- Enhanced Programs
- Skill Building
- Increased Opportunities
- Stronger Community Support





### WHO BENEFITS FROM CORPORATE PARTNERSHIPS

### Corporations



- Improved Brand Image
- Increased Employee Engagement
- Tax Incentives
- Market Expansion
- Enhanced Customer Loyalty
- Networking and Partnerships



### **SET THE STAGE: Expectation and Clarity**

#### **Define Goals** and Outcomes

• "What are we seeking to achieve together?"

#### **Mutual Benefits**

Non- Profit Staff

- Increase funding
- Access to expertise and skills

#### **Corporate Staff**

• Employee engagement

#### Communication Agreement

• Clear, frequent communication to

prevent missteps

#### Partnership Timeline

- Long-term or short-term?
- Is there potential for growth?

### **ALIGNMENT: Shared Values, Shared Success**

#### Mission and **Vision Alignment**

- Do our core values resonate?
- Elaborate on what you want to discuss.

#### Cultural Compatibility

• Do our cultures complement each other.

#### **Needs Alignment**

- Do our organization's needs match up?
- What are the expectations of both parties?



#### **Transparency &** Timing

- What are our
  - expectations? What are theirs?
- What is the best time of year to begin the partnership?

### **BUILDING CORPORATE PARTNERSHIPS**

#### **RESEARCH & IDENTIFICATION**

- Mission and priority alignment
  - Corporate priorities
  - Corporate employee incentives
- Identification of prospects

#### **CONNECTION / MEETING**

- Be prepared
- Create high quality materials
- Offer multiple ways of engagement
- Provide timely and thorough follow up

   gratitude, materials, scheduling as
   necessary

### MAKING A CONNECTION

- Map connections
- Find the right person/team
  - $\circ\,$  Aim for a warm introduction
- Initiate outreach/request meeting
  - Draw connections to your work, priorities, connected people

\*This may take a while

#### FIRST ENGAGEMENT

- Provide a 'white glove' experience
- Make it convenient and flexible, if possible
- Prepare staff and set expectations to ensure a seamless experience on site
- Offer opportunity for participants to give feedback and/or express interest in building involvement

### **CREATING LONG-TERM PARTNERSHIPS GROWING AND SUSTAINING**

- MAKE IT mutually beneficial
- **CREATE** ongoing engagement opportunities
- **BUILD** internal champions
  - Board members, if applicable
  - Young professional board members, if applicable
  - Ongoing volunteers
- SECURE ongoing financial support (grant-making, event sponsorship, in kind/pro-bono services, matching gifts, material drives)

## CASE STUDY

#### EMPLOYEE **ENGAGEMENT**

Board service: Advisory board member, Associate board members (2) **Ongoing volunteers**: weekly tutors Funding: relationship with Foundation team

#### **XYZ COMPANY & READING PARTNERS NYC**

Service consumer

Charitable Foundation

Giving priorities include entrepreneurship and workforce development

Prioritizes employee engagement

#### MUTUALLY BENEFICIAL

#### **XYZ COMPANY:**

- priorities

**READING PARTNERS:** Annual grants (~\$50-100k/year)

#### IMPACT AT ALL LEVELS OF ORG

Strategic visioning: advisory and associate board insight Long-term sustainability: Foundation grantmaking Workforce development: PD for AmeriCorps members Student impact: ongoing volunteering and one-day activations

• Alignment with social responsibility and firm-wide Meaningful employee engagement

# THANK YOU

