



Trends in Corporate Giving

Presented to

Americans for the Arts

June 1, 2007



Agenda

- State of corporate giving.
 - Amounts
 - Recipients
- Trends in corporate giving.
- Rationale for giving programs/motivators.
- Share best practices.
- Implications/tips for Arts Leaders.



About TCN

- National management consulting firm specializing in corporate citizenship, community relations, contributions and employee involvement.
- More than 18 years of experience.
- Benchmarked more than 200 programs.
- Maintain one of the most extensive databases on corporate giving.

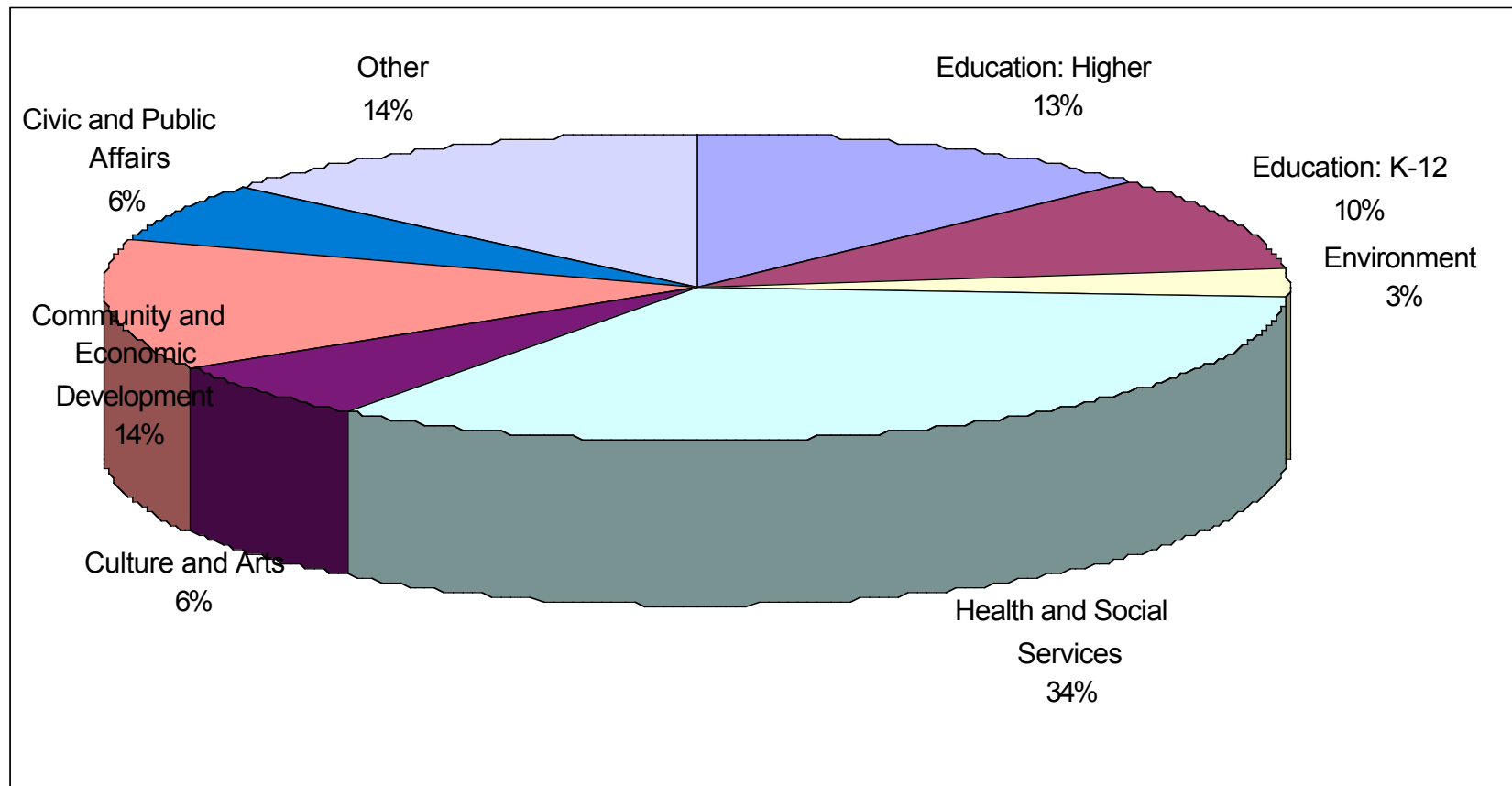


State of Corporate Giving

- Total giving is up.
 - Corporations \$13.8
 - Only about 5% of total giving.
 - Corporate giving is less than 1% of PTNI
- Direct cash remains prevalent.
 - Direct cash = 45%
 - Foundation cash = 33%
 - Non cash = 22%
- Matching gifts comprise a greater percentage of total giving.
- Health and social services maintain dominance.
- Giving to the arts has decreased.
- Volunteerism is a priority.



Where Do Corporations Give



Corporate Citizenship

Resources and Tools

- Corporate Leadership
- Contributions
 - Direct grants
 - In-kind services
- Employee Involvement
 - Volunteers
 - Management leadership
 - Expertise
- Social Marketing
 - Sponsorship
 - Cause marketing
- Advocacy/Public Policy
- Communications

Expected Outcomes

- Good Citizen & Neighbor
 - Exciting Place to Work
 - Valued Business Partner
 - Industry Leader
-
- Differentiation
 - Image
 - Relationships
 - Impact



Trends

- ❑ Issue- or purpose-driven — more proactive
- ❑ Global outreach and application
- ❑ Integrated and leveraged resources
- ❑ Reflect employee interests
- ❑ Strong internal partnerships
- ❑ Long-term partnerships with nonprofits
- ❑ Emphasis on branding and communications strategies
- ❑ Blending of cause marketing, sponsorships and community relations
- ❑ Greater outsourcing of data and administrative functions

Motivation -- Strategic Balance

- Support corporate objectives
- Support interests of stakeholders
 - Employees
 - Stockholders
 - Community





Messages for Arts Leaders

Tips

- Develop messages that address corporate interests.
- Align the arts with other corporate giving priorities.
 - Education, At Risk Youth, Deficiency in community schools.
- The message has to be broader than “its a luxury for the community.”
- Should appeal to more than current arts patrons.
- Build strategic partnerships.
 - Brands, sponsorships
- Engage employees.

Important Messages to Companies

- Meeting community needs
- Education
- Brand
- Community positioning
- Cultural awareness
- At Risk populations



The Consulting Network

Roseland Virginia

(703) 641-9191

www.theconsultingnetwork.com

stevegreenhalgh@att.net