

How should Corporations give?

Momentum International Partnership

A conference by
Philanthropy Australia

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Terminology

- Corporate sustainability or
- Corporate responsibility
- Corporate citizenship
- Corporate social responsibility
- Corporate social opportunity

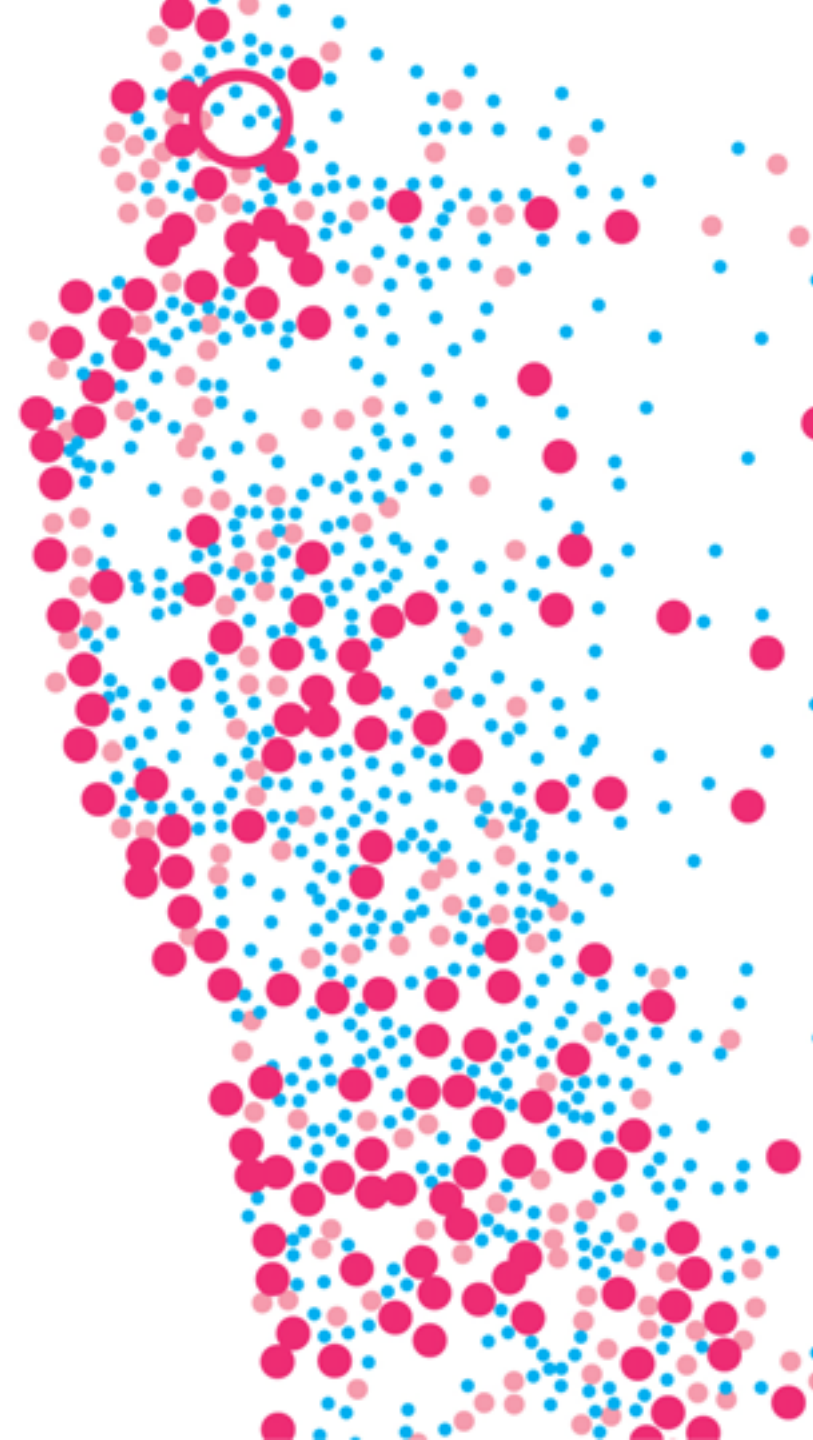
- Corporate accountability
- The triple bottom line
- Corporate philanthropy
- Corporate social investment
- Socially responsible investment



Corporate Social Investment

The investment a company makes above the business development, legislated employee development and marketing budget for social (including environmental) purposes.

Social investment implies the expectation of a return: at a minimum a social return, at a maximum both, social and economic return.



Forms of corporate engagement

Many corporations engage in planned 'giving' initiatives. Some focus on raising funds from their employees and matching those funds with company dollars, others created business case aligned programmes. The tools of the trade include:

- matched giving programmes
- corporate foundations
- corporate social investments
- cause related marketing
- employee engagement including volunteering
- long term partnerships



Conclusion

... don't give, invest with high expectations of social and environmental returns

... collaborate with competitors and sub-contractors to increase impact

