

# Corporate Impact Report

for

Corporate Members  
of the Council on  
Foundations

2008



COUNCIL *on*  
FOUNDATIONS

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# Note from the Chair and Vice Chair

Dear Colleagues:

It is our pleasure to bring you the Corporate Services Impact Report for 2008. Despite the news of the economic crisis that dominated the last quarter, we can look back at a year of great impact.

We launched the Philanthropy Solutions Project, which has done a spectacular job of reaching within and outside of our membership to share knowledge on some of the most pressing issues facing our sector. We published valuable resources, including an updated edition of the classic *Corporate Giving: Options and Strategies* and the first set of Solutions Briefs. We continued to tap our collective knowledge and promote peer-to-peer learning via webinars, online discussion groups, and conference sessions.

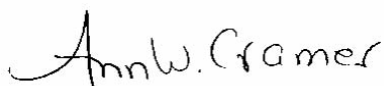
And although economic turmoil continues to shake the very foundations of our society, we are fortunate to have had the Council take true leadership for our sector. It has provided innovative and practical resources to help us find ways to forge through the crisis. We are proud to note the speed with which the Corporate Services Department responded, reaching out to colleagues in the field to host the Council's first webinar focused on the economy—specifically, how we can adapt and still meet our commitments to stakeholders.

Today, we are all being asked to “do more with less” and to continue doing business amid an ever-changing landscape. We are collaborating with the International and Public Policy committees to extend the reach of and impact for corporate members. It is our goal to ensure that the Council continues to help you meet the ensuing challenges and opportunities along with your personal and professional goals. We will do so by keeping you connected to the Council and to each other, informed on key issues, and positioned as leaders in philanthropic stewardship.

As chair and vice chair of the Committee on Corporate Grantmaking, we work with an extraordinary team of people committed to the Council and to corporate philanthropy. Your concerns, needs, and involvement in philanthropy drive and inspire us in our work. Please feel free to contact any of us with your thoughts and ideas so we know how we can best serve you.

On behalf of the committee, thank you all for making 2008 a great year and accept our best wishes for an exceptional 2009.

Sincerely,



Ann W. Cramer  
Director Americas  
IBM Corporate Citizenship and Corporate Affairs  
Chair, Committee on Corporate Grantmaking



David D. Etwiler  
Vice President, Community Affairs, Medtronic, Inc.  
Executive Director, Medtronic Foundation  
Vice Chair, Committee on Corporate Grantmaking

# Corporate Services Impact Report 2008

## PHILANTHROPY SOLUTIONS: PROMISING PRACTICES IN CORPORATE GIVING

Philanthropy Solutions is the signature project of the Corporate Services Department. It promotes and facilitates knowledge sharing among corporate grantmakers with the goal of fostering high levels of stewardship in the field, using a three-fold approach:

- regional roundtables on top-of-mind issues with selected high-level practitioners
- town hall teleconferences that facilitate broader discussion on the roundtable themes among corporate practitioners at all levels
- solutions briefs that consolidate lessons learned and produce tools to enrich the promising practices database

During 2008, Philanthropy Solutions regional roundtables and town hall teleconferences addressed:

- Employee Volunteerism, hosted by IBM
- Diversity and Inclusiveness, hosted by New York Life Foundation in collaboration with the New York Regional Association of Grantmakers
- Corporate Strategic Philanthropy, sponsored by Wells Fargo and hosted by Mattel Children's Foundation, in collaboration with Southern California Grantmakers
- Strategic Communications, hosted by General Mills Foundation in collaboration with the Minnesota Council on Foundations
- Technology in Corporate Giving, hosted by IBM in collaboration with the Conference of Southwest Foundations

## Corporate Services Case Statement

Corporate foundations and giving programs serve a powerful function in the landscape of the philanthropic sector. As a corporate grantmaker, you have extremely high standards to maintain and a host of stakeholders you must answer to: executive leaders, employees, investors, grantees, and the community at large. At the same time, your philanthropy must reflect the vision and value of your company.

The Council on Foundations is committed to your success. Whether you are a large or small grantmaker, our global network, thought leadership, and practical expertise can help you develop an effective grantmaking program. The Corporate Services Department is the field's "go-to" resource for tools, information, and leadership.

When you join the Council, you gain members-only access to a wealth of resources to help you meet your mission, serve your constituents, and operate efficiently and effectively. In addition to individualized responses to your inquiries, legal information, and a voice in Washington, DC, the Corporate Services Department provides you with leadership, educational, and peer networking opportunities through

- regional roundtables and town hall teleconferences
- solutions briefs
- promising practices database

**Get Connected. Be Informed. Set the Standard.**

During five roundtables, more than 150 corporate giving leaders joined peers from within and outside of the Council membership to share knowledge, experiences, and solutions to common challenges. Fifteen content experts and practitioners framed lively half-day discussions and selected roundtable participants were tapped to lead follow-up town hall teleconference webinars, which engaged 324 corporate philanthropy practitioners. Electronic issue papers or “[solutions briefs](#)” followed each roundtable and webinar.

*“I appreciate the varied ways I’ve been able to network with my colleagues through Philanthropy Solutions activities. The diversity of voices, perspectives, and experiences has been invaluable.”*

**Ellen Luger**  
**General Mills Foundation**

### GET CONNECTED

- High-impact regional roundtables with more than 150 corporate giving leaders
- Partnerships with regional associations of grantmakers
- Town hall teleconferences with 324 participants
- Email discussion group with 125 members
- Conference networking reception for corporate grantmakers

## RESPONDING TO THE ECONOMIC CRISIS

In 2008, corporate philanthropy felt the impact of the financial crisis that embroiled the global community as acutely as any sector. The Council took the lead in providing members with information and resources about navigating the economic turmoil.

- **Weathering the Storm: Corporate Philanthropy and the Financial Crisis** (November 2008), a special joint webinar held with the Committee Encouraging Corporate Philanthropy. More than 120 corporate philanthropy leaders and practitioners discussed strategies for maintaining giving programs, protecting community commitments, communicating to stakeholders, and other actions.
- **Economic Xchange**: The Council developed an interactive web platform for the philanthropic community to exchange information, ideas, and tactics around the crisis, including a section for [corporate resources](#).
- **Thought>Action>Impact**: The Council launched an e-journal to give voice to leaders from the public, private, and nonprofit sectors on philanthropic ideas, as well as practical advice for grantmakers. The [inaugural issue](#) focused on philanthropy and the economy.

## LEARN FROM THE BEST: PROMISING PRACTICES DATABASE

This [online database](#) helps corporate members implement the [Stewardship Principles for Corporate Grantmakers](#), developed under the leadership of the Committee on Corporate Grantmaking to guide and strengthen management, governance, and grantmaking decisions. During 2008, corporate services staff added to the members-only database, which now contains more than 220 sample documents, tools, and case studies.

## BE INFORMED

- [Legal issues: The Legal Corner](#)
- [International grantmaking](#)
- [Workforce development issues](#)
- [Public policy and legislative issues](#)
- [Grantmakers' salaries and benefits](#)
- [Investment practices of private foundations](#)

## POLL YOUR COLLEAGUES: ELECTRONIC DISCUSSION GROUP

This members-only group connects corporate grantmakers nationwide, serving as a valuable peer-to-peer knowledge resource. In 2008, Corporate Services distributed *Corporate Compilations*—summaries of electronic discussions—on more than two dozen topics, including finance and administration of giving programs, matching gifts programs, board governance, volunteer programs, grant guidelines, consultant referrals, disaster relief, and community relations.

*“When I ran up against a new challenge, I didn’t just have to wonder how my peers would handle it—I went to the email discussion group and within hours, I knew.”*

**Richard Turner**  
Integrus Energy/Peoples Gas

*“The Council’s extremely knowledgeable lawyers are always “in” when I have a question. They’re focused on challenges that I have to handle every day.”*

**Martha Puckett**  
ExxonMobil Foundation

## STAY OUT OF TROUBLE: CORPORATE LEGAL CORNER

Corporate grantmakers have complex legal waters to navigate. The Council’s legal team provides expert information and analysis through the monthly *Legal Corner* column of the *Corporate Update* e-newsletter. Topics addressed during 2008 included

- self-dealing
- payout requirements
- IRS rules and regulations
- matching gifts guidelines
- supporting organizations and the Pension Protection Act of 2006
- giving guidelines for international disasters in Burma and China

All columns are archived on the web for full access by Council members.

## CORPORATE PHILANTHROPY AT THE SUMMIT

In 2008, corporate grantmakers came together with practitioners, leaders, and thinkers from across the philanthropic field under the Council's umbrella at "Philanthropy's Vision: A Leadership Summit." The corporate perspective was represented with a robust offering of sector-specific sessions. The Opening Session for Corporate Grantmakers explored collaboration within corporate philanthropy and strategized ways to make the case for cooperation to leadership.

Topics covered in sessions designed for and by corporate grantmakers included

- [social entrepreneurship](#)
- [corporate social responsibility](#)
- [international grantmaking](#)
- [social change movements](#)
- [fair trade](#)

Summit sessions also covered issues of interest to corporate grantmakers, including workforce development, diversity, climate change, venture philanthropy, and public policy.

***"Conference sessions went right to the heart of what matters to me as a corporate grantmaker."***

**Dinah Waldsmith Ditman**  
**Kaiser Permanente**

### SET THE STANDARD

- [Stewardship Principles for Corporate Grantmakers](#)
- [Promising Practices for Corporate Grantmakers database](#)
- [Diversity and Inclusiveness](#)
- [Accountability and Governance](#)

## INTERNATIONAL PROGRAMS

During 2008, Corporate Services ensured that the Council had a seat at the table in discussions and actions around international corporate philanthropy

- **Centralized Repository of Information for Equivalency Determination.** Working with the Foundation Center, Independent Sector, and InterAction, the Council launched an initiative to reduce barriers to international grantmaking by creating a mechanism to establish a more efficient system for qualifying non-U.S. based nonprofits as the equivalents of U.S. public charities. In 2008, the initiative moved closer to fruition with the selection of TechSoup Global, a San Francisco-based nonprofit, as host of a centralized repository.
- **International meetings**
  - **Worldwide Initiatives for Grantmaker Support (WINGS).** Matthew Nelson, managing director of Corporate Services, participated in the WINGS Coordinating Committee meeting to help set strategy and direction for this grantmaker global network.
  - **Grupo de Institutos Fundações e Empresas** (Group of Institutes, Foundations and Enterprises), Brazil's national grantmakers association, invited Nelson to address the annual conference on trends in cross-border corporate grantmaking.

## INTERNATIONAL GRANTMAKING RESOURCES

- [United States International Grantmaking](#)
- [International Dateline](#)
- [Legal Dimensions of International Grantmaking](#)
- [Worldwide Initiatives for Grantmaker Support \(WINGS\)—corporate initiative](#)

## MEETING INFORMATION NEEDS

The corporate services staff provided individual assistance to members on practices and challenges of particular interest. In 2008, the staff responded to more than 250 requests for information and benchmarking data on topics including disaster relief, international grantmaking, matching gifts, grant guidelines, and administration of giving programs.

## LEGAL SERVICES AND PUBLIC POLICY GUIDANCE

One of the Council's top priorities is to help members understand the legal and regulatory environment. In 2008, Council attorneys provided individualized consultation to members on a variety of legal issues and posted information online about issues, such as funding supporting organizations, endowments, and IRS forms.

To support the Council's 2008 Public Policy agenda, staff developed issue briefs, position papers, and calls to action on public policy issues of particular concern to corporate grantmakers, including

- **Enhanced Deductions for Food Donations:** to support legislation that would allow corporations to take an enhanced deduction when donating food to American Indian tribes
- **Simplify the Excise Tax on Private Foundations:** to support legislation simplifying the private foundation excise tax on net investment income to a flat rate that is revenue neutral
- **Assembly Bill 624:** to oppose legislation in California that would require private foundations with assets over \$250 million to track and disclose diversity-related data for their boards, staff, grantees, and beneficiaries
- **Philanthropy Caucuses:** to support the creation of platforms on Capitol Hill to increase awareness and knowledge of foundations and corporate giving programs nationwide

## HOT OFF THE PRESS: PUBLISHED AND UPDATED

### *Solutions Briefs*

- Employee Volunteerism
- Diversity and Inclusiveness
- Corporate Strategic Philanthropy
- Strategic Communications

### *Corporate Giving: Options and Strategies*

This book combines a big picture overview of corporate philanthropy with the operational steps involved in formalizing a giving program.

"An indispensable guide for those thinking of setting up a corporate foundation." *BusinessWeek* (December 2008)

### *Top 10 Ways Corporate Foundations Get into Trouble (Second Edition)*

This booklet covers the basic rules, questions to ask yourself, and where to find more information. Topics include self-dealing, matching gifts, and tickets to fundraisers.

## GET THE NEWS: COUNCIL E-NEWSLETTERS

***Corporate Update***—corporate grantmaking news and information

***Philanthropy Solutions Alert***—updates on Philanthropy Solutions

***International Dateline***—overseas and international grantmaking news and information

***Policy Update***—legislative actions and issues when Congress is in session

***Washington Quarterly***—legislation and regulatory activities

***Breaking News***—daily clipping service of philanthropy-related articles

***Thought>Action>Impact***—philanthropic e-journal

***Education Opportunities***—updates on professional development opportunities

**International Grantmaking IV:  
An Update on U.S. Foundation Trends**

This report by the Council's International Programs and the Foundation Center updates the state of foundation giving for overseas recipients and U.S.-based international programs, including corporate giving.

**A NEW DIRECTION FOR THE COUNCIL:  
2009–2011 BUSINESS PLAN**

The Corporate Services Department is looking ahead to a dynamic 2009, aligning our work with the Council's priorities outlined in the new three-year business plan:

- promote philanthropy
- ensure delivery of essential services
- help to increase the infrastructure's collective impact
- support foundation leaders

As an integral part of the Council, Corporate Services will build on its strengths to implement a positive vision for corporate philanthropy, helping members to navigate an ever-changing economic and political landscape and increase the effectiveness and impact of their work.

**POLITICS NOT AS USUAL**

A new administration in Washington, D.C. brings with it new opportunities for philanthropy and the corporate sector. The Council has moved quickly to reach out to President Obama's team. Philanthropy's gateway to the federal government will be the Office of Intergovernmental Relations and Public Liaison headed by Valerie Jarrett, White House senior advisor and assistant to the President. At a Council-sponsored event, Jarrett asked foundations to be the "eyes and ears" on the street, inviting foundations to share their knowledge with the White House. Read more of her comments in the Council e-journal, Thought>Action>Impact.

**PHILANTHROPY SOLUTIONS**

Corporate Services' signature program will move forward, continuing to promote and support peer-learning in the field. Topics for 2009 activities are

- International Corporate Grantmaking
- Keeping Corporate Philanthropy Strong during a Weakened Economy
- Impact of Philanthropy on Corporate Reputation
- Integrating Corporate Social Responsibility and Philanthropy
- Engaging Employees in Corporate Philanthropy

**WEBINARS WITH A CORPORATE LEGAL EYE**

- Corporate Giving Options and Strategies: The Basic Legal Rules
- Top 10 Ways Corporate Foundations Get into Trouble: Governance and Avoiding Self-dealing
- Top 10 Ways Corporate Foundations Get into Trouble: Unusual Grants

**ENHANCED ESSENTIAL SERVICES**

- New resources for international grantmakers, such as a field staff toolkit for implementing employee matching gifts programs for non-U.S. charities.
- Corporate-specific sessions and networking opportunities at the 2009 Annual Conference, "Philanthropy's Place, Today and Tomorrow," in Atlanta, May 4–6 and the Opening Session for Corporate Grantmakers on May 3.
- A redesigned website that will provide members with easy access to useful information, such as promising practices, program tools, and legal resources.

## OUR NEW IMPACT PARTNERS

In 2008, the Council welcomed 32 new corporate members, ending the year with a total of 248 corporate members. Joining us in 2008 were

Ameriprise Financial	Liquidnet, Inc.
Applied Materials Foundation	Mitsubishi Corporation Foundation for the Americas
ArcelorMittal	Northeast Utilities Foundation
Best Buy Children's Foundation	Old National Bank Foundation
Blue Cross and Blue Shield of Louisiana	Philip Morris International
California Pizza Kitchen	PIMCO Foundation
Caterpillar Foundation	Piper Jaffray Foundation
CH2M Hill Foundation	RealNetworks Foundation
Doctors Company Foundation	Red Robin Gourmet Burgers, Inc.
Eclipse Foundation	ResMed Foundation
Fabricators and Manufacturers Association Foundation	Rohm and Haas
ING DIRECT Kids Foundation	Sempra Energy & Sempra Energy Foundation
Intel Foundation	TeleTech Foundation
International Council of Shopping Centers Foundation	The Regence Foundation
Invitrogen Foundation	Thomson West Community Partnership Program
Johns Manville Fund	Western Union Foundation

## THE DRIVERS OF SUCCESS: COMMITTEE ON CORPORATE GRANTMAKING

The Committee on Corporate Grantmaking provides leadership to the corporate philanthropy field and advises the Corporate Services Department on its strategic agenda. Serving on the committee is one of several leadership opportunities for Council members. Composed of the best, brightest, and up-and-coming corporate leaders, the committee reflects the diversity of our field.

### CORPORATE COMMITTEE MEMBERS 2008–2009

**Ann W. Cramer** (Chair), Director Americas, IBM  
Corporate Citizenship and Corporate Affairs

**David D. Etwiler**, (Vice Chair) Executive Director,  
Medtronic Foundation, Vice President, Community  
Affairs, Medtronic, Inc.

**Ophelia Basgal**, Vice President, Civic Partnerships and  
Community Initiatives, Pacific Gas & Electric Company

**Judith Cara**, Director of Corporate Citizenship,  
Western Union Foundation

**Jennifer Chavez**, Corporate Services Program Officer,  
Silicon Valley Community Foundation

**Dinah Waldsmith Dittman**, National Director,  
Community Relations, Community Benefit Department,  
Kaiser Permanente

**Theresa Fay-Bustillos**, former Executive Director,  
Levi Strauss Foundation

**Faith Frank**, President, The AXA Foundation

**Victoria P. Garchitorena**, President,  
Ayala Foundation, Inc.

**Leslie Hardy**, Vice President and Director of Corporate  
Contributions, Merck Company Foundation and Merck  
& Co., Inc.

**Wendy Ramage Hawkins**, Executive Director,  
Intel Foundation

**Bill King**, President, Minnesota Council on Foundations

**Deidre Lind**, Executive Director, Mattel Children's  
Foundation and Mattel Philanthropy

**Ellen Goldberg Luger**, Executive Director,  
General Mills Foundation

**Amita Nagaraja**, Senior Officer, Global Employee  
Programs, The McGraw-Hill Companies

**Skip Rhodes**, President, Skip Rhodes & Associates, LLC

**Nicole Robinson**, Associate Director, Corporate  
Community Involvement, Kraft Foods

**Tracy Souza**, President, The Cummins Foundation

**Andrea Taylor**, Director, U.S. Community Affairs,  
Microsoft

**Richard Turner**, Manager, Corporate Contributions,  
Integrus Energy Group/Peoples Gas



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