

Corporate PartnershipsTransformation Academy

By I.G. Advisors, September 2022





Overview - About I.G.

As a London-based, globally-focused strategy consultancy in the social impact space, I.G. is positioned at the centre of the public, private, and not-for-profit sectors. Past and current clients include:

BILL & MELINDA GATES foundation







































This Conversation

Quick Intro: Corporate Philanthropy Engaging
Corporate
Donors and
Securing Support



The Context - Quiz Time!

How much do you know about corporate philanthropy?

Please get out a pen/paper, or jot your answers on your phone.

Sources:

- CAF 2018 Report: "Corporate Giving by the FTSE 100"
- Chief Executives for Corporate Purpose (CECP), a coalition of more than 200 of the world's largest companies, 2018 survey of corporate philanthropy and employee engagement
- What Have Charities Ever Done for Us? By Mason, Tania and Stephen Cook
- Civil Society Almanac





Quiz – Question 1/5

The UK Voluntary Sector has an estimated income of how much per annum?

£80 million

£1 billion

£5 billion

>£50 billion



Quiz – Question 2/5

The basic principles of charity law in England and Wales date back to the reign of which monarch?

George III

Elizabeth I

Henry VII

Ethelred the Unready



Quiz – Question 3/5

In the past few years (pre-COVID), total donations from FTSE 100 companies have:

Increased

Decreased

Stayed the same



Quiz – Question 4/5

Among FTSE 100 companies, what industry is leading the charge in corporate giving (i.e. donating the highest amount)?

Technology

Financial Services

Sports & Recreation

Pharmaceuticals



Quiz – Question 5/5

Approximately what percent of businesses that engage in philanthropy offer at least <u>one</u> kind of gift matching program to their employees?

30%

50%

70%

90%+



Quiz – Results

How did you do?



Corporate Philanthropy

Quick Intro: Corporate Philanthropy Engaging
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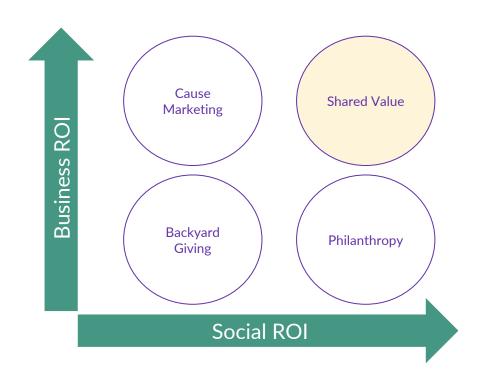


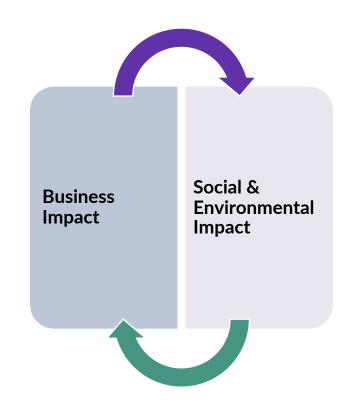
History Lesson





Shared Value Spotlight







Shared Value Spotlight



"We're not interested in making a one-off in kind donation or grant - in most cases, we really try and take a shared value approach."

> Kabir Kumar Walmart.org

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Why Companies Partner

PASSION FOR IMPACT 2 LICENSE TO OPERATE

3 BRAND VALUE

- 4 COMPETITIVE ADVANTAGE
- 5 RECRUITMENT & RETENTION
- 6 LONG-TERM SUSTAINABILITY



Misconceptions

Companies give to the causes they say they do

Overwhelmingly, corporate initiatives come as a result of a personal connection.

If there's not a corporate foundation involved, their stated focus areas may just be a communications exercise.

Great causes & strong impact are enough

Companies are bombarded with requests for funds and partnership; everyone has a great cause that needs support.

Companies can be large cash donors

Cash giving from most companies is lower than you might think; the best partnerships figure out how to use a company's other assets, and target budgets that are not just CSR.

Companies care about social impact

Some do – but the best way to build a sustainable relationship is to think about the impacts on their business too.



Engaging Corporates

Understanding the Audience: What are corporate donors like?

Engaging
Corporate Donors
and Securing
Support



Donor Journey

Identification

• What is it? Finding prospects through active desk-based research and/or networking, and ensuring their interests match what your organisation can offer.

Cultivation

• What is it?
Getting-to-knowyou time and
building rapport,
dedicated to
learning about
donors as well as
donors learning
about your
organisation.

Solicitation

 What is it? The 'ask' for support and conversation about level of support, rewards, etc.

Acknowledgement

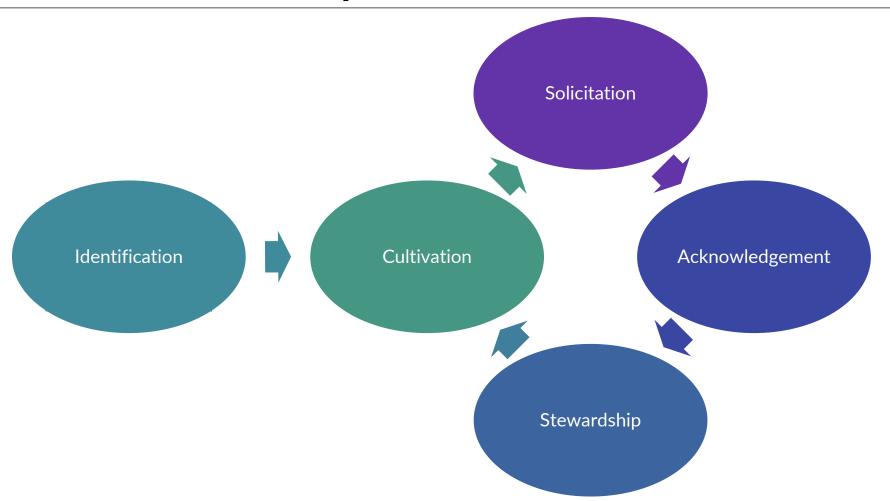
• What is it?
Thanking (privately or publicly) donors for their donations or non-financial support.

Stewardship

• What is it?
Continue keeping donors engaged on the impact of their donation, and your organisation as a whole beyond meeting reporting requirements.



Donor Journey





Donor Journey Spotlight



"A donation is never the beginning of a relationship - there's always something that comes before."

Nicolas Patrick, DLA Piper

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Identification - Where?





Identification - Where?



&

Relationships



Identification - Who?





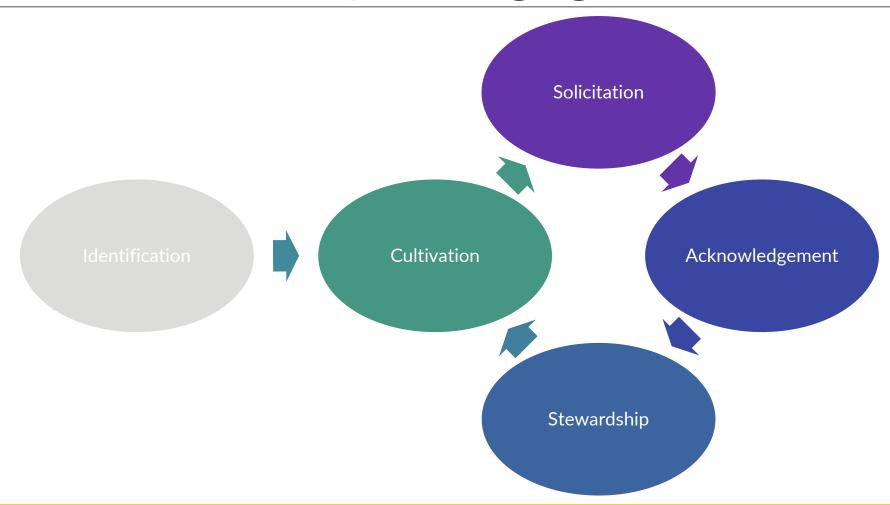
Identification - Who?



Shared Interests & Values

Shared Connections

Donor Journey – Engagement & Offering





Preparing for Your Pitch



1. KNOW YOURSELF



2. KNOW YOUR PROSPECT



3. IDENTIFY VALUE



Great Elements of a Pitch

Understand the brand

Where's the value?

Vision

Need and impact

Tell me a story

Leverage

Language

Why us?
Why this?
Why now?



Pitch Mishaps

Go on a moral crusade

Blatantly ignore what the company says it is / is not interested in

Use technical jargon

Make an ask before understanding what a company needs

End without suggesting next steps

Forget the human element



Offering - What do Businesses Want?

Impact

Demonstrable value for money and impact in areas relevant and/or of interest to the business.

Exclusivity

Access to exclusive and unique opportunities, connections and experiences.

Sustainability

Potential to improve long term sustainability.

Connections

Access to connections that may support competitive advantage.

Influence

Amongst potential customer base or key stakeholders.

Engagement

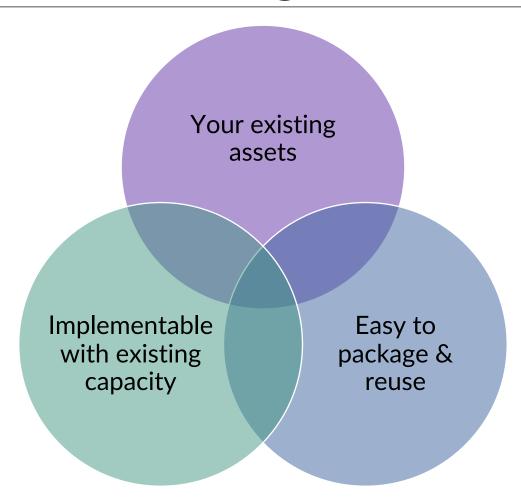
Staff involvement to aid retention and recruitment -"feel good factor".

Profile Raising

Brand enhancement and positive exposure.



Building Your Offering





A Successful Partnership

Make lots of friends Senior level buy-in Clear definitions of success Resources Communication Accountability **VALUE & IMPACT**



Spotlight - Adobe + TERN







Questions?

