

Corporate Partnerships Transformation 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:



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 one kind of gift matching program to their employees?

30%

50%

70%

90%+

Quiz – Results

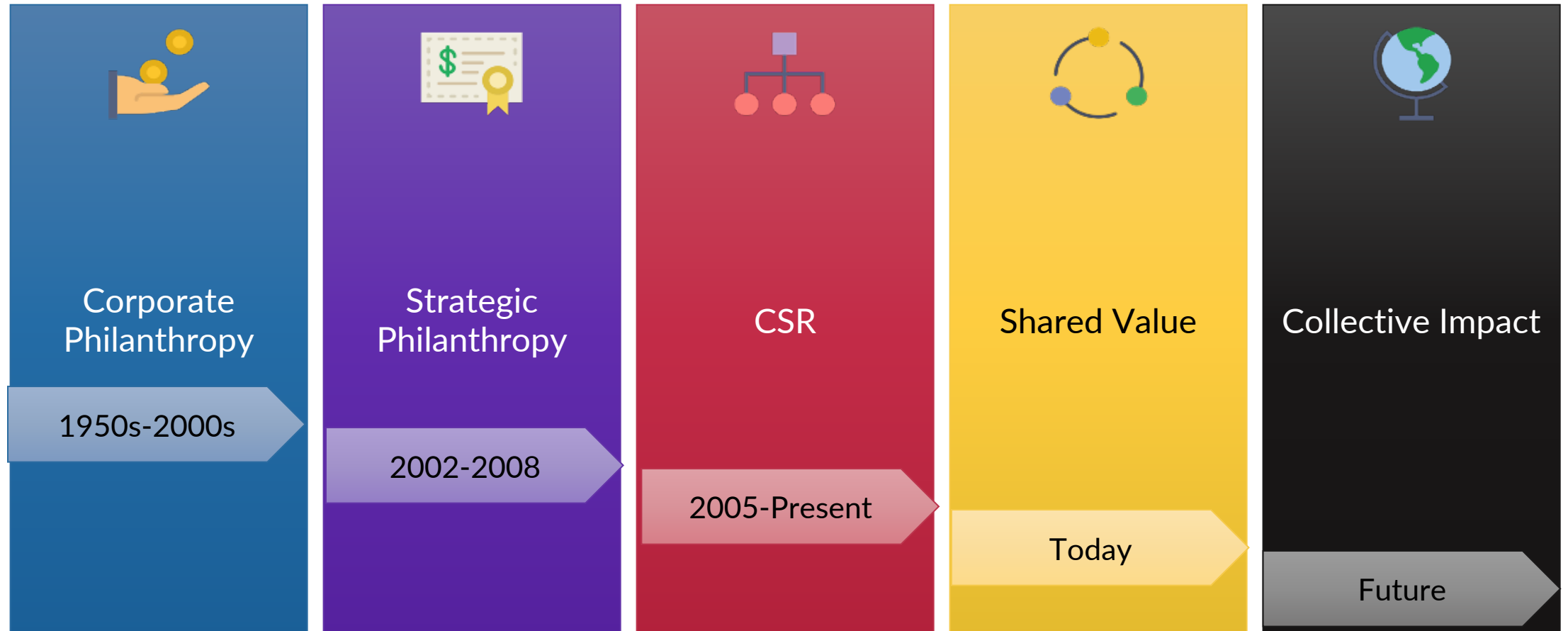
How did you do?

Corporate Philanthropy

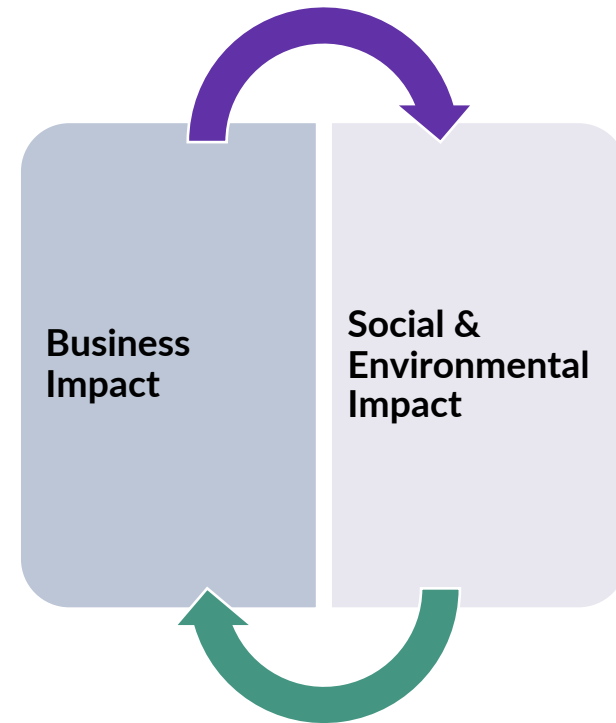
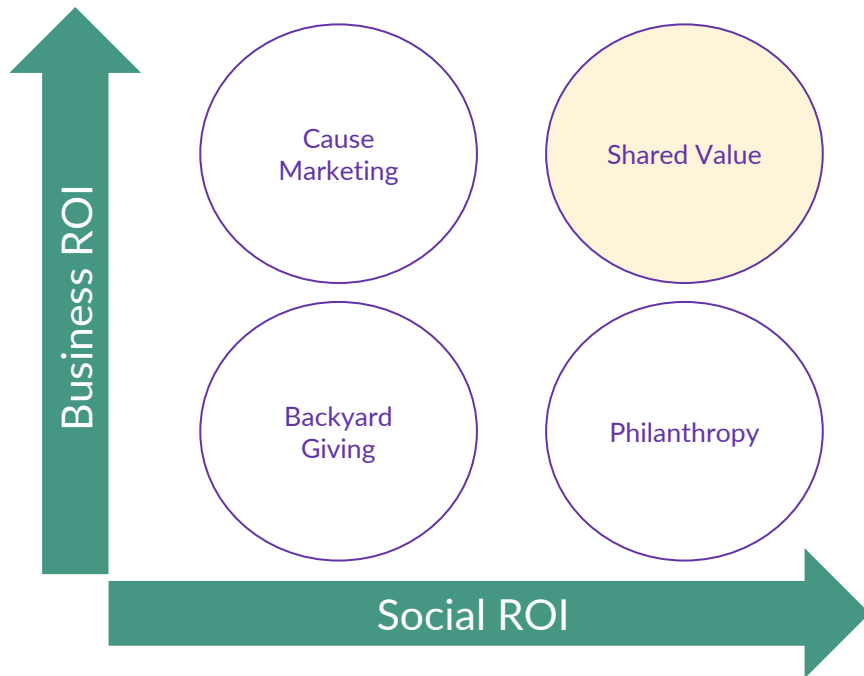
Quick Intro:
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History Lesson



Shared Value Spotlight



Shared Value Spotlight

WHAT
DONORS
WANT

"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

A Podcast by I.G. Advisors

Why Companies Partner

1

**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

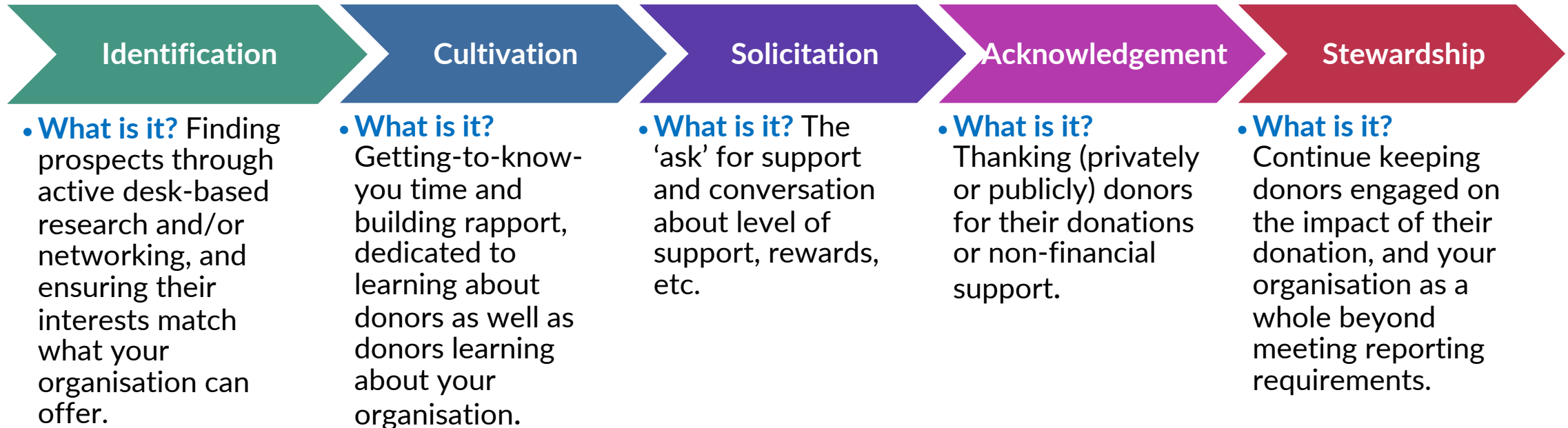
Some do – but the best way to build a sustainable relationship is to think about the impacts on their business too.

Engaging Corporates

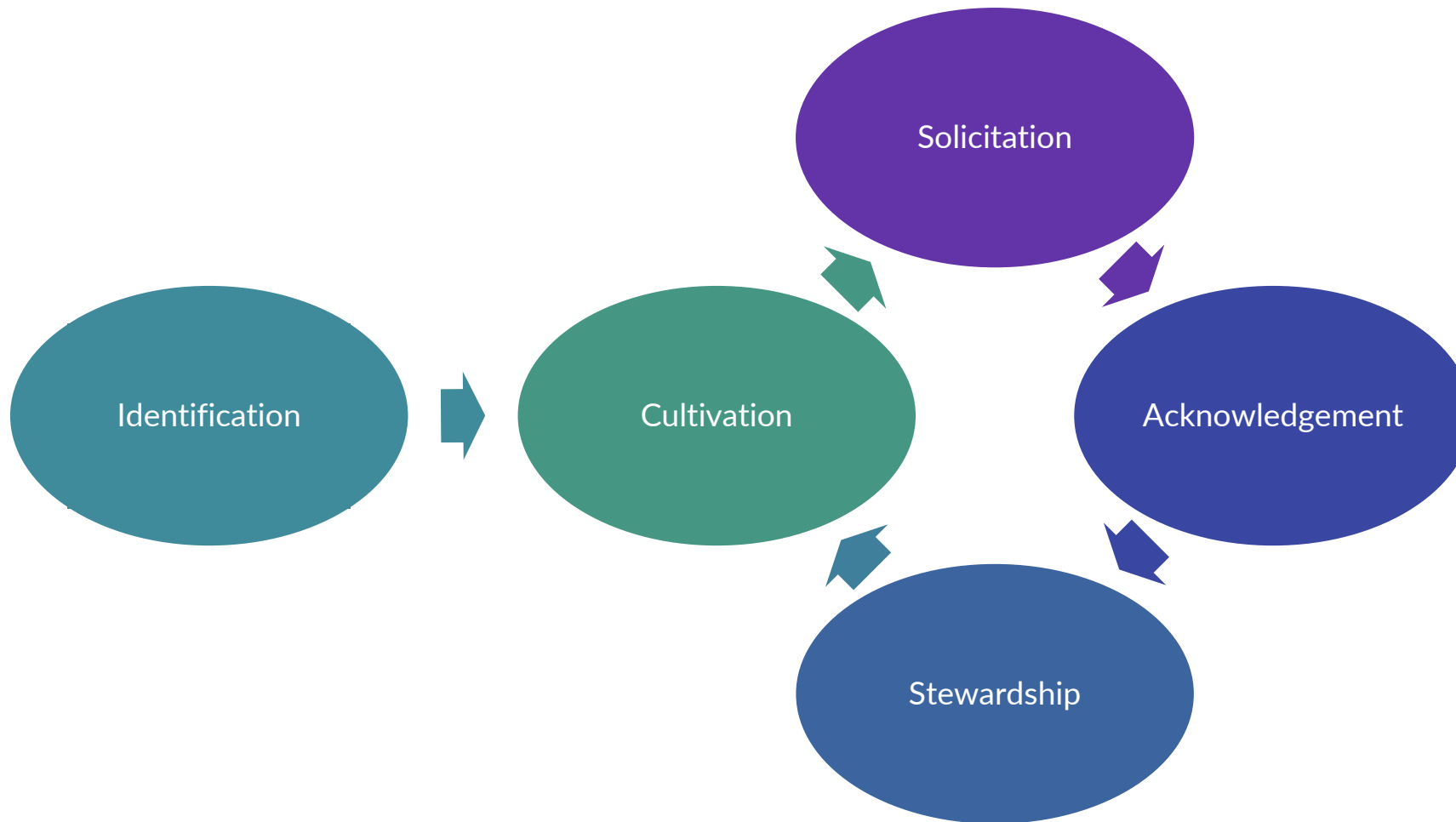
Understanding the Audience: What are corporate donors like?

Engaging Corporate Donors and Securing Support

Donor Journey



Donor Journey



Donor Journey Spotlight

WHAT
DONORS
WANT

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

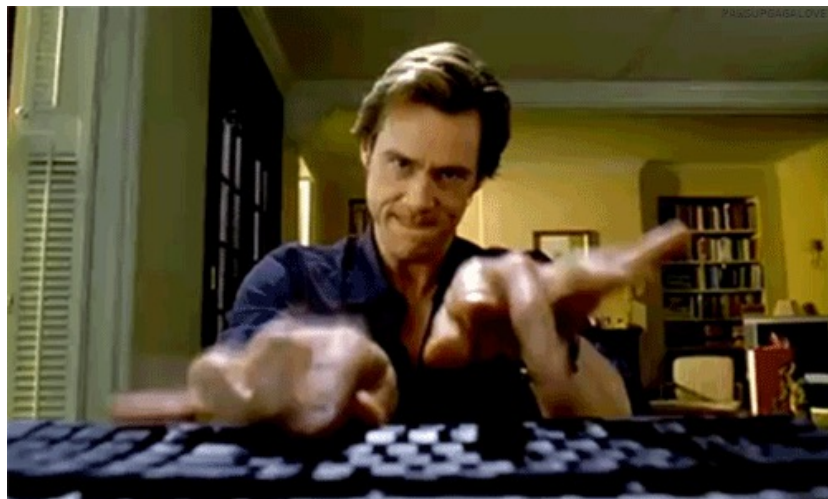
Nicolas Patrick, DLA Piper

A Podcast by I.G. Advisors

Identification - Where?



Identification – Where?



&

Relationships

Identification - Who?



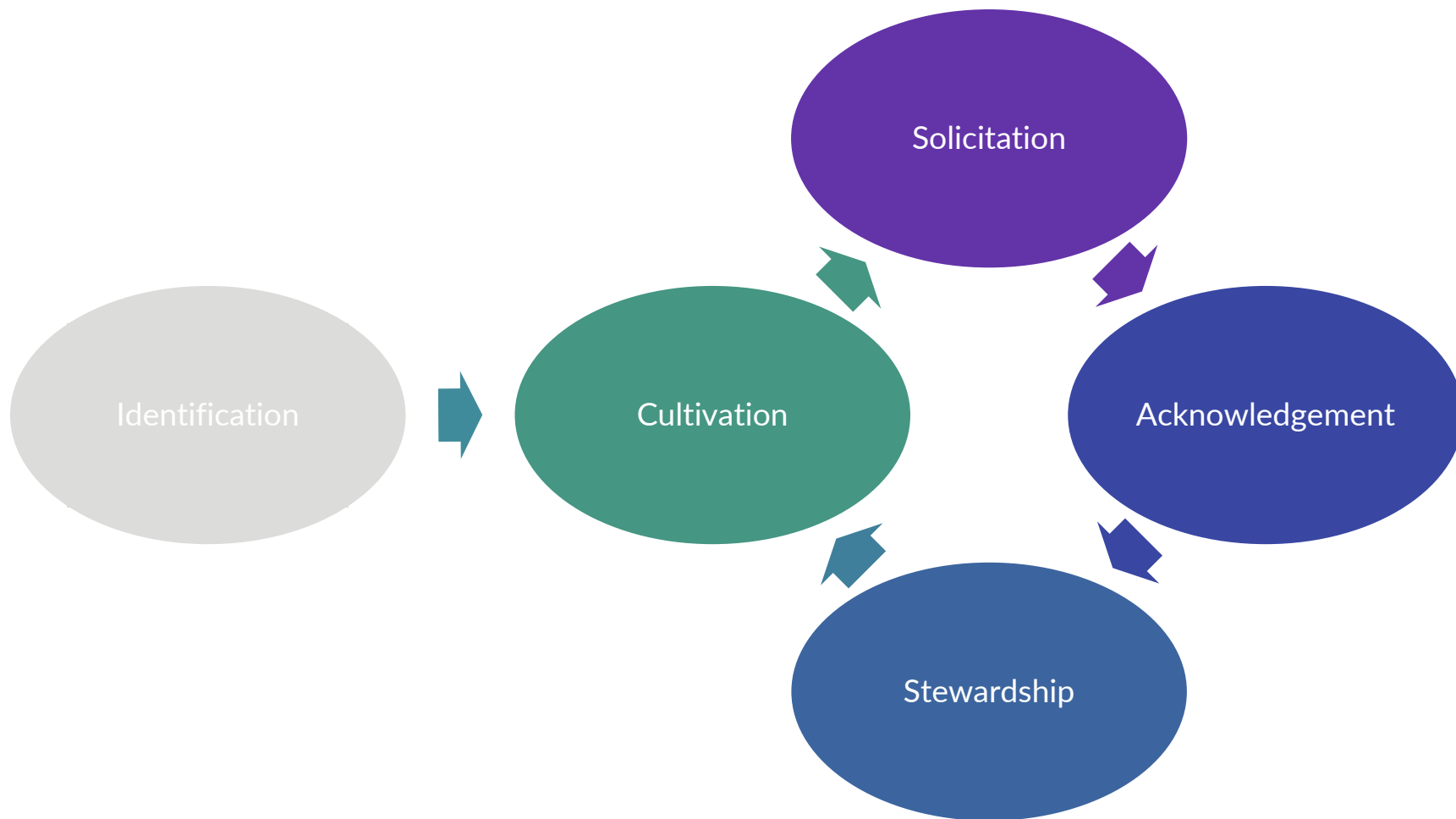
Identification – Who?



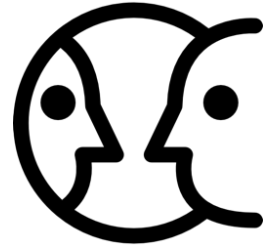
Shared
Interests &
Values

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

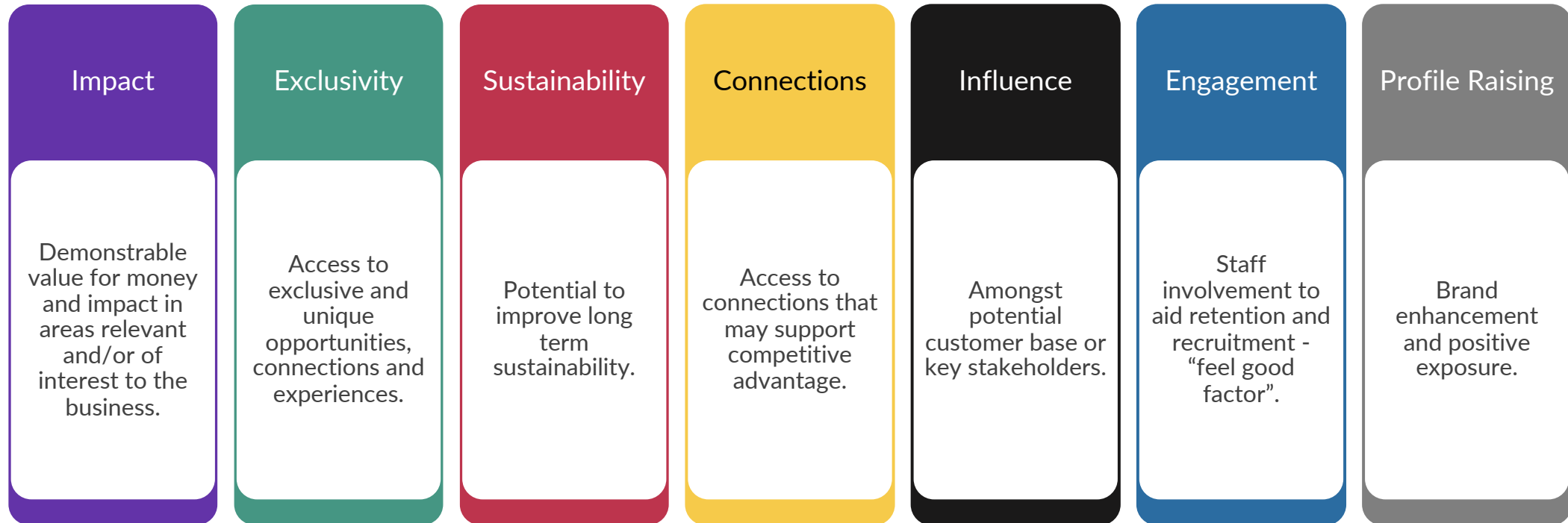
Use technical
jargon

Make an ask before
understanding what
a company needs

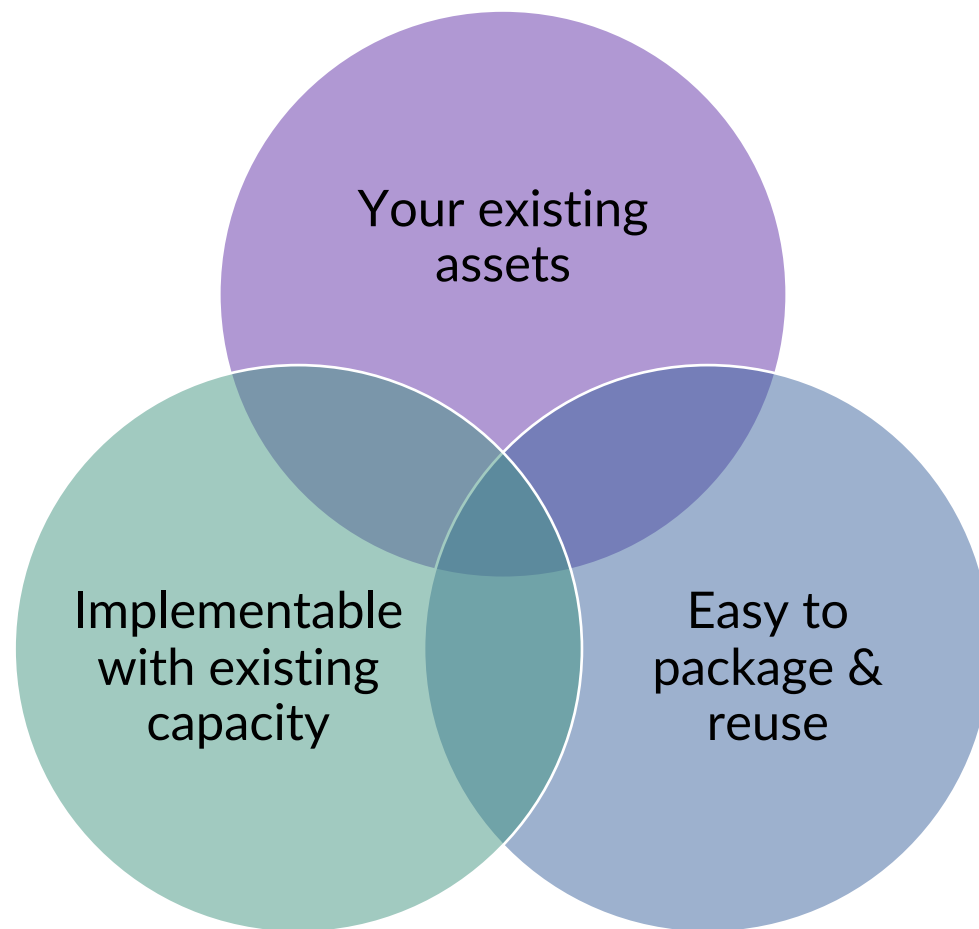
End without
suggesting next
steps

Forget the human
element

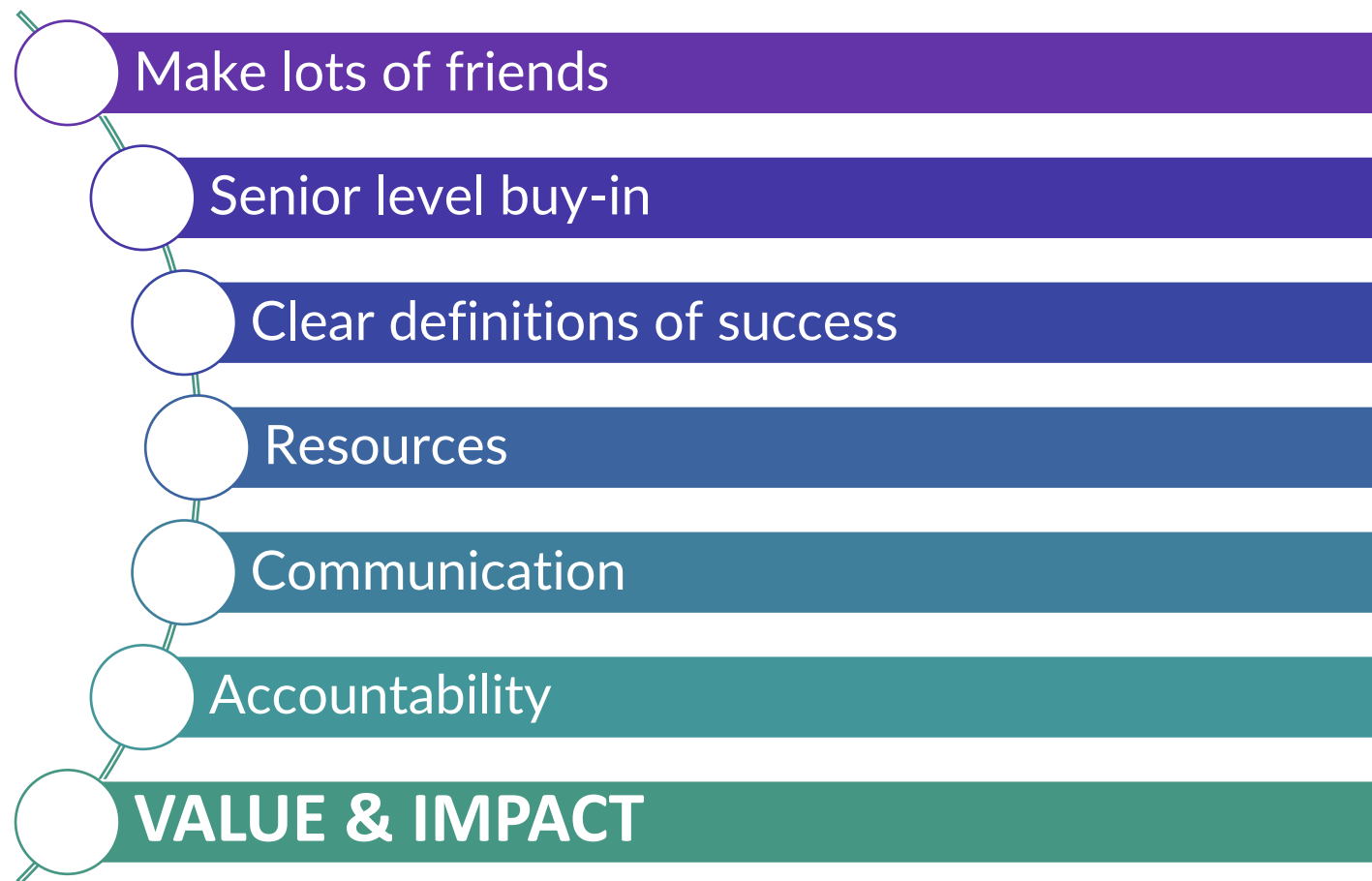
Offering – What do Businesses Want?



Building Your Offering



A Successful Partnership



Spotlight – Adobe + TERN



Questions?

