SPOTLIGHT ON:
Corporate Responsibility and Philanthropy

Building Stronger Communities

THE WHAT: 2020 was a record breaking year in individual, corporate and foundation giving, with more than **$447 BILLION DONATED TO NONPROFITS**. In additional to financial giving, corporations and businesses large and small throughout the country are giving back to their communities through volunteer hours and sustainability initiatives.

THE WHY: Nonprofits across the country rely on donations from corporations, foundations and individual donations to continue to **IMPACT THEIR COMMUNITIES** with the services they provide. **Because who knows more what your local community needs than the people who live and work there?**

A rural town, for example, may use their local library as a way to offer high-speed internet to its residents if internet access isn't accessible in the more rural parts of their community. The library needs to fundraise to keep the computer equipment current.

Another example would be after-school care. Many cities and towns rely on services like the Boys & Girls Club to offer childcare, tutoring and leadership opportunities for the students in their communities. But they need to fundraise to hire employees and to offer their services.

TASK: You and your group make up the executive team of your growing and thriving business. Your CEO has asked your team to donate $100,000 to a nonprofit in your community.

STEP ONE: Identify a need in your community. Childcare, healthcare, literacy, substance abuse, homelessness, education, the environment, etc., are some topics to give you a starting point.

STEP TWO: Research a non-profit in your area that is filling that need. If there isn't one, you can create a pitch to start one. Your presentation should follow the format below:

STEP THREE: Prepare a presentation to pitch your recommendation to your CEO and Board (your teacher and classmates.) Your presentation should include an introduction to the nonprofit you would like to support, their mission statement, a highlight of the work they do in your community, the reason your team chose this nonprofit, and how you plan to be involved beyond your monetary donation.

INNOVATION → **CHANGE** → **OPPORTUNITY** → **SUCCESS**

In order to **grow** and **thrive,** businesses need to constantly be **thinking two steps ahead o**f today. *What* **changes** *are happening in their industry? What do their customers* **want***? How can they* **improve** *their business processes and procedures? How can they* **create a need***?*