

According to the Committee to Encourage Corporate Philanthropy, corporate philanthropy is a key component of a corporation's broader social responsibility and includes cash gifts, product donations, and encouraging employee volunteerism. Corporate philanthropy serves as a major link between the company and the community of which it is a member.



BENEFITS OF CORPORATE PHILANTHROPY

Benefits to the business:

- Enhances corporate reputation
- Supports a company's strategic business goals
- Enhances brand recognition
- Attracts better employees and increases retention
- Increases employee and customer loyalty
- Strengthens relationships and increases loyalty of customers and vendors

Benefits to employees:

- Builds employee morale and engagement
- Provides employee/management training and skill building (e.g. project and time-management, leadership opportunities, teamwork activities, etc.)
- Enlarges sense of community and social obligation
- Encourages appreciation for contributions from all levels within the organization
- Increases pride and responsibility

Benefits to the community:

- Improves quality of life for community members
- Provides human and capital resources to nonprofit organizations that may be helping employees and their families
- Enhances the impact of monetary contributions directed into the community
- Creates healthier communities

United Way of the Greater Seacoast will help you with your corporate citizenship program and philanthropic planning:

- Setting community involvement goals
- Developing community service program and promoting employee involvement
- Aligning volunteer opportunities to your mission
- Training employees to manage Day of Caring teams, to use the Volunteer Action Center and to serve on non-profit boards



PARTNERSHIP OPPORTUNITIES WITH UNITED WAY

Give dollars, time or goods

- Run employee campaigns – consider matching employee gifts
- Provide an annual corporate donation
- Offer paid time off for community service through Volunteer Action Center
- Participate in annual Days of Caring
- Donate professional services
- Donate gently used or new products, computers, furniture or supplies through GoodsMatch

Sponsor or underwrite:

- Special events
- Days of Caring
- Newspaper, radio or TV advertising
- Production costs for video and materials

These are just a few examples – we're happy to meet with you to discuss your company's goals for philanthropy and how to create a partnership opportunity tailored to achieving our mutual goals. Please contact Christine Penney, Senior Director, Resource Development, at 603.436.5554 x 12 or send email to cpenney@uwgs.org.

Thank you for considering a partnership with United Way of the Greater Seacoast!

Together we get results that no one could accomplish alone. That's the United Way.