

CUSTOM
corporate giving

THE SAN DIEGO FOUNDATION



“ There is a tremendous opportunity for all San Diego companies to help our community thrive by winning our hearts and our business through philanthropy.”

GARRY RIDGE | PRESIDENT & CEO, WD-40 COMPANY

Customize Your Company's Giving. Create Your Unique Signature in the Community.

Whether your business is just beginning to implement giving strategies or you're considering refreshing your corporate philanthropy efforts, The San Diego Foundation team is here to advance your goals.

By partnering with The San Diego Foundation, you get a comprehensive suite of services, including charitable giving expertise, grantmaking guidance and administrative support, to simplify and enhance your corporate giving.

Working together, we will implement a custom corporate giving program that reflects your company values, creates your unique signature in the community, and makes your charitable investments as cost effective and efficient as possible.

EVOLUTION OF CORPORATE GIVING

Studies show that consumers are driven by altruistic corporations and will go out of their way to support businesses that align with their personal values.

- 63% of Americans are hopeful businesses will take the lead to drive societal and environmental change
- 78% of Americans want companies to address important social issues
- 87% of Americans will purchase a product or service because a company advocates for an issue they care about

Cone Communications CSR Study, 2017

A Win-Win Opportunity



There is a tremendous opportunity for San Diego companies to help the community through philanthropy. In addition to the altruistic motivation to help others, companies with successful corporate philanthropy strategies benefit from high employee engagement and retention, more opportunities to attract top talent, and stronger relationships with consumers.

TYPES OF CORPORATE GIVING STRATEGIES:

- Employee Engagement
- Community Impact
- Scholarships

BENEFITS OF PARTNERING WITH THE SAN DIEGO FOUNDATION:

- Back-office administration
- Employee matching
- Sophisticated investment portfolios
- Nonprofit expertise and research
- Grantmaking support
- Charitable advisors
- Corporate scholarships
- Communications support



What is a Corporate-Advised Fund?

Corporate-advised funds are charitable giving vehicles that unlock the doors to Custom Corporate Giving.

Companies donate cash or stock to their fund, which is managed and invested by a charitable sponsor, like The San Diego Foundation. As the assets grow, companies grant charitable dollars into the community.

WHAT TYPES OF ASSETS CAN BE USED?

Cash – Your company can donate cash directly into your corporate fund via wire transfer or check

Non-Cash – Public securities and stock

HOW IT WORKS

We handle all the complex aspects of the process so you and your employees can focus on the joy of giving.

1. Create a philanthropic plan with our Donor Services Team that aligns with your company's values, business strategy, and community goals
2. Identify which types of giving and support services you'd like to utilize
3. Engage your employees and decide how you want to grant your charitable dollars

Benefits of Custom Corporate Giving:

COST-EFFECTIVE AND EFFICIENT

No startup costs or additional legal, CPA or administrative costs.

EMPLOYEE EMPOWERMENT

High employee engagement, employee retention and the ability to attract top talent.

ACCESS TO EXPERTS

Rely on our Donor Services Team's expertise for community knowledge and meeting urgent needs.

ADMINISTRATIVE SUPPORT

Compliance with IRS requirements and fiduciary responsibility without tax filings.

BRAND BUILDING

Enhance your public image, brand integrity, business development and government relations. Create your unique signature in the community.

GRANTMAKING SERVICES

Recommend a grant. We'll handle the rest, reducing the burden for your Finance, Community Relations and HR teams.

ANONYMITY


Opt for privacy and protection if you don't want to be identified publicly.

PROTECTED FUNDS

Budget for philanthropy held securely at a 501(c)3 nonprofit.

MANAGED CHARITABLE ASSETS

Sophisticated investment options and financial management to grow your charitable giving.



*Join a growing list of companies that work with
The San Diego Foundation to create a custom
corporate giving program that aligns with their
missions and values to meet their unique needs.*

HOLOGIC®

“ The San Diego Foundation has helped Hologic build an engaged workforce through philanthropy by initiating a partial employee match program. The Foundation staff of philanthropic advisors and financial experts make everything so simple, and we're able to manage the fund and make grants through an easy-to-use online portal. Their staff has helped us take our corporate philanthropy to the next level.”

MICHAEL J. WATTS | VICE PRESIDENT, HOLOGIC

Qualcomm

“ It was important for us at Qualcomm to build a scholarship program that matched our corporate values; but with limited staff resources and internal bandwidth, we needed help in the process. In addition to handling the time-consuming administrative aspects of the program, The San Diego Foundation team worked with us to develop a program that aligns with our corporate values and truly meets the needs of students.”

JULIA DORFMAN | MANAGER OF COMMUNITY ENGAGEMENT, QUALCOMM



“ We rely on our partnership with The San Diego Foundation to help us connect with companies, individuals and nonprofits to support a more diverse, inclusive, and equitable San Diego. There's a saying that 'if you want to go fast, go alone, but if you want to go far, go together.' With the help of its community advisors, The Foundation is where you go together to go farther through collaborative, enduring, and strategic initiatives that deliver greater collective impact to build a better San Diego.”

PEDRO VILLEGAS | DIRECTOR OF COMMUNITY RELATIONS,
SAN DIEGO GAS & ELECTRIC



“ The San Diego Foundation has been instrumental in helping us identify our giving priorities. As a company that values giving back, we wanted to create a program that had measurable impact and reflected our values. The result was an impactful and mission-focused giving program. They also have been integral in executing our grantmaking.”

MARIEL LEÓN | CHAIR, COMMUNITY INVOLVEMENT COMMITTEE, WD-40

Investing for Good

For more than 45 years, The San Diego Foundation has been a trusted advisor for corporate giving and a partner in philanthropy, enabling San Diego companies to outsource part or all of their back-office charitable giving needs.

When establishing a corporate-advised fund, you are able to maximize the potential of your charitable giving by taking advantage of The Foundation's investment portfolios. Whether you are looking for immediate distribution and impact, or sustainable, long-term growth, our Donor Services Team will work with you to identify which of our many portfolios and accompanying fees meet your charitable goals and needs.



We're here to help

Our Donor Services Team has the experience and knowledge to help you build your custom corporate giving program.

CONTACT US

Call us at 619.814.1332 or email at donorservices@sdfoundation.org





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