Designing a Signature Philanthropy Program

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Philanthropy in China is Growing

• Increasing wealth in China
  – 1.6 million households have income >250,000 RMB. Growing by 15.9% each year

• Increasing ‘gaps’ in China

• More Organizations tackling the ‘gaps’

• Sichuan Earthquake
  – Greater Awareness of Philanthropy
  – Experience/Habit of Donating
We work with business to create a just and sustainable world

Sample corporate members and partners include:

- Alcatel-Lucent
- China Mobile
- Cisco Systems
- The Coca-Cola Company
- COSCO Container Lines Co.
- Duke Energy
- Ford Motor Company
- GE
- IBM
- Intel
- Microsoft
- Procter & Gamble
- Ramu Nico
- Wal-Mart
- Walt Disney

Funders and Partners

- The British Council
- Chinese Center for Disease Control and Prevention
- International Finance Corporation
- International Labor Organization
- Chinese National Research and Development Council
- David and Lucile Packard Foundation
- UN Global Compact
The BSR Approach

Member Network

Consulting Services

Cross-sector Collaboration

Research & Innovation
Signature Philanthropy Programs: How?

Identify the link between public needs and business strategy

Clear goal

Core Skills

Consider Partnerships

Communicate

Measure
Develop the link between business strategy and public purposes

- Alignment with business
- Value business can add
- Lack of others addressing the problem
- Likelihood of success and potential impact

Opportunity
Have a clear goal

- Continually reviewed
- Clear plan once achieved

Impact on society
Impact on company
Impact on partners
Utilize core competencies

- Develop the solution to the problem
- Apply skills where suitable
- Understand your competencies and be creative and resourceful
- Engage employees
- Learn and adjust skills

Knowledge and Skills
- Products and Services
- Contacts and Networks
- Reach and Relationships

BSR
Look for the right partnerships

- Competitive partnership selection process
- Understand partners’ strengths/weaknesses
- Utilize and leverage combination of partners
- Align partners’ goals
- Clear accountability, roles and responsibilities
- Clear lines of communication and reporting
- Devote resources to managing partnerships and build partners’ capacity
Communicate

Gain internal support from management and staff
Instill pride amongst employees towards company
Connect your brand/customers to the program
Advocate for change in line with program

Manage expectations and only communicate the truth!
Measure

• Regularly measure
• Evaluate **Impact** as well as **Input**
• Evaluate business benefit as well as society benefit, e.g.
  – PR
  – Employee Engagement
  – Product ideas
  – Build social capital
• Evaluate in order to learn how to improve
• Share what you learn about impacts
THANK YOU TEAM DEPOT!
WE COULDN'T HAVE DONE IT
WITHOUT YOU!
1000 PLAYGROUNDS
1000 DAYS

it starts with a playground.

THE HOME DEPOT
Nike Focuses on Girls and Young Women

• Investing in adolescent girls as powerful agents of change in the developing world
• The company desires to support the world’s developing countries, recognizing the benefits that both Nike’s business and consumers derive from emerging economies.
• Leverages the brand’s drive for innovation and positive change, and its ability to inspire both.
Shell focuses on enterprise development

• The Shell Foundation as worked in locations from Uganda to Nigeria to aid in the development of SMEs.
Looking forward

- What are you doing already?
- What do you want to be doing?
- What is right for YOUR company?
- How, as an NGO, can you partner with a company to achieve your goals and leverage impact?
Philanthropy in China is Growing

Total charitable donations in China in 2008 reached 107 billion RMB ($US15.7 billion), three times what it was in 2007.

• Corporate Philanthropy
  – In 2008, 20 enterprises donated over 100 million RMB;
  – 313 enterprises over 10 million RMB;
  – Total corporate donations over 12.1 billion RMB.

• Foundation Philanthropy
  – >1,245 foundations with total capital exceeding 10 billion RMB.

• Individual Philanthropy
  – Top 100 philanthropists in China total donations since 2004: 15.7 billion RMB.
Few Donation Channels

- 89.2% Donated to 3 Institutions:
  - Red Cross
  - Civil Affairs Departments
  - Charity Federations
Public Opinion on Corporate Philanthropy

• Over half of people believe that companies should engage in CSR activities and would feel more loyal towards that company for doing so.
• Two thirds think more highly of a company that support a charity.
• Over half indicate that this would influence their purchasing behavior when choosing between two similar goods.
• A third of Chinese would pay a price premium for a product that supports a charity over a similar product that didn’t.
• Two thirds of Chinese feel the company they work for should do more to support a charity.
Challenges With Traditional Philanthropy

- Do the public know which companies do what programs?
  - Are companies getting the brand recognition?

- Do companies know the impact of their philanthropy?
  - Are companies making an impact?
  - Should companies select other programs?

- Are companies using their full resources as part of their philanthropic programs?