

CORPORATE PARTNERSHIPS: RESOURCE LIST

Books and Articles

A Formula for Corporate Funding, Volume1, Number 40, July 2, 2002

By Lawrence H. Trachtman

Grants & Foundations Review™

<http://charitychannel.com/resources/Detailed/583.html>

Tips, techniques, and news in the world of grantsmanship™.

“New Approach to Linking Corporations, Charities”

The Chronicles of Philanthropy, May 30, 2002

By Nicole Wallace

Meeting the Collaboration Challenge: Developing Strategic Alliances Between Nonprofit Organizations and Businesses.

<http://www.pfdf.org/collaboration/challenge/index.html>

The Drucker Foundation has released a workbook to help nonprofits evaluate and pursue partnerships with corporations. The entire contents are available online as either HTML or PDF.

Fistfuls Of Dollars

By Linda M. Zukowski

EarthWrites Publishing

http://www.independentsector.org/mission_market/

Based on interviews with over 35 corporate representatives who are responsible for making the decisions to fund non-profit organizations, this book provides valuable insider information and provides a "behind the scenes tour" of corporate giving programs.

Mission & Market: The Resource Center for Effective Corporate-Nonprofit Partnerships aims to offer the resources nonprofit and corporate executives need to help them build effective partnerships that enhance both mission and business goals—and serve to build the public trust for the nonprofit sector as a whole.

Joint Ventures Involving Tax-Exempt Organizations

Second Edition By Michael I. Sanders

John Wiley & Sons

1 Wiley Drive; Somerset, NJ 08875

(800) 225-5945; <http://www.wiley.com>

Explains the regulations and laws that govern joint business ventures involving charities and businesses.

Outlines tests that the Internal Revenue Service uses to evaluate such ventures. Other topics discussed include the unrelated-business income tax, which the IRS levies on money raised through activities it determines to be outside an organization's charitable mission; debt-financed income; bonds; investing through limited-liability companies; and for-profit partnerships between businesses and universities, business leagues, and foreign organizations.

Introduction to Corporate Social Responsibility Business for Social Responsibility

609 Mission Street, 2nd Floor; San Francisco, CA 94105

(415) 537 0888; www.bsr.org

Corporate Partnerships: A Guide for the Nonprofit

By Dennis Young, Manager

National Center on Nonprofit Enterprise

www.nationalcne.org/papers/corp_partner.htm

Successful Corporate Fundraising Effective Strategies for Today's Nonprofits, 2000

By Scott Sheldon

John Wiley & Sons

1 Wiley Drive; Somerset, NJ 08875

(800) 225-5945; <http://www.wiley.com>

A guide for charities that are pursuing support from companies. It provides an overview of the different types of corporate giving, suggests how nonprofit organizations can best solicit corporate donations, and discusses the growing use of technology in corporate grant seeking. Included in the appendixes are sample proposals and a bibliographic listing of resources available to grant seekers.

Tech Support: Corporate Giving Programs of America's Top High-Tech Firms

Edited by Marc Green

The Grantsmanship Center

1125 West Sixth Street, Fifth Floor; P.O. Box 17220; Los Angeles, CA 90017

(213) 482-9860; <http://www.tgci.com>

Profiles the corporate-giving programs at 46 large technology companies. Includes advice on how to find information about companies' charitable contributions on the Internet.

"Corporate Donations Cool Off Economic Slowdown Blamed for Lack of Increases in Gifts"

The Chronicle of Philanthropy, July 2001

By Debra Blum and Martha Voelz

Making Money While Making a Difference, 1999

By Richard Steckel, Robin Simons, Jeffery Simmons and Norman Tanen

Hide Tide Press Inc.

888-487-7377

A useful book because it provides the perspective of how a business evaluates a potential partnership with a nonprofit and manage that partnership successfully.

Common Interest, Common Good: Creating Value through Business and Social Sector Partnerships

By Shirley Sagawa and Eli SegalAims

Harvard Business School Publishing

Customer-Service Department; 300 North Beacon Street; Watertown, MA 02472

(617) 783-7500/(800) 988-0886; <http://www.hbsp.harvard.edu>

Shows that businesses and charities can work together to solve many of the problems they both face, and argues that government should eliminate regulations that the authors believe hinder corporate-charity partnerships, such as the unrelated-business income tax and state rules that require nonprofit groups to register if they solicit contributions from residents. Examines seven examples of partnerships between charities and businesses.

Corporate Foundation Profiles, 11th Edition

The Foundation Center

Customer Service; 79 Fifth Avenue; New York, NY 10003-3076

(212) 807-3690/(800) 424-9836; <http://fdncenter.org>

Profiles 200 of the largest corporate foundations in the United States, each of which awards at least \$1.2-million annually.

Dollars for Doers: A Guide to Employee Volunteer Matching Grants

Diane Gingold & Associates

4812 Ellicott Street, N.W.; Washington, D.C. 20016

(202) 966-7121; info@dga1.com or <http://www.strategic-philanthropy.com>

Profiles 75 corporate-giving programs that award grants to nonprofit organizations at which the company's employees volunteer. Revised edition late in 2001.

Corporate Giving Directory 2001, 22nd Edition

Edited by Lori Schoenenberger

The Taft Group

P.O. Box 9187; Farmington Hills, MI 48333-9187

(800) 877-4253; galeord@galegroup.com

Profiles more than 1,000 U.S. corporate-giving programs that each contributes at least \$200,000 to charity annually, including gifts of products or services.

Corporate Philanthropy at the Crossroads

Edited by Dwight F. Burlingame and Dennis R. Young

Indiana University Press

Order Department; 601 North Morton Street; Bloomington, IN 47404-3797

(800) 842-6796; iuporder@indiana.edu or <http://www.indiana.edu/~iupress>

Examines current practices, trends, and issues in corporate philanthropy that are occurring as many companies use their giving programs to help accomplish their bottom-line goals, instead of simply making gifts to demonstrate their social responsibility.

Give and Take: A Candid Account of Corporate Philanthropy

By Reynold Levy

Harvard Business School Publishing

Customer-Service Department; 300 North Beacon Street; Watertown, Mass. 02472

(800) 988-0886; <http://www.hbsp.harvard.edu>

Looks at the reasons why businesses make contributions to nonprofit organizations and offers advice to charities on how to win grants from corporations.

Giving By Industry: A Reference Guide to the New Corporate Philanthropy, 2000-2001

Edited by Craig Smith

Aspen Publishers

Distribution Center; 7201 McKinney Circle; Frederick, MD 21704

(800) 317-3113; <http://www.aspenpublishers.com>

Analyzes giving trends in 20 industries and shows how charities can tailor their appeals to take companies' business priorities into account. Includes listings of more than 300 corporations and contact persons.

IEG Sponsorship Sourcebook

Edited by Lesa Ukman

IEG

Customer Service; 640 North LaSalle, Suite 600; Chicago, IL 60610-3777

(800) 834-4850; E-mail: ieg@sponsorship.com

A resource for groups seeking companies to sponsor sports, music, arts, and other events and for companies that want to lend their names and financial support to such events. The directory organizes companies and events by location and type of event, and provides an index of contacts at 300 leading sponsors and a listing of sponsorship opportunities.

Looking Good and Doing Good: Corporate Philanthropy and Corporate Power

By Jerome L. Himmelstein

Indiana University Press

Order Department; 601 North Morton Street; Bloomington, IN 47404-3797

(812) 855-6804/(800) 842-6796; E-mail: iuporder@indiana.edu or <http://www.indiana.edu/~iupress>

Examines the culture of corporate philanthropy, how corporations have responded to controversies over their donations, and why much of the criticism has been made by political conservatives.

Matching Gift Details Directory, 1999-2000

Council for Advancement and Support of Education

Department 4022; Washington, D.C. 20042-4022

(800) 554-8536; E-mail: books@case.org; Web site: <http://www.case.org>

Profiles the matching-gifts programs of more than 7,500 parent and subsidiary companies that match their employees' gifts to colleges and universities and other nonprofit organizations. Includes the minimum and maximum amounts companies match, eligibility requirements, and other information. Updated annually.

The National Directory of Corporate Giving, Sixth Edition

The Foundation Center

Customer Service; 79 Fifth Avenue; New York, NY 10003-3076

(800) 424-9836; <http://fdncenter.org>

Profiles approximately 3,000 companies that give to nonprofit organizations. Entries are divided into two parts: a general description of the company's business activities and a description of its corporate-giving program or foundation.

Promoting Corporate Citizenship: Opportunities for Business and Civil Society Engagement

Edited by Laurie Regelbrugge

Civicus World Alliance for Citizen Participation

919 18th Street, N.W., Third Floor; Washington, D.C. 20006

(202) 331-8518; E-mail: news@civicus.org; Web site: <http://www.civicus.org>

Fifteen essays, written by charity leaders, discuss how businesses can improve society by working more closely with government and nonprofit organizations.

The Collaboration Challenge: How Businesses and Nonprofits Succeed Through Strategic Alliances

By James E. Austin

Jossey-Bass Publishers

Customer Service; 350 Sansome Street; San Francisco, CA 94104

(800) 956-7339

Describes how both charities and companies can benefit from marketing partnerships. Offers advice on how to find appropriate partners, design collaboration agreements, and manage the arrangement.

Corporate Social Investing The Breakthrough Strategy for Giving and Getting Corporate Contributions

By Curt Weeden.

Berrett-Koehler, Inc.

415 288-0260

Mr. Weeden was a former vice president of Johnson and Johnson, who directed \$146 million a year philanthropy program. His perspective as well as Paul Newman's forward is quite interesting. The intended audience for the book seems to be for business leaders, but gaining this perspective is very useful.

Social Enterprise Initiative, Harvard Business School Supplement to Nonprofit and Voluntary Sector Quarterly, Vol. 29 Number 1 Supplement 2000

This is a special issue on corporate nonprofit relationships and differences. There are a number of good articles in this journal. Check it out.

Managing the Double Bottom Line

By Kim Alter
www.pactpub.com

Giving by Industry: A Reference Guide to the New Corporate Philanthropy, 1999-2000 Edition

By Craig Smith
Aspen Publishers, July 1999

The Cathedral Within: Transforming Your Life by Giving Something Back

By Bill Shore
Published by Random House, June 1999
Excerpts on <http://www.communitywealth.org/resources.htm>

The Challenge of Change: Implementation of a Venture Philanthropy Strategy

The Roberts Enterprise Development Fund and BTW Consultants, San Francisco, February 1999.
This publication is available to download from the REDF Web site at www.redf.org

Corporate Social Investing: The Breakthrough Strategy for Giving and Getting Corporate Contributions

By Curt Weeden
Barrett-Koehler, August 1998

Periodicals

Corporate Giving Watch, monthly

The Taft Group
P.O. Box 9187; Farmington Hills, MI 48333-9187
(800) 877-4253; E-mail: galeord@galegroup.com; Web site: <http://www.taftgroup.com>
This newsletter reports on charitable giving by corporations and profiles corporate-giving programs.

Corporate Philanthropy Report

Aspen Publishers
Distribution Center; 7201 McKinney Circle; Frederick, MD 21704
(800) 317-3113; <http://www.aspenpublishers.com>
Monthly newsletter examines trends in corporate.

IEG Sponsorship Report

IEG
Customer Service; 640 North LaSalle, Suite 600; Chicago, Ill. 60610-3777
(800) 834-4850; E-mail: ieg@sponsorship.com; Web site: <http://www.sponsorship.com>
Published 24 times a year, this newsletter reports on corporate marketing partnerships with nonprofit organizations, as well as businesses' sponsorship of sports, arts, and music events.

In-Kind Resources

National Executive Service Corps

120 Wall Street, 16th Floor; New York, NY 10005
(212) 269-1234; info@nesc.org

Federal Recycling Initiatives

Computers for Learning
www.computers.fed.gov/School/users.asp

General Service Administration

www.fss.gsa.gov/property

Points of Light Foundation

1400 I Street, Suite 800; Washington, DC 20005
(202) 729-8000; www.pointsoflight.org

Service Corps of Retired Executives (SCORE)

Expert business counseling. Visit SCORE's Web site to take advantage of their on-line counseling, available via e-mail. From business owner to operations manager, SCORE counselors are ready to mentor you at <http://www.score.org> or 1-800/634-0245 to find the SCORE counseling location nearest you.

Gifts-In-Kind International

333 North Fairfax Street; Alexandria, VA 22314
(703) 836-2121; www.giftsinkind.org

National Association for the Exchange of Industrial Resources

P.O. Box 8076; 540 Frontage Road; Northfield, IL 60093

Internet Sites that can Help you Find Corporate Volunteers

www.volunteer.match.org; www.helping.org; www.idealists.org; www.cns.gov

Matching Gift Information

Council for the Advancement and Support of Education

1307 New York Ave. NW; Washington D.C. 20005
www.case.org

Higher Education Publications, Inc.

6400 Arlington Blvd, Suite 648; Falls Church, VA 22042
www.hepinc.com

Blackbaud

4401 Belle Oaks Drive; Charleston, SC 29405
www.blackbaud.com

Educational Centers on Corporate/Nonprofit Partnerships

The following organizations and web sites offer educational materials and networking opportunities:

The National Center on Nonprofit Enterprise

George Mason University
3401 North Fairfax Drive, MS 3B1; Arlington, VA 22201
(703) 993-4994; ncne@nationalcne.org : www.nationalcne.org

Business for Social Responsibility

609 Mission Street, 2nd floor; San Francisco, CA 94111
(415) 537-0890; www.bsr.org

The Global Business Responsibility Resource Center

<http://www.bsr.org/resourcecenter>

Created by Business for Social Responsibility, in San Francisco, this Web site discusses topics related to corporate social responsibility -- such as business ethics, corporate philanthropy, environmental practices, human rights, and on-the-job issues. The site offers examples of socially responsible practices, explains the potential benefits to businesses, provides sample policies, and offers advice to companies that want to implement new practices. Each section also provides links to Web sites and contact information for organizations that offer additional information.

Co-op America

1612 K St NW Suite 600; Washington D.C. 20006

(202) 58-GREEN; www.coopamerica.org

Interfaith Center on Corporate Responsibility

475 Riverside Dr. Room 566; New York, NY 10115

(212) 870-2295; www.iccr.org

Social Venture Network

P.O. Box 29221; San Francisco, CA 94129

(415) 561-6501; www.svn.org

Center for Corporate Community Relations

Boston College

Chestnut Hill, MA 02467; (617) 552-4545

www.bc.edu/bc_org/avp/csom/cccr/default.html

Community Wealth Ventures, Inc. (CWV)

www.communitywealth.org

A consulting firm that assists in all aspects of entrepreneurial wealth creation for the social sector. Their objective is to teach nonprofits to best leverage the *Community Wealth* concept to meet their mission and revenue objectives. The site lists resources and case studies as well as information on venture philanthropy.

The Conference Board

845 Third Avenue; New York, NY 10022

(212) 759-0900; www.conference-board.org

The Resource Center for Effective Corporate-Nonprofit Partnerships

http://www.independentsector.org/mission_market/

Offers the resources nonprofit and corporate executives need to help them build effective partnerships that enhance both mission and business goals—and serve to build the public trust for the nonprofit sector as a whole.

Mission & Market: *The Resource Center for Effective Corporate-Nonprofit Partnerships*

http://www.independentsector.org/mission_market/overview.htm

The Independent Sector's new project will offer a wide variety of resources nonprofit and corporate executives need to help them build effective partnerships that enhance both mission and business goals—and serve to build the public trust for the nonprofit sector as a whole. Particularly helpful is a definition of different types of partnerships and sample policies and guidelines.

The Corporate Community Investment Service (Cor Com)

1313 22nd Street, N.W.; Washington, D.C. 20037

202-296-7638; <http://www.corcom.org/index2.htm>

Creates links between businesses and non-profits. They assist businesses in locating appropriate non-profit partners for strategic community investments in the U.S. and overseas. They help Non-Profits become

more effective in their work and more attractive to businesses as partners in joint endeavors. Find business partners that can help achieve social objectives. There are a lot of useful articles on this site.

Software

MatchFinder

Distributed by Blackbaud
<http://www.blackbaud.com>
(800) 443-9441

Software provides online access to information about corporate matching-gift programs and works with a charity's prospect and donor records to identify potential donors who work for companies that match employee donations. Minimum hardware and system requirements: Pentium 233 megahertz or higher processor, 64-128 megabytes of RAM, and Windows NT 4.0 or Windows 2000.