

## TYPES OF CORPORATE PHILANTHROPIC SUPPORT AVAILABLE TO NON-PROFITS

### Volunteers

- Actively encourages employees/officers to serve as non-profit Board members
- Facilitates access to employees for volunteer recruitment
- Provides paid release-time to employees volunteering during regular working hours
- Supports/facilitates corporate retirees' involvement as volunteers
- Maintains employee "skillsbank" to facilitate match-up of employee skills/interests with volunteer needs
- Formal corporate recognition of employees' community/volunteer work

### In-Kind Professional Services

- Accounting/bookkeeping consultations
- Financial audits
- Planning consultation
- Insurance consultation
- Marketing and market-research consultation
- General management consultation
- Legal consultation by in-house counsel
- Computer consultation/time-sharing
- Loaned executives for short-term, special projects
- Specialized training programs using corporate trainers/facilities
- Audio-visual services, including equipment loans, and developing A-V presentations
- Graphic design and creative services (for logos, brochures, newsletter, annual report)
- Preparation of advertisements or PSAs

### In-Kind Direct Support Services

- Printing, duplicating and binding services
- Hosting of annual meetings, benefit parties, or special events
- Long- or short-term use of space for non-profit offices/operations
- Cooperative purchasing agreements (allowing nonprofits to secure cheaper supplies)
- Mailing or shipping by corporation at corporate expense
- Transportation and hauling (including company vehicle loan)
- Minor construction repairs or renovations

### Advertising/Promotion

- Corporate publications carry items/stories about non-profits and volunteer-opportunities
- Corporate "bill stuffer" includes news/stories of non-profits
- Cooperative advertising (e.g. corporation advertises event/institution and gets credit line)
- Cooperative marketing (e.g. product coupon gives free/reduced admission to event/institution)
- Purchase of air-time/print advertisements for non-profit program/promotion

### In-Kind Goods/Products

- Donations of used/surplus office machines, computers, furniture, supplies, etc.
- Donations of company products or merchandise

### Direct Financial Support

- Grants to implement specific programs
- Grants to underwrite or sponsor events/services
- Grants for general administrative support
- Corporate contributions matching employee donations
- Special grants on behalf of corporate employees involved as volunteers
- Purchase of tables or tickets for benefit-events
- Bulk purchase of tickets for free distribution to employees
- Corporate contracting of fee-based services from non-profits (day care, recreation, etc.)
- Low-interest loans or loan guarantees