

Introduction to Corporate Giving

A Resource List

Directories of Corporate Philanthropy

Abshire, Michael. *Giving by Industry: A Reference Guide to the New Corporate Philanthropy.* 2003 ed. Gaithersburg, MD: Aspen Publishers, 2002. Each chapter describes a different industry and explains how philanthropic support is shaped by the business interests specific to the industry. Shows how the system of support has changed through time and ponders the issues that will reshape the industry's support of nonprofits in the future. Short profiles of leading companies in each industry follow the analysis section. **Call Number: REF 100 GIV IND 2003**

Corporate Giving Directory. Farmington Hills, MI: Thomson Gale. Annual. Provides detailed descriptive profiles of 1,000 of the largest corporate charitable-giving programs in the United States. Each company profiled makes annual contributions of at least \$200,000, including in-kind donations. Indexed by headquarters state; operating and grant recipient location; type of grant; nonmonetary support; and recipient type. Also includes biographical indexes. **Call Number: REF 100 TAF COR**

Holly, Karina (comp.). *The International Directory of Corporate Philanthropy.* London, England: Europa Publications, 2002. Covering 66 countries, the directory profiles more than 1,000 national and multi-national corporations and their foundations and trusts, organized alphabetically by name. Entries describe activities, geographic focus, restrictions, publications, financial data, staff, and contact information. **Call Number: REF 370 EUR**

National Directory of Corporate Giving. New York, NY: Foundation Center. Annual. Profiles more than 3,700 corporations that make contributions to nonprofit organizations through corporate foundations or direct-giving programs. Entries provide a description of the company and its activities and specific information on giving programs and foundations, including: contact information, financial data (with assets, high and low gifts, and amount and number of employee matching gifts), purpose and activities, limitations, types of support, application information, and sample grants (when available). Includes guidelines for grantseekers, a glossary, and bibliography. **Call Number: 100 FC NAT**

National Directory of Corporate Public Affairs. Washington, DC: Columbia Books. Annual. Provides profiles of approximately 1,500 companies identified as having public affairs programs, and lists approximately 13,000 corporate officers engaged in public affairs. A separate section provides an alphabetical listing of names, showing the company that employs that person, his or her correct title and address, and if and where the individual is registered as a lobbyist. **Call Number: REF 047 NAT**

General Corporate Research

Corporate Yellow Book: Who's Who at the Leading U.S. Companies. New York, NY: Leadership Directories Inc. Published quarterly. **Call Number: REF 047 YEL**

Corporate Affiliations: Who Owns Whom. New Providence, NJ: LexisNexis Group. Electronic resource.

Periodicals

Chronicle of Philanthropy. 1255 23rd Street, NW, Washington, DC. 20037. Biweekly. (202) 466-1200. philanthropy.com

Corporate Philanthropy Report. LRP Publications, Inc., 360 Hiatt Dr., Palm Beach Gardens, FL 33418. Monthly. (800) 341-7874. lrp.com

Philanthropy News Digest (online publication). The Foundation Center, 79 Fifth Avenue, New York, NY 10003. Daily. (212) 620-4230 or (800) 424-9836. foundationcenter.org/pnd/

Books and Articles of Interest

CORPORATE RESEARCH AND FUNDRAISING GUIDES

The Foundation Center's Guide to Grantseeking on the Web. Chapter 4, "Corporate Giving Information on the Web." New York, NY: Foundation Center, 2003. Call Number: 676 FOU 2003

Male, Richard I. "Fundraising from Corporations: Old and New Approaches." *Grassroots Fundraising Journal*, vol. 23, July–August 2004, p. 10-14.

Scanlan, Eugene A. *Corporate and Foundation Fund Raising: A Complete Guide from the Inside*. Frederick, MD: Aspen Publishers, 1997. Call Number: 720 SCA

Scott, Sheldon K. *Successful Corporate Fund Raising: Effective Strategies for Today's Nonprofits*. New York, NY: John Wiley & Sons, 2000. Call Number: 720 SCO

Zukowski, Linda. *Fistfuls of Dollars: Fact and Fantasy about Corporate Charitable Giving: Practical Tips for Obtaining Corporate Support for Your Nonprofit Programs*. Redondo Beach, CA: EarthWrites Publishing, 1998. Call Number: 720 ZUK

CORPORATE PHILANTHROPY STATISTICS

Foundation Center. *Key Facts on Corporate Foundations*. New York, NY: Foundation Center, 2006. Available online: foundationcenter.org/gainknowledge/research/pdf/corporatekeyfacts.pdf

Muirhead, Sophia A. *Corporate Contributions: The View from 50 Years*. New York, NY: Conference Board, 1999. Call Number: 432 MUI

Muirhead, Sophia A. *The 2006 Corporate Contributions Report*. New York, NY: Conference Board, 2006. Annual survey. Call Number: 438 CON COR

Wilhelm, Ian. "A Surge in Corporate Giving." *Chronicle of Philanthropy*, August 17, 2006, p. 28, 30-33, 35-36. Annual survey.

MATCHING GIFTS

Greene, Elizabeth. "Making the Most of Matches: It Pays to Remind Donors of Companies' Programs, Charities Find." *Chronicle of Philanthropy*, April 19, 2001, p. 27–29.

Matching Gift Details. Washington, DC: Council for Advancement and Support of Education. Annual. Provides information on some 10,000 corporate foundations, parent companies, and subsidiaries that match employee gifts to nonprofits. Call Number: 135 CAS MAT

CAUSE-RELATED MARKETING AND SPONSORSHIP

Adkins, Sue. *Cause Related Marketing: Who Cares Wins*. Oxford, England: Butterworth-Heinemann, 1999. Call Number: 372 ADK

Daw, Jocelyne. *Cause-Marketing for Nonprofits: Partner for Purpose, Passion, and Profits*. Hoboken, NJ: John Wiley & Sons, 2006. Call Number: 723 DAW

Grey, Anne-Marie; Skildum-Reid, Kim. *The Sponsorship Seeker's Toolkit*. 2nd ed. Sydney, Australia: McGraw-Hill, 2003. Call Number: 726 GRE

Kotler, Philip; Lee, Nancy. *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*. Hoboken, NJ: John Wiley & Sons, 2005. Call Number: 438 KOT

Martin, Patricia. *Made Possible By: Succeeding with Sponsorship*. San Francisco, CA: Jossey-Bass Publishers, 2003. Call Number: 726 MAR

Skinner, Bruce E.; Rukavina, Vladimir. *Event Sponsorship*. Hoboken, NJ: John Wiley & Sons, 2003. Call Number: 726 SKI

Ukman, Lesa (ed.) *IEG Sponsorship Sourcebook: The Comprehensive Guide to Sponsors, Properties, Agencies and Suppliers*. 2007 ed. Chicago, IL: IEG, Inc., 2006. Call Number: REF 568 IEG

To stay current with new books and articles on the topic of corporate philanthropy, use the New Acquisitions feature (click on the Corporate Philanthropy category) of Catalog of Nonprofit Literature: cnl.foundationcenter.org

Electronic Resources

INTERNET SITES

The Foundation Center Web Site: foundationcenter.org

PHILANTHROPY NEWS DIGEST

Philanthropy News Digest: A weekly compendium of news events in the world of philanthropy and the nonprofit sector.

RFP Bulletin: Contains information about new grant opportunities offered by foundations and other grantmaking organizations, including corporations.

FIND FUNDERS

Corporate Giving Online: Our subscription-based service focusing on corporate grantmakers. Search profiles of over 4,300 corporate donors, along with over 150,000 associated grants, and access details on the sponsoring companies. Available for free use in the library.

Foundation Finder: A free lookup tool that provides basic information on more than 89,000 grantmakers in the U.S., including company-sponsored foundations and direct corporate giving programs.

Foundation Directory Online: Our subscription-based service that allows you to search the Foundation Center's own comprehensive database. *Foundation Directory Online* is updated weekly; the Professional subscription plan (available for free use in the library) includes all direct corporate giving programs as well as company-sponsored foundations. The "Search Companies" feature provides background information on over 3,700 companies.

Top Funders: Includes a list of the top corporate grantmakers ranked by assets and total giving.

GET STARTED

Frequently Asked Questions (FAQs): Contains over 125 well-researched answers to questions on a wide range of topics including corporate philanthropy.

GAIN KNOWLEDGE

Grantmaker and Grants Stats: Offers a wealth of statistical information on U.S. private and community foundations drawn from the Center's own research database.

Research Studies: Provides descriptions of and highlights from our Foundations Today series and Special Reports on particular segments of foundation philanthropy, including corporate foundations.

CD-ROM

FC Search: The Foundation Center's Database on CD-ROM. New York, NY: Foundation Center. Annual; updated twice a year. Comprehensive resource on private funding sources, providing access to more than 80,000 U.S. grantmakers and 334,000 associated grants. The Grantmaker file contains records for all known active private foundations (including company-sponsored foundations), corporate giving programs and public charities in the United States. The Grants file contains records for recent grants of \$10,000 or more awarded by the largest foundations listed in the Grantmaker file.

OTHER WEB SITES OF INTEREST

bizjournals.com

American City Business Journals provides weekly business newspaper and online publication.

biz.yahoo.com/r/

Yahoo! Research Center site provides access to Research Report Screener, Up/Downgrades, Sector/Industry Analysis, Annual Reports, SEC Filings, Financial Statements, IPOs, Mergers, and more.

cafonline.org/Default.aspx?page=6837

Based in the United Kingdom, Charities Aid Foundation (CAFOnline) provides guidance and best practices for corporate community investment, with an international focus. Case studies of exemplary corporate community investment practices are of special interest.

corporateinformation.com

Links to more than 350,000 domestic and foreign companies, public and private. Can view brief company snapshots by state or country for free.

csrwire.com

Distribution center for corporate reports and press releases related to corporate social responsibility.

finance.yahoo.com

Yahoo! Finance site provides access to information on markets, stock research, financial news, and personal finance.

giftsinkind.org

Assists businesses to donate products to charities and directs nonprofits seeking in-kind gifts to Coordinating Agency Partners in their geographic areas.

hoovers.com

Links to more than 4,000 corporate Web sites with information on more than 12 million public and private enterprises. Hoover's own proprietary database contains more than 17,000 records on the largest, fast growing, and most influential companies in the US and abroad. Company Fact Sheets are free; in-depth information is available by subscription.

independentsector.org/mission_market/index.html

Independent Sector's "Mission & Market: The Resource Center for Effective Corporate-Nonprofit Partnerships" is a resource-rich site that 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.

sec.gov/edgar.shtml

Provides access to the Securities and Exchange Commission's database of corporate information.