



The future of corporate foundations

Are they still relevant?

November 2017

The big question

- Companies continue to be challenged to define their role in society and contribution to tackling global challenges
- The Sustainable Development Goals set out a global framework that calls for corporate leadership in addressing these challenges
- As companies are challenged to rethink their business models and adopt sustainable strategies with social and environmental impacts in mind...

Is the corporate foundation model still relevant?

Alternative models – threats or opportunities?

Corporate models for delivering social good:

Social enterprises



Public-benefit company (US)



Community Interest Company (UK)



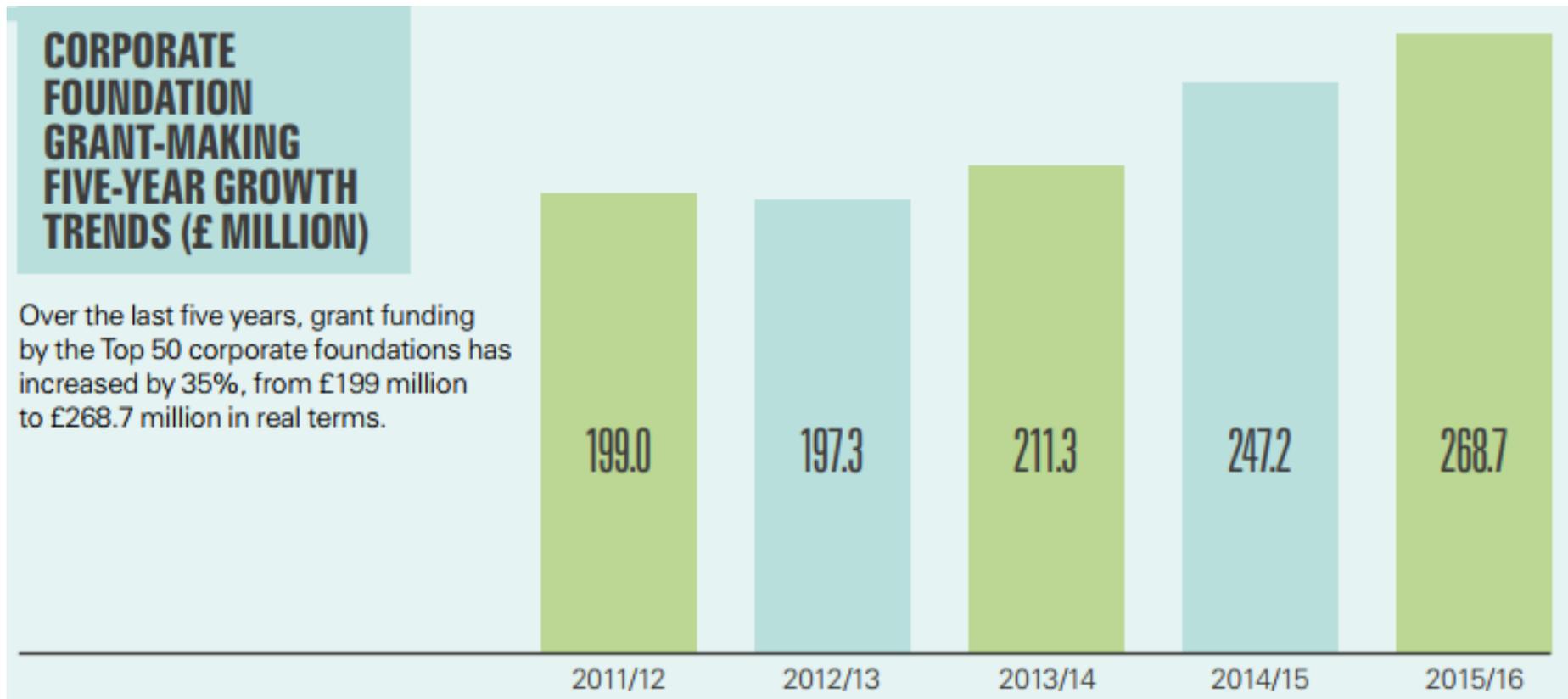
Integrated in-house CR programmes



What is happening now?

Foundation Giving Trends: 2017

Top 50 corporate foundations gave grants totalling £269 million, an annual growth of 9% in real terms



Source: [Association of Charitable Foundations](#)

About our survey

Respondents profile: Total no. 45

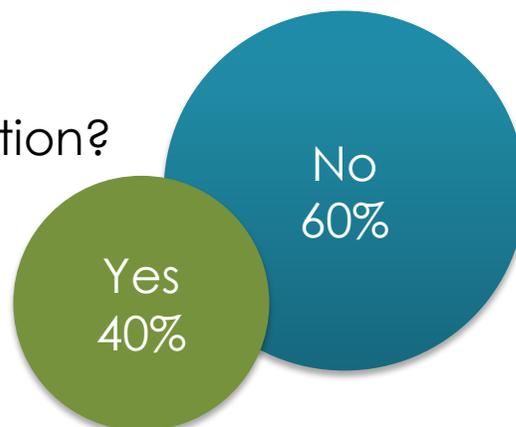
Where are the headquarters of your organisation located?

United Kingdom	25%
United States of America	33%
Australia	13%
Belgium	4%
Germany	4%
Italy	8%
Switzerland	13%

Industry

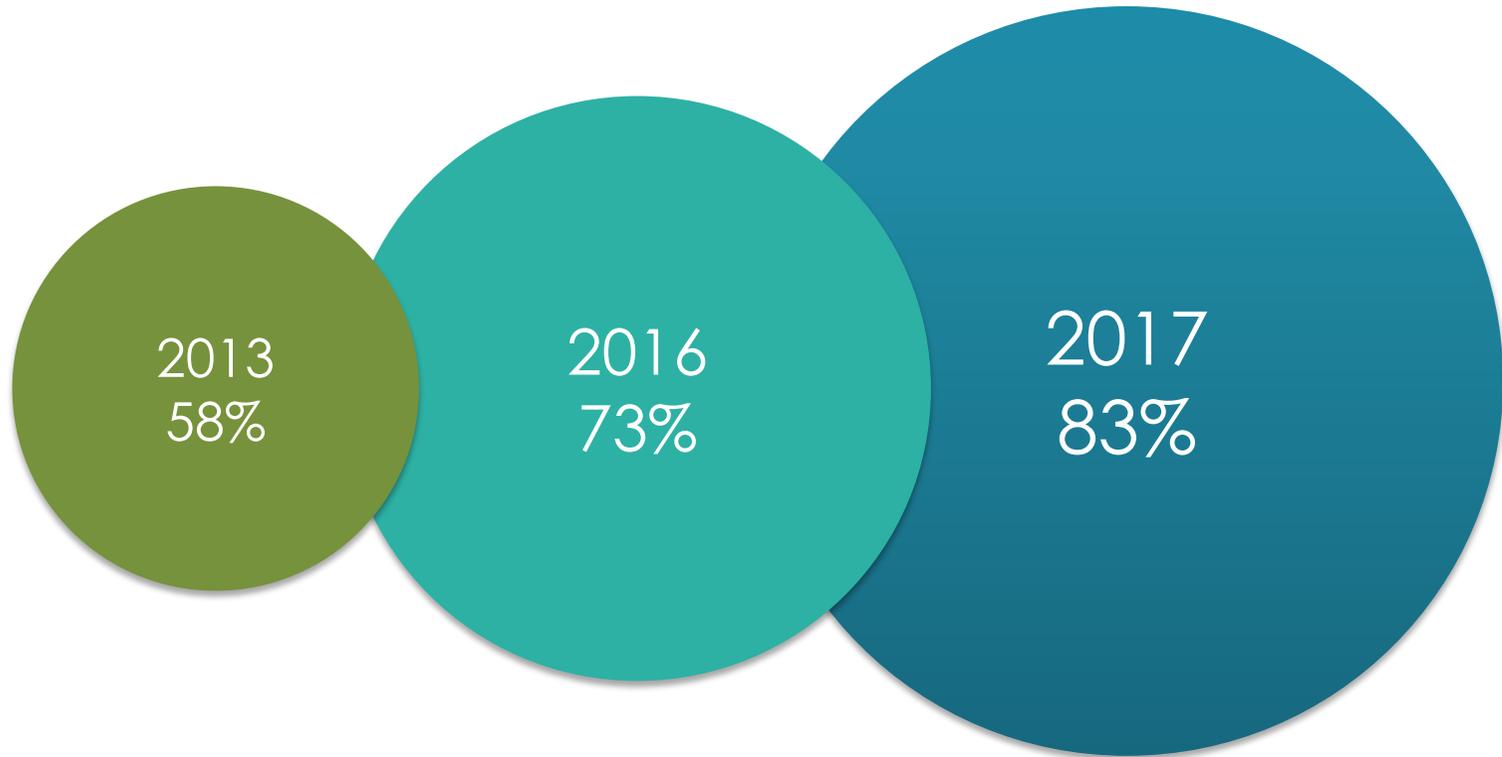
Financial Services	33%
Engineering & Manufacturing	6%
Property, Construction, Housing & Facilities	11%
Consumer Goods	11%
Pharmaceuticals	11%
Retail	6%
Legal	6%
Professional Services	6%
Technology & Telecoms	6%
Other (please specify)	6%

Do you work for a corporate foundation?



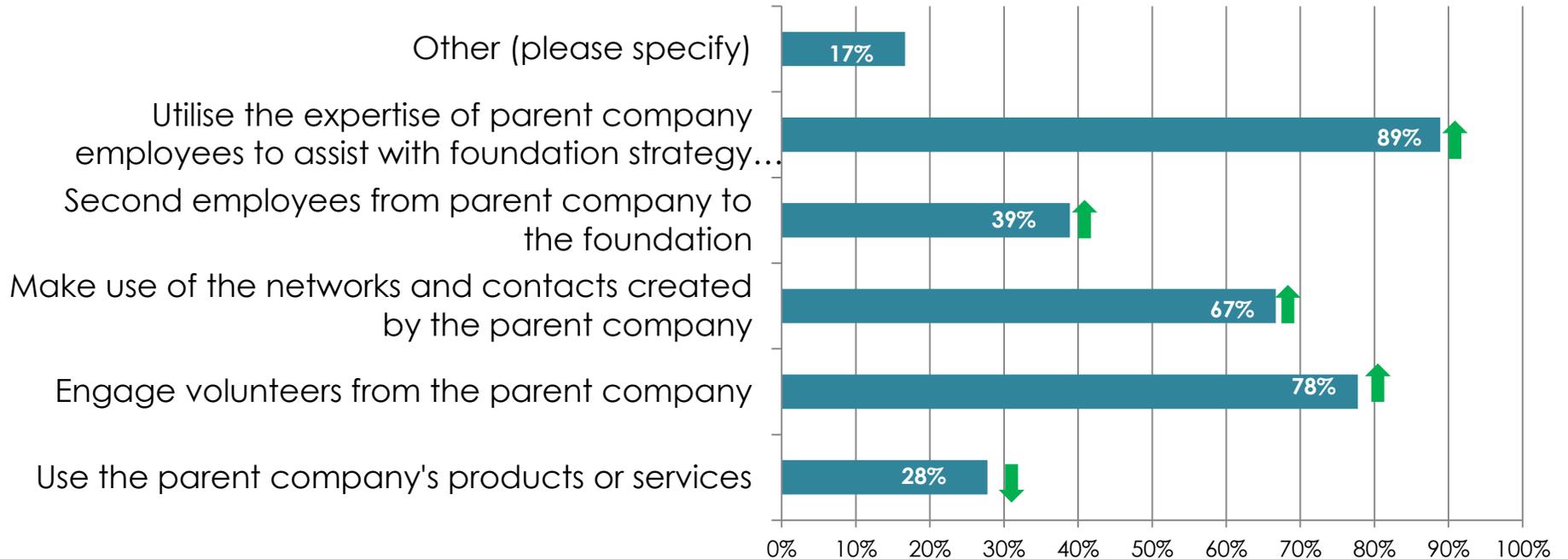
Increasing alignment with parent company

Current giving strategy is linked to the parent company's business focus



Foundations are leveraging corporate support

Does your corporate foundation do any of the following to enable its activity?



“We test new approaches to improve working conditions in factories in the parent company's own supply chain”

--- Survey Respondent

Approach to giving is increasingly focused

2016

40%

say they define a small number of focus areas and direct all efforts into these areas

38%

work with fixed partner organisations to achieve long-term goals in a small number of focus areas

2017

44%

say they define a small number of focus areas and direct all efforts into these areas

44%

work with fixed partner organisations to achieve long-term goals in a small number of focus areas

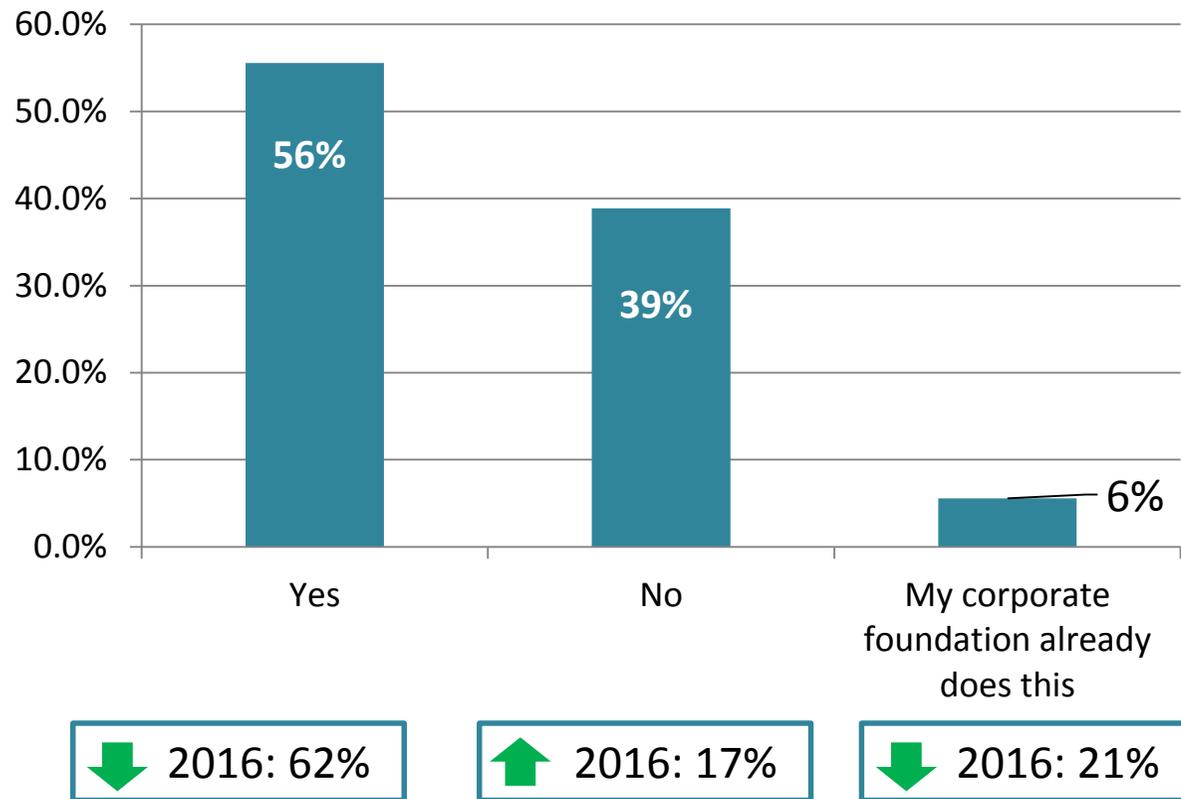
Measuring success

Which of the following are measured when assessing the results of your corporate foundation's activity?



Are foundations losing the drive for innovation?

“In the future, I can imagine my corporate foundation developing a new product or service that delivers a social benefit to society”



How can corporate foundations differentiate their role?

1. **Partnerships** – Leverage ‘good guy’ credentials’ /credibility to initiate courageous collaboration. This is critical to delivering Global Goals.
2. **Accelerate innovative thinking** – Think outside the box; engage with other parts of the business AND supply chain, offering a safe space to experiment and trial new approaches
3. **Expertise on global challenges** – Leverage expertise on social and environmental issues
4. **Demonstrate Impact** – Step up efforts on impact measurement to demonstrate long-term social value and performance

THANK YOU



Amanda Jordan – Co-founder

E: amanda.jordan@corporate-citizenship.com

T: +44 (0) 207 861 1616

W: www.corporate-citizenship.com

E: mail@corporate-citizenship.com

Twitter: @CCitizenship

LinkedIn: <https://www.linkedin.com/company/corporate-citizenship>

London

Holborn Gate, 5th Floor
326-330 High Holborn,
London
WC1V 7PP
United Kingdom

T: +44 (0)20 7861 1616

Melbourne

LBG Australia & New Zealand
Suite 5.04, Level 5,
20 – 22 Albert Road
South Melbourne, VIC 3205
Australia

T: + 61 (3) 9993 0452

New York

241 Centre Street
4th Floor
New York,
NY 10013
United States

T: 1-212-226-3702

San Francisco

1885 Mission Street
San Francisco,
CA 94103
United States

T: 1-415-656-9383

Santiago

Av. Kennedy 5735
Oficina 1503
Santiago
Chile

T: +56 (2) 3224 3569

Singapore

2 Science Park Drive
Ascent Building, 02-06
Singapore
118222

T: +65 6822 2203