

engage. invest. collaborate.

Strategic philanthropy serves as the historical foundation for most corporate responsibility programs and is itself a thriving industry.

“Venture philanthropy,” “creative capitalism,” “social entrepreneurship” and “philanthropy 2.0” are just some of the buzzwords that have become part of the public consciousness over the past few years. As these terms become more common, it is important to recognize that they all describe new approaches to running socially responsible and socially engaged enterprises built on a foundation of philanthropic practices that have been employed by organizations, both large and small, for centuries.

Many successful companies today realize the significant business benefits of strategic philanthropy; it can be a means to ensure a healthy pool of potential workers, achieve social stability in areas of operation and grow new and viable consumer markets, among many other benefits.

In fact, many companies find that strategic philanthropy provides one of the best opportunities to innovate within the realm of corporate responsibility. Increasingly we are seeing philanthropic programs move beyond monetary donations to include investments of intellectual capital and staff time through skills-based volunteerism and pro bono service, addressing human-resource development goals as well as community needs.

Since its inception in 1984, APCO Worldwide has worked in the fields of strategic philanthropy and community investment. We blend experience in the worlds of business, government and civil society to help clients, including corporations and nonprofit organizations, implement social and environmental initiatives that produce results.

CAPABILITIES

Using research to optimize philanthropic activity

Effective giving programs are built from an understanding of the business and community environment. APCO uses research to assess existing activities, understand employee and

management priorities, identify potential partners and stakeholders, and recognize niche opportunities for maximizing community investments and visibility.

Developing successful investment strategies

The strategies that drive community investment decisions have become increasingly sophisticated. APCO works with organizations to conduct planning sessions, build effective strategies and develop action plans that meet critical social needs while advancing business goals.

Building and managing effective programs

APCO works with its clients to ensure their programs are well-designed and well-executed. We help them determine the appropriate mix of resources to provide (e.g., cash, in-kind donations, technical support), assist in the grant-making process, identify opportunities for greater employee involvement and measure the impact of programs.

Identifying and developing partnerships

The rise of public-private partnerships reflects a growing realization that individual entities can create powerful results when they collaborate. APCO helps organizations build and leverage effective partnerships by evaluating and identifying potential partners, designing the structure and objectives of the relationship and monitoring the partnership’s effectiveness.

Leveraging investments through strategic communication

Many companies traditionally refrained from broadcasting their efforts to avoid appearing self-serving.

However, communicating about good works helps others understand the value of community investment. Effective communication also drives needed awareness of organizations and causes. APCO helps clients identify opportunities inside an organization to keep management and employees engaged, while leveraging external visibility through creative story angles, communication tools (e.g., community newsletters, annual reports) and partnerships.

Visit our blog www.shared-purpose.com to think about, discuss and predict what’s next for business and society.

Strategic Philanthropy

EXPERIENCE

APCO's strategic philanthropy team helps clients across the globe address a variety of issues. Our recent work includes:

- Designing a multinational shipping company's global giving strategy, including recommendations on program strategy and design, employee involvement and potential partners.
- Developing and managing grant-making strategies for a consumer goods company, which includes program implementation, identifying potential grantees, managing the Request for Proposal process and making investment recommendations.
- Launching a global public-private partnership to mobilize resources to immunize all the children in the world's 75 poorest countries.
- Aligning a major national retail chain's employee volunteerism strategy with the company's business goals to help better engage employees over the long term.
- Managing strategic communication for a major U.S. foundation to build public momentum around strategies that improve the lives of disadvantaged children and their families.
- Assisting a global food company in redefining its global giving strategy to incorporate measurable ways to link its charitable contributions to specific goals within the company's business units and engage senior leadership.
- Developing the messaging and materials for a major software company's global employee engagement program.
- Counseling a *Fortune* 100 company to help craft an internal communication/education plan to help explain the company's community affairs strategy, approach and messages to key internal stakeholders.
- Identifying and managing thought-leadership opportunities for a financial services company to reinforce the company's commitment to the community.

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