

A Roadmap to Impactful Corporate Philanthropy

Social justice, climate change, health, hunger, women's empowerment – you name it. These issues are driving corporate agendas like never before. But a commitment can't just be a commitment. It must be planned, executed, fulfilled and impactful. Employees, consumers, peers, investors, the media and more are paying attention to your next steps.

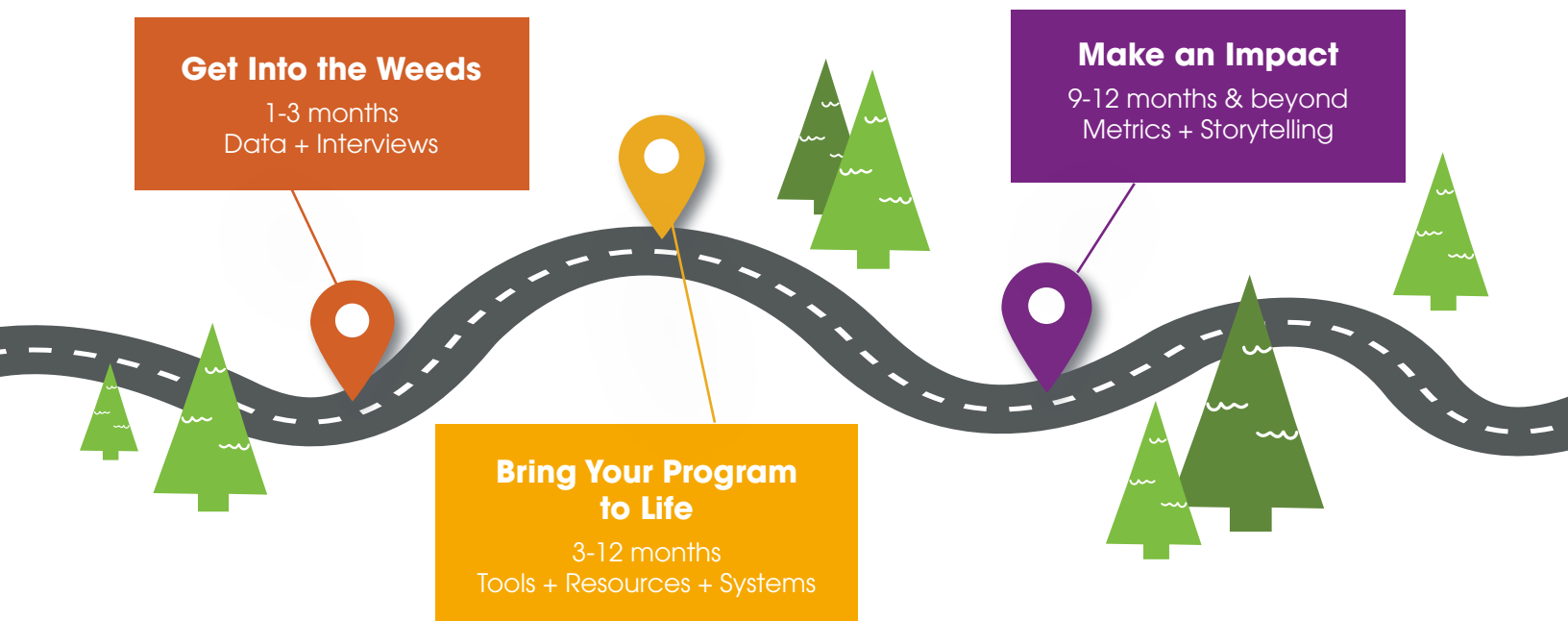
When it comes to developing a leading philanthropy program, we hear these questions all the time:

- What do my stakeholders care about?
- How do I bring my commitment to life?
- In what ways can I demonstrate shared value?
- How do I ensure measurable, sustainable impact in our communities?

Maybe you've had them too, and now you're wondering what to do next.

At Global Impact, we help companies of all sizes create transformational change. We offer a unique perspective and tactical advice to help you grow in new ways and still keep your mission first. We've influenced \$2 billion in impact with our clients – \$100 million in 2020 alone.

No matter where you are on the road to corporate philanthropy, our expertise can help you realize your commitments and achieve success.



Get Into the Weeds

1-3 months | Data + Interviews

- Figure out what your employees, consumers and leadership care about.
- Define what success looks like.
- Identify gaps in infrastructure.
- Refine program pillars and investments to support business goals.
- Mitigate risks and potential roadblocks.

Bring Your Program to Life

3-12 months | Tools + Resources + Systems

- Meet staff capacity needs to implement your program.
- Establish roles and expectations for stakeholders and leadership.
- Develop annual planning and communications.
- Build effective corporate grant-making framework.
- Find and vet new domestic and international charity partners.
- Meet employee giving and volunteerism needs.
- Attract visibility and recognition for your program.
- Navigate complex legal requirements for giving across borders.

Make an Impact

9-12 months & beyond | Metrics + Storytelling

- Increase participation in your program.
- Provide an interconnected employee experience.
- Influence business targets through your program.
- Strengthen relationships with community partners.
- Navigate complex legal requirements for giving across borders.

An overwhelming 85% of employees say that an organization's level of social responsibility positively impacts their decision to stay longer in their role. Additionally, companies that have invested in strategic philanthropy have realized incredible results.*



20% ↑

increased revenue



50% ↓

decreased turnover



13% ↑

increased productivity

Global Impact has a team of creative strategists, technology experts and financial professionals enhanced by an esteemed Board of Directors, including philanthropy leaders from KPMG, Target, Guardian Life and Walmart Foundation.

Together, we are ready to guide you on your corporate philanthropy journey. Contact us today at partner@charity.org to get started.