

# Customize Your Company's Giving

Create your unique signature in the community.



Whether your business is just beginning to implement giving strategies or you're considering refreshing your corporate philanthropy efforts, the San Diego Foundation team is here to advance your goals.

Working together, we will implement a custom corporate giving program that reflects your company values, creates your unique signature in the community, and makes your charitable investments as cost effective and efficient as possible.

## Evolution of Corporate Giving

**63%**

of Americans are hopeful businesses will take the lead to drive societal and environmental change

**78%**

of Americans want companies to address important social issues

**87%**

of Americans will purchase a product or service because a company advocates for an issue they care about

Cone Communications CSR Study, 2017



In addition to the altruistic motivation to help others, companies with successful corporate philanthropy strategies benefit from high employee engagement and retention, more opportunities to attract top talent, and stronger relationships with customers.

## Types of Corporate Giving Strategies

Set up a corporate giving program aligned with your mission and workforce.

- Employee Engagement
- Community Impact
- Scholarships

“It was important for us at Qualcomm to build a scholarship program that matched our corporate values; but with limited staff resources and internal bandwidth, we needed help in the process. In addition to handling the time-consuming administrative aspects of the program, San Diego Foundation team worked with us to develop a program that aligns with our corporate values and truly meets the needs of students.”

**Julia Dorfman, Manager**  
**Qualcomm Community Engagement**

## Benefits of Partnering with San Diego Foundation

- Back-office administration
- Employee matching
- Sophisticated investment portfolios
- Nonprofit expertise and research
- Grantmaking support
- Charitable advisors
- Corporate scholarships
- Communications support

Join a growing list of companies that work with San Diego Foundation to create a custom corporate giving program that aligns with their missions and values to meet their unique needs.



## How We Can Help

For more than 45 years, San Diego Foundation has been a trusted advisor for corporate giving and a partner in philanthropy, enabling companies to outsource part of all of their back-office charitable giving needs.

Our Donor Services Team has the experience and knowledge to help you build your custom corporate giving program. Contact us at (619) 814-1332 or [DonorServices@sdfoundation.org](mailto:DonorServices@sdfoundation.org).