



How We Help Businesses

Did you know that 95% of the world's largest corporations track and report the social impact they create? Why? Because in today's socially-conscious world, corporate citizenship plays an increasingly important role in brand valuation, corporate reputation, consumer appeal, brand selection, and talent retention and recruitment.

How we help increase your social impact

By building on your corporate objectives and our expertise, we develop a Corporate Social Responsibility (CSR) plan unique to your company. Your personalized CSR plan will ensure the sum of your corporate philanthropy adds up to more than just a series of isolated initiatives by creating philanthropic strategies that effectively, efficiently and sustainably support your corporate goals and objectives. The plan will create nonprofit partnerships that may include event sponsorships, direct giving, product donations, and employee engagement through volunteer initiatives.

Additionally, Detroit Philanthropy helps reduce the risk and increase your impact by:

- Providing an expert analysis of charities to ensure they are effective, well-managed nonprofits utilizing best practices within their field.
- Ensuring accountability for your financial support by verifying funds were spent as intended.
- Evaluating the impact of your corporate giving and volunteer efforts to provide measurable outcomes to your stakeholders.

More specifically, we offer advice and counsel as well as direct implementation, oversight, and internal and external promotion of your CSR program. Components of your program will be tailored to your company's specific needs and objectives, and may include:

- Matching gifts
- Product donations
- Direct giving
- Pro-bono services
- Paid employee time off to volunteer
- Event sponsorships
- Community grants
- Corporate foundation development
- Executive board placement
- Company-wide Day of Service events

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It's always helpful to achieve an outside perspective from a company with Detroit Philanthropy's vast experience and involvement in the non-profit community. They provided Trion some strong ideas and insights that were helpful in shaping our marketing, public relations and community-relations plan for the upcoming year. And we enjoyed working with them.

- Jeff Caponigro, EVP, Corporate Communications & CMO, Trion Solutions

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Contact us to learn how we can help you help others!

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