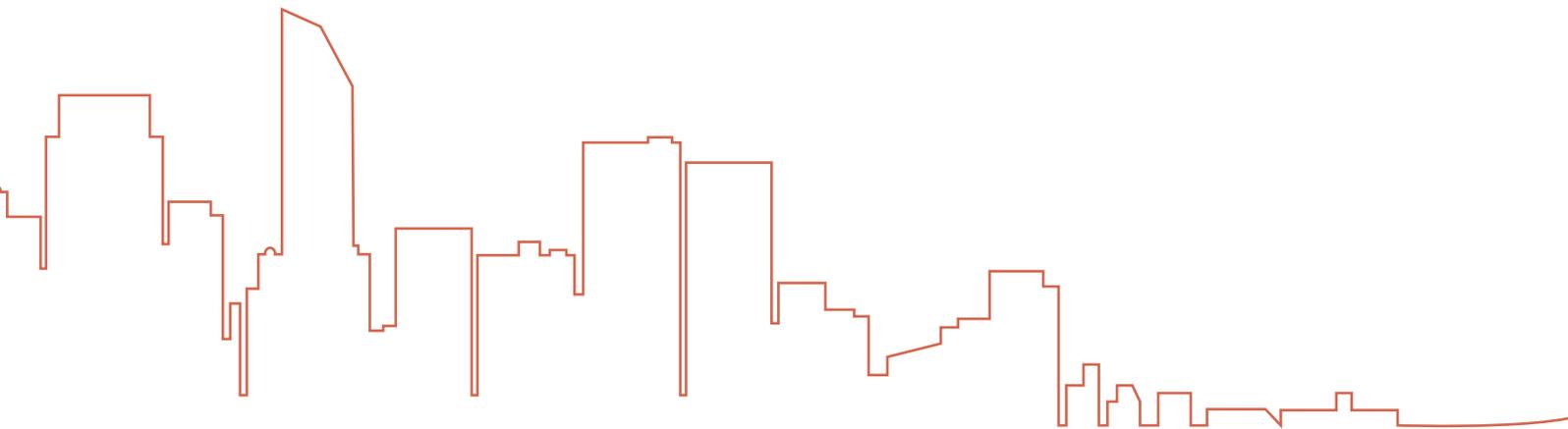


CORPORATE PHILANTHROPY

Achieving integrated social purpose



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Harnessing the power of capital to support what we most value is critical for a fair and equitable society.

Business is a dynamic and valued participant when it comes to integrating its philanthropic ambitions with its sustainability agenda. It does this not solely using its financial contribution but increasingly by unlocking its intellectual assets and the power of its people.

At CAF, we are passionate about working with our corporate clients to help them maximise the potential of their business to create a better society.

Working in partnership with charities, companies are able to accelerate their social impact. By doing so, they not only demonstrate how they deliver a positive net contribution to the world around them but also ensure their social and business purpose are aligned.

My team and our colleagues at CAF are committed to providing leading, trusted expertise to our corporate clients; from passing funds safely and effectively to charitable organisations, to being a critical friend that provides constructive challenge and strategic solutions.

Ultimately, we believe responsible business is an invaluable force for social good.



Klara Kozlov
Head of Corporate Clients, Charities Aid Foundation

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Corporate philanthropy: integrating social purpose into business

Businesses are increasingly expected to act responsibly and fulfil a number of environmental and social agendas. With the emergence of a more informed, transparent and connected world, public trust and confidence in business has become paramount. At the same time many business leaders are driven by a sense of greater purpose and are striving to identify social issues on which they can make a measurable and sustained impact.

At CAF, we are seeing a convergence of interests between business and society because of limited resources and the need to tackle critical, material issues. We also recognise that many businesses have a wider reach than any single government or public agency and are increasingly present in our lives.

Most modern market economies work fairly when we attain the balance between an equitable society and commercial interests, at both a macro and community level. To achieve this, businesses are searching for an authentic alignment between their purpose, operations and responsible business practices.

Many businesses have made significant strategic advances in sustainability. Corporate philanthropy plays a critical role in this, engaging stakeholders and directing resources to where most impact can be achieved. There is so much more to philanthropy than the act of giving. It allows businesses to demonstrate their values, engage their employees and communicate with the public about how they operate and the choices they make to ensure a sustainable future. Philanthropy paves the way for partnerships between businesses and civil society that are based on common goals and shared actions to deliver impact-driven outcomes.

We recognise that more needs to be done to tackle social needs and that every part in society has a responsibility to act. For some businesses this can feel like new, uncharted territory as they engage with activity which might traditionally have been left to governments and civil society. CAF philanthropy helps identify the causes of social problems and gives companies access to tools and knowledge to shape their thinking and deploy their assets to deliver sustained social change.

Working with us

We work with clients who want to maximise the potential of business to create a better society. We are part of a global alliance across nine countries and are leading, trusted experts in corporate responsibility. We harness global and local knowledge and expertise to support your strategic ambitions.

With over 90 years of experience, we are the UK market leader in managing philanthropic capital, and a trusted partner of 70% of the FTSE 100. We work to a social enterprise model, which enables us to be completely independent, as we are entirely self-funded.

In 2014-15 we supported over 300,000 donors in the UK to maximise their giving, distributing nearly £500M in funds to the charitable sector.

Through our advice and flexible giving solutions, we are the bridge between the corporate and charity sectors for our clients.

Our commitment to creating a more giving society is demonstrated by our investment in sector research, public policy and behaviour changing campaigns, such as **#GivingTuesday**.

What makes us and our work unique is the approach and principles we adopt. We have a dedicated team of client managers and advisory experts with specialist sector insight who work in partnership with our clients to make a positive impact on society.

The principles which we apply to all our clients and their projects are:

Ethical	cause neutral focusing on sustainable solutions to complex problems	Collaborative	working closely with you and relevant partners to maximise impact
Informed	applying research and evidence from a range of disciplines	Dedicated	caring and passionate about making a real difference
Pragmatic	confidently, creatively working with you to produce practical solutions		

“CAF have been fundamental to us in our long term understanding in how philanthropy, community investment and social reinvestment are integral to the role of a company. We hugely value their expertise and network.”

Graham Precey, Group Head of Corporate Responsibility and Ethics, Legal and General



“We are pleased to be working with the CAF Advisory team, who have excellent knowledge and experience to support our business. They quickly understood our approach as a family business and have given invaluable support in developing and implementing our strategy. The counsel we receive is focused and practical, always with our strategic aims in mind.”

Michael McDermott, Community and Corporate Responsibility Manager, Warburtons



Our strategic approach to corporate responsibility

Every company's situation is unique. Companies choose different models to achieve their corporate responsibility aims. Working closely with the corporate and charity sectors, we help companies choose the right model to ensure clear alignment to business strategy.

Wherever your philanthropic ambitions lie, from setting up a corporate foundation to implementing a charitable partnership, we will help you navigate your way through strategic and operational decisions. We work creatively and collaboratively to develop pragmatic solutions to help you grow your business and create the most value for society.

Our in-depth knowledge of both the corporate and charity sectors, underpinned by our comprehensive range of financial giving vehicles, enables us to work with you to develop a complete and strategic solution to meet your corporate responsibility needs and achieve a significant social impact.

A research-led, evidence based approach

Our team work with you to help integrate your business aims with your philanthropic ambitions and priorities. Each approach is tailored to your requirements. This includes research and analysis that draws on current best practice from academic and business based sources, leading to greater clarity on the market and your peers.

Our position is unique. We have significant insights on donors and charities through our extensive work in this area and on companies through our network of industry sectors and specialisms. We adopt the same critical approach to philanthropy as you would to any other part of your business.

Our approach has been designed for corporate responsibility practitioners combining a robust and thought out process with in-built flexibility and opportunity for open challenge. Typically we follow these stages:

1. Gathering Insights – helping to define your social purpose and aims; your key stakeholders and their views; competitors and opportunities for the greatest impact.

2. Undertaking Analysis – bringing together all the insights; designing different options, costs and benefits, and stakeholder engagement.

3. Developing Strategy – agreeing strategy, securing buy-in and final support; setting up programmes; sourcing sustainable partnerships, facilitating governance and reporting.

4. Structured Implementation – providing clear and practical guidance to implement, measure and review, supported with product delivery.



Maximise your corporate responsibility strategy with CAF financial giving vehicles

One of the reasons we stand apart is that we are able to offer strategic corporate responsibility advice to our clients, underpinned by a comprehensive set of financial vehicles to maximise giving. We work with you to understand your business objectives and the most appropriate forms of giving for both your business and your employees.

Our financial giving vehicles are tax effective and flexible to suit your requirements. These include company giving solutions such as the CAF Company Account, which can be used as a vehicle to support corporate charitable donations, facilitate a corporate foundation or set up a grant making programme; and a CAF Company Fundraising Account, to support community and employee fundraising initiatives.

We also offer giving solutions to maximise your employee engagement, with CAF Give As You Earn®, Staff Charity Funds and Matched Employee Giving, either through company matched funds or volunteer matching.

Regular reporting and account management from a dedicated group of professional relationship managers is provided for all our products and services to ensure transparency. A comprehensive validation service ensures you and your employees' donations, both in the UK and overseas, are directed to genuine charities and organisations.

We work with you to advise on the most appropriate giving vehicles to suit your sources and use of funds.

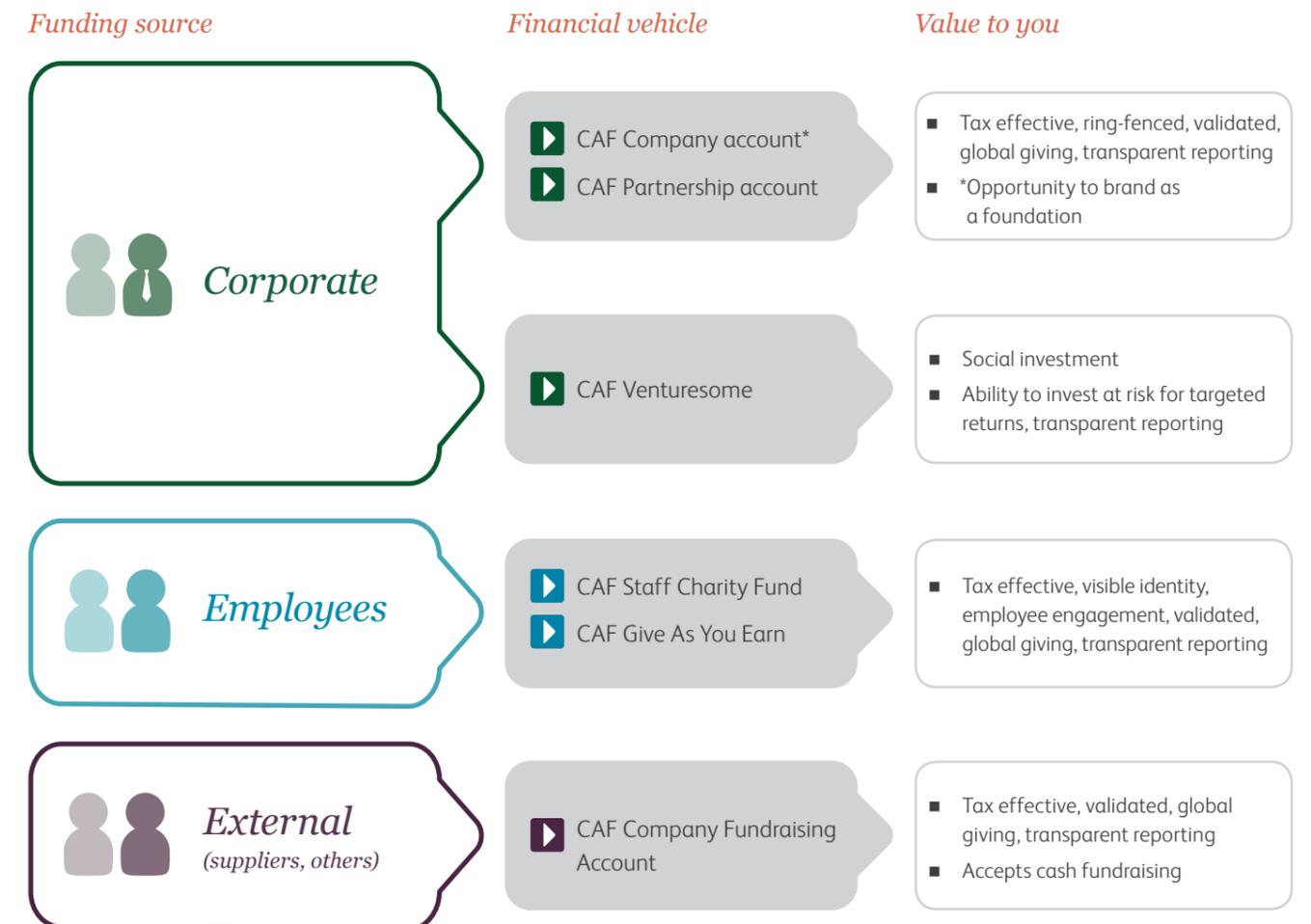
Working with our charities team, we are also able to offer a thorough grant making service to our clients. We help them think through their strategy, programme design and process for the selection and validation of charities. We provide ongoing monitoring and reporting back to the clients and charities on the programme as required.

“CAF has helped us to improve and streamline processes, whilst maximising the impact we make on the community and the relationship between employees and our charitable partner. Their role has been, and continues to be, integral to achieving our community objectives.”

Jess McNicholas, Vice President, State Street Corporation Community Support Programme, EMEA

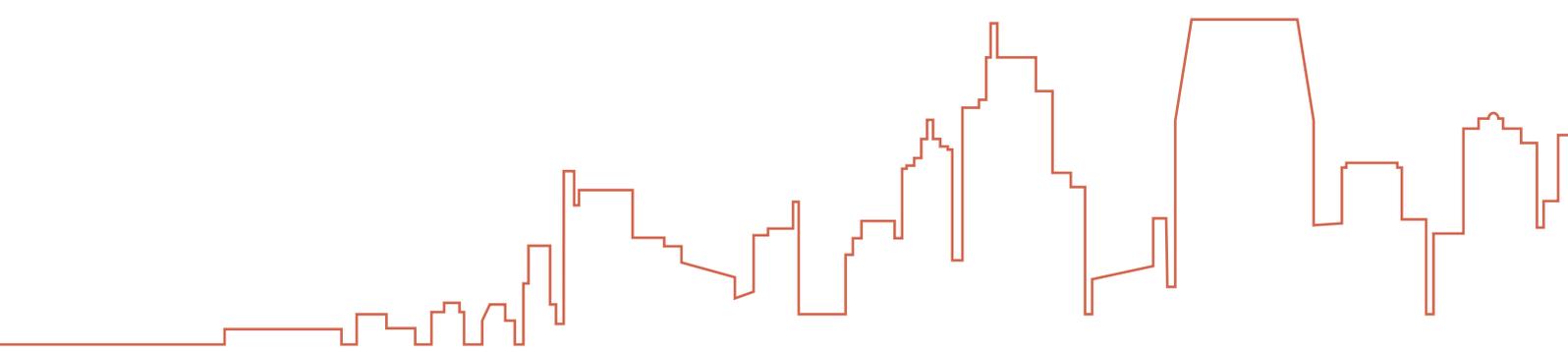


Examples of CAF financial giving vehicles



Contact us

For more information on how Charities Aid Foundation can help your organisation call **03000 123 207** to speak to one of our advisors or email corporate@cafonline.org



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