

CORPORATE FOUNDATIONS

Achieving business and social purpose

With companies being increasingly defined by what they “do,” not what they “give”, we are seeing the role of corporate foundations evolve and amplify. At CAF we believe corporate foundations offer a unique interface between business and society.

Foundations can set out a clear intent and consistent long term commitment for delivering positive change and help focus corporate philanthropy in a more strategic and impact driven way. They allow for a clear, accessible governance structure, a focus for corporate giving and a way to engage with the voluntary sector. They provide an opportunity to tackle social and environmental issues through new partnerships and new forms of collaboration.

Recognised business drivers for foundations include:

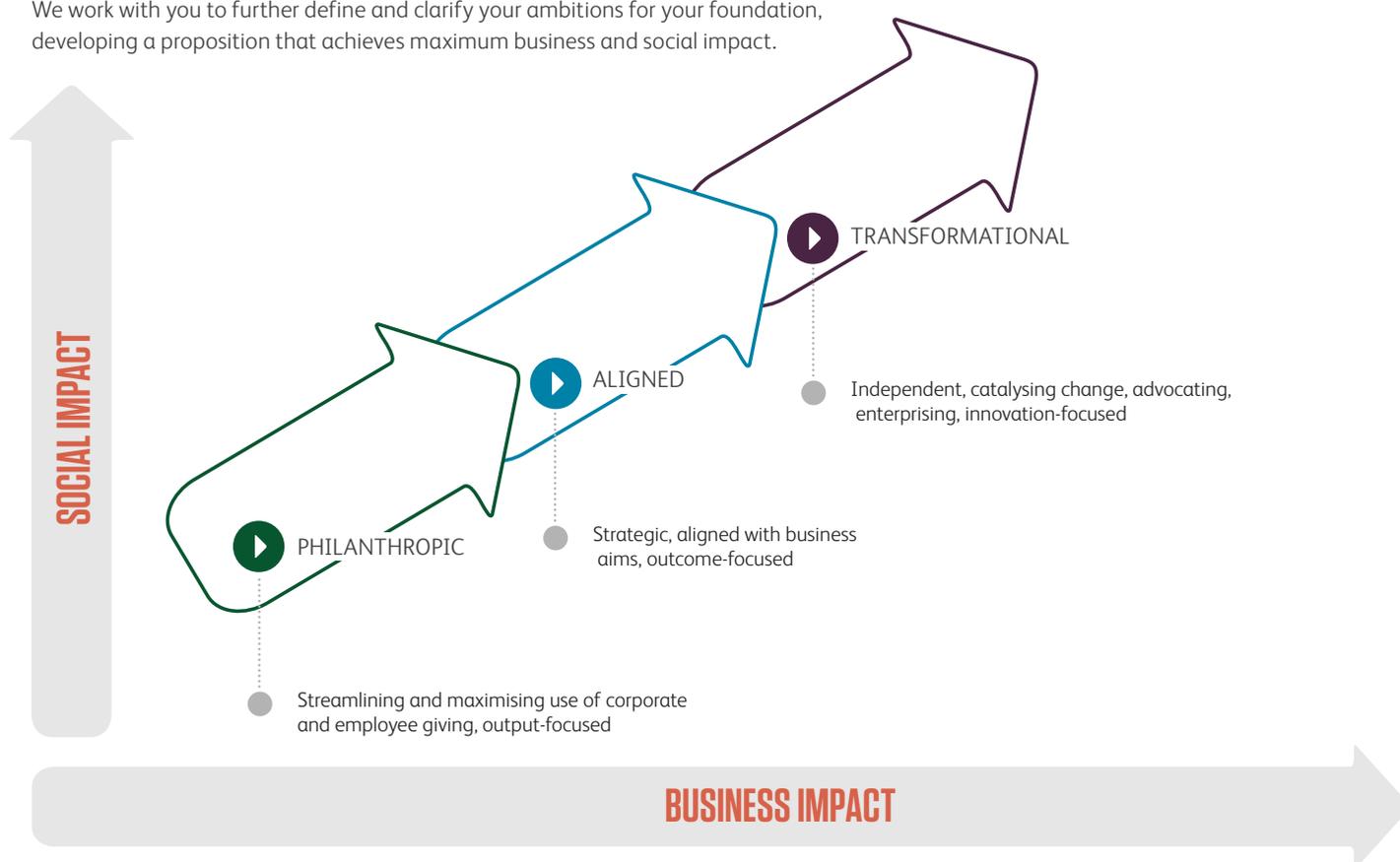
- Social impact – a concerted focus on social issues with continuity of funding allowing charity partners to consider longer term projects which can result in greater deeper impact
- Collaboration and partnership – the opportunity to explore new areas, form new alliances and enter into new dialogues

- Brand enhancement – helping to build and reinforce the businesses’ identity and brand, conveying values and legitimacy
- Strategic investment – a business-aligned investment approach which enables access to new partners and alternative sources of funding
- Organisational effectiveness – more focused governance and structured management of all or aspects of the business’s corporate responsibility activities.

There are a wide range of governance structures for foundations and they vary in their degree of integration with the founding company. Funding approaches vary from endowments to annual donations and collaborative models with partners. Ultimately, a foundation’s impact is driven by its clarity of purpose and commitment to its ambition. Increasingly we’re seeing foundations capitalise on the new agendas emerging within strategic and collaborative thinking to create dynamic relationships and drive transformational change.

Supporting you to achieve your ambition

We work with you to further define and clarify your ambitions for your foundation, developing a proposition that achieves maximum business and social impact.



Our dedicated team of trusted experts can help you develop and review your foundation strategy. We will address:

- Themes and strategic focus of your foundation, taking account of material social issues for your business and where you are best placed to make a difference
- The evidence base, theory of change and business case for your foundation
- Governance choices such as whether to have an integrated or independent foundation to achieve your strategic aims
- How to maximise wider benefits such as employee and stakeholder engagement
- Underpinning structures and financial giving vehicles, including the option of managing your foundation through a CAF Company Account or setting up as an independent charity.

Why CAF?

We bring extensive experience of helping our corporate clients make the most of their foundations. We can offer you a complete solution, bringing strategic governance and financial insight. In addition we provide financial vehicles and services to help you achieve the greatest impact. These financial vehicles also help you to manage risk, such as making sure your donation reaches a genuine charity. Our services range from a CAF Company Account through to an expert and rigorous grantmaking service.

We have a dedicated corporate advisory practice which works with a range of clients across industry sectors to help them achieve their requirements in this space. Our experience ranges from working with you at inception to formulate your thinking and structure your approach through to delivering on key foundation activity including partnership brokerage and grantmaking.

We're here to help

To find out more about CAF's work on corporate foundations, please contact:

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Case study: SITA

CAF provided consultancy support to explore options for corporate foundations in order to inform and develop the SITA Air Transport Community Foundation.

Business challenge

In an effort to grow SITA's commitment to social responsibility in the aviation industry and the UN Global compact, SITA engaged CAF to develop a corporate foundation solution that:

- met the direction and needs of SITA's Council
- resonated with the IT and air transport industry in which SITA operates
- complemented SITA's wider CSR objectives and commercial aims

How we worked with the client

To develop a Corporate Foundation for SITA, the Advisory Team:

- undertook comprehensive research of the social issues affecting Africa with a particular focus on education, ICT, and aviation
- assessed potential grantmaking routes to achieve greatest impact within the context of SITA's philanthropic priorities and industry
- provided SITA with recommendations on the proposed approach and undertook further due diligence to identify the potential impact of grantmaking and inform the logistical process
- facilitated vetting and payments to selected organisations

▶ Outcomes

SITA has established an independent foundation that is:

- Delivering tangible social impact in Africa
- Governed by a structured, strategic framework
- Meeting the direction provided by SITA's Council
- Representative of the air transport and IT industry in which SITA operates