

CORPORATE GRANT MAKING

Deliver social impact through strategic grant making

Our philosophy

Grant making is more than a donation to charity. It is an opportunity to create wider value and help drive social change. By taking a strategic approach to grant making, businesses can make a vital difference to the charity sector.

As a grant maker, a company can extend its reach and impact by developing multiple partnerships, strengthening community resilience and enabling civil society organisations to leverage other funding and thrive.

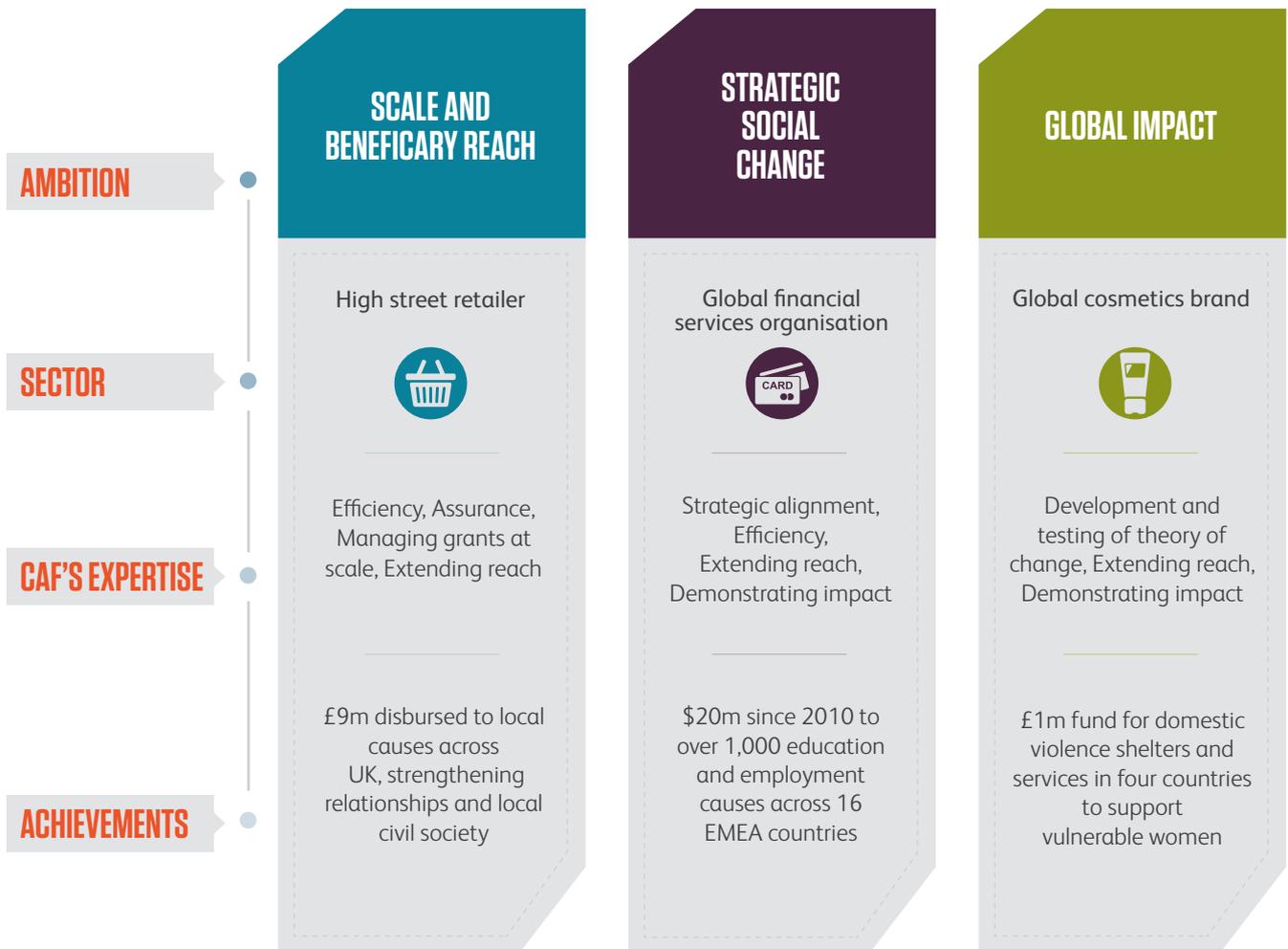
Our principles

- **Alignment with your business strategy** – enabling you to deliver your community ambition, reflecting what is material to you and your stakeholders.
- **Beneficiary focus** – focused on a positive experience with impact for the organisations you fund and their end beneficiaries.
- **Partnership** – aiming for shared purpose, enterprise and innovation, building your combined capacity to maximise your social impact.

Whatever your ambition, CAF can help

We help our corporate clients build a range of successful grant making programmes. Our support has helped drive efficiency, extend their reach and impact and even underpin their ambition to innovate and support global social change.

Here are some of the ways we have helped our corporate clients:

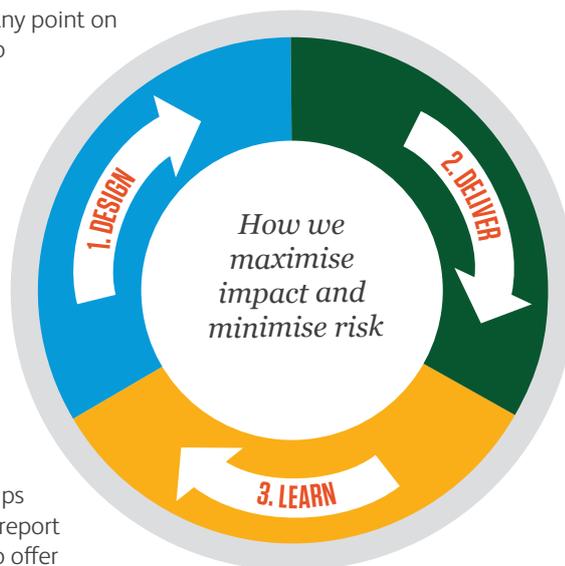


Our approach to building and managing your programme

You can bring us in for advice and support at any point on your journey. We are flexible and committed to delivering the right solution for you.

Our service starts by understanding your wider context and strategic motivations, with a view to defining what you want to achieve with grant making. Through a collaborative design process we create business-aligned, impact-focused programmes. Our digital platform ensures a positive user journey, allowing you to track your activity and impact.

Our expert team can support you to decide which causes to fund, perform proportionate but rigorous due diligence, manage relationships with applicants, ensure efficient payment and report on your impact. To manage your funds we also offer market leading financial vehicles.



1. DESIGN

A business-aligned approach

- Aligned to your strategy
- Clear intended impact
- Best practice

2. DELIVER

A positive end-to-end journey

- Beneficiary focus
- Supporting your decisions
- Financial stewardship

3. LEARN

Focus on improving your impact

- Impact measurement
- Learning
- Programme improvement

Benefits of working with CAF

We support donors to maximise their impact and manage risk through thoughtful design and high quality delivery.

By partnering with us on your grant making, you are accessing:

- **Efficient, online grant making** – we provide dynamic online platforms, tailored to your needs, with interactive and live reporting. This creates an efficient and supportive environment.
- **Strategic donor insight** – we bring a unique range of experience from working with clients across sectors, so we know what works in reaching causes and handling funds safely.
- **Independent advice** – as experts in corporate responsibility we offer impartial advice, focused on your ambition and reflecting our best-in-class principles to support your needs.
- **Experience of supporting civil society** – we're trusted by stakeholders across sectors and make grants to a wide range of local and overseas organisations, extending your reach and impact. We're not for profit and we don't pass costs on to your grantees.
- **A one-stop shop** – for all your corporate giving, allowing you to hold all your CSR relationships, transactions and funds in one place.

Talk to us

To find out more about how CAF can help you achieve your ambitions in relation to grant making, visit www.cafonline.org/corporate-grantmaking or contact corporate@cafonline.org.

Case study: The £1m Avon Fund for Shelter Grants

AVON
FOUNDATION
for WOMEN

Challenge

Avon Foundation for Women has been established for 60 years and has given out more than \$1bn in that time. They were seeking to align their grant making with their global markets, extending their reach and impact through a pilot to support victims of domestic violence.

How we worked with the client

- CAF developed a theory of change and designed a high impact grant programme, helping identify local causes and supporting applications
- We built a bespoke grant making platform and held the funds for distribution in a CAF Company Account company account, satisfying Avon's compliance requirements
- We are now making grants to the chosen causes and tracking their journey through to outcomes and impact for beneficiaries

Achievements

- Enhanced client confidence and ambition with global grant making
- Significantly extended client reach and potential impact
- Grantees found across four countries with emerging signs of greatest impact in countries with less developed domestic violence services

"We've valued CAF's strategic insight, responsiveness and rigour, which has been key in building credibility and confidence in stakeholders in different countries"

Christine Jaworsky - Director and Nancy Delgado - Grants Manager, Avon Foundation for Women