

# smart CORPORATE giving

## Partnering with Arkansas Community Foundation makes good business sense.

Charitable giving through the Community Foundation is an effective way to fulfill your corporate social responsibility while supporting the causes you, your customers, and your team members care about. Our staff can support your team in shaping your giving plan and managing your fund. We want to partner with you to improve communities across our state.

### Tools We Offer for Smart Corporate Giving:

1. **Corporate Charitable Fund**—Streamline all aspects of your corporate giving program with a fund at the Community Foundation.
2. **Employee Advised Fund**—Involve your employees in your corporate giving program through an Employee Advised Fund.
3. **Educational Funds**—Support educational opportunities and programs serving students in your community.

### Our Services:

- **Giving strategy development**—Based on your business and charitable goals, we can provide information to help you shape your giving strategy and ensure you are thoughtfully responding to community needs.
- **Grantmaking management and accountability**—Through a customized grantmaking process, the Community Foundation can provide a wide range of services to ensure that your charitable dollars are used for their intended purpose and making the maximum impact.
- **Scholarship administration**—The Community Foundation offers turnkey services for managing scholarship programs. From hosting the online application process to reviewing applications, issuing award or denial notices, verifying enrollment and disbursing funds, we do it all. Scholarships selections are made according to the criteria you establish.

### Tools for Smart Giving

#### Financial Tools

We offer funds and endowments to help you protect, grow, and direct your charitable dollars, all while receiving the maximum tax benefits for your gifts.

#### Grantmaking Tools

You can structure a giving option tailored to support the causes your organization cares about most; we've got the flexibility to enable you to take a hands-on approach to getting your employees involved in the grantmaking process.

#### Informational Tools

You need the facts in order to make smart giving decisions. We can provide you with county-by-county data about charitable needs in Arkansas and stories about programs that are working to meet those needs.

For more information on our Smart Corporate Giving toolkit, visit [www.arcf.org/smart-giving/corporate-giving](http://www.arcf.org/smart-giving/corporate-giving)

ARKANSAS  
community foundation   
Smart Giving to Improve Communities

## Why Practice Smart Corporate Giving?

- Live out your company's core values.
- Improve the community in which you have business interests.
- Engage and excite your employees.
- Attract and retain a talented workforce.
- Leverage your expertise to benefit the community as a whole.
- Create partnerships and dialogues with groups to affect positive change.

## Where to begin?

- **Assessment**—Take inventory of your current corporate giving practices.
- **Establish guidelines**—Structure giving guidelines for your advisory group so they align with your company's values and you can continuously improve.
- **Follow Best Practices**—Ensure appropriate policies are in place (ex: Conflict of interest and Confidentiality Guidelines) to protect your company's program.
- **Set Allocations**—Document your focus areas and prioritize how resources will be spent. Track, evaluate, and adjust as needs or priorities shift.
- **Decide when and how to say "no."** Create guidelines for saying no to some charitable requests so you can say yes to programs that align more with your giving goals.

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