



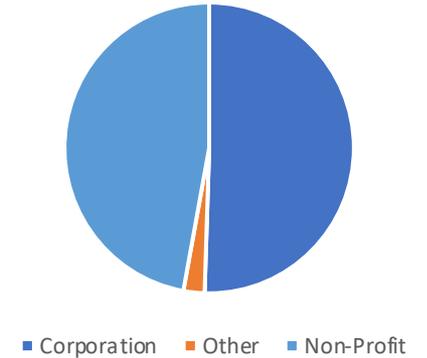
# Giving Perspectives

2021

# About the Research

- Primary research was conducted to gain understanding of corporate and non-profit perspectives on key aspects of their relationships, including:
  - Survey of corporate giving and non-profit development leaders (141 respondents)
  - Direct follow-up interviews (10 interviews)
- Secondary research was used to provide insight into areas of interest and to provide context:
  - Publicly available studies
  - Deskside research
  - Proprietary information

Respondents



Non-Profit Focus Issues



- Education
- Human Services
- Health
- International Affairs
- Environment

Non-Profit Annual Revenue



- >\$50 million
- \$25m-under \$50m
- \$10m- under \$25m
- \$5m- under \$10m
- \$1m- under \$5m
- <\$1million

Corporate Funder Focus Issues



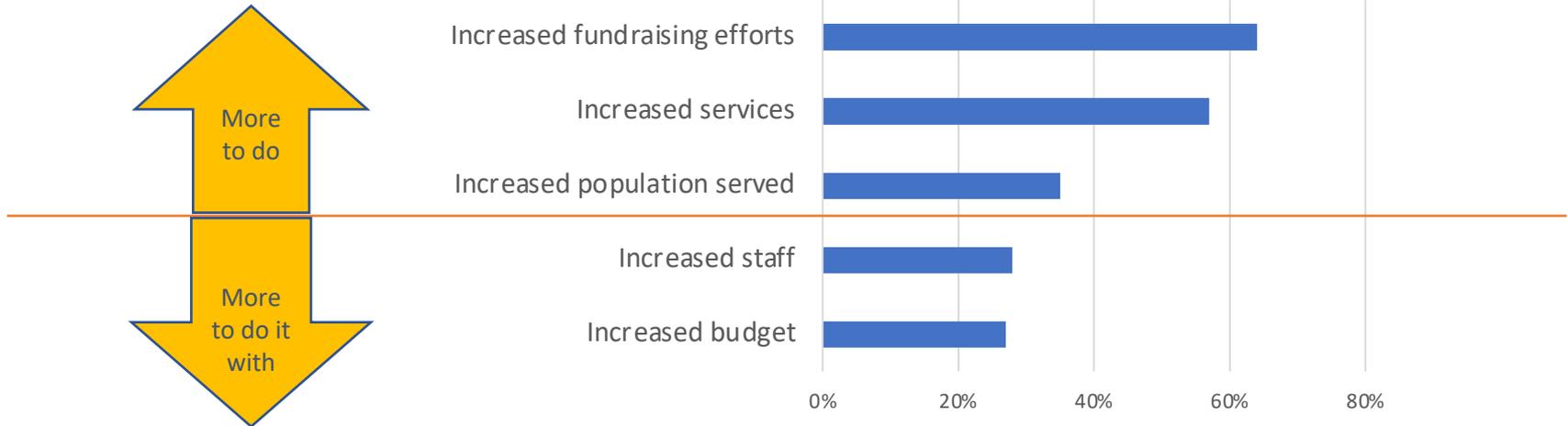
- Education
- Human Services
- Health
- Environment
- Public Society Benefit
- Arts, Culture

Corporation Annual Giving

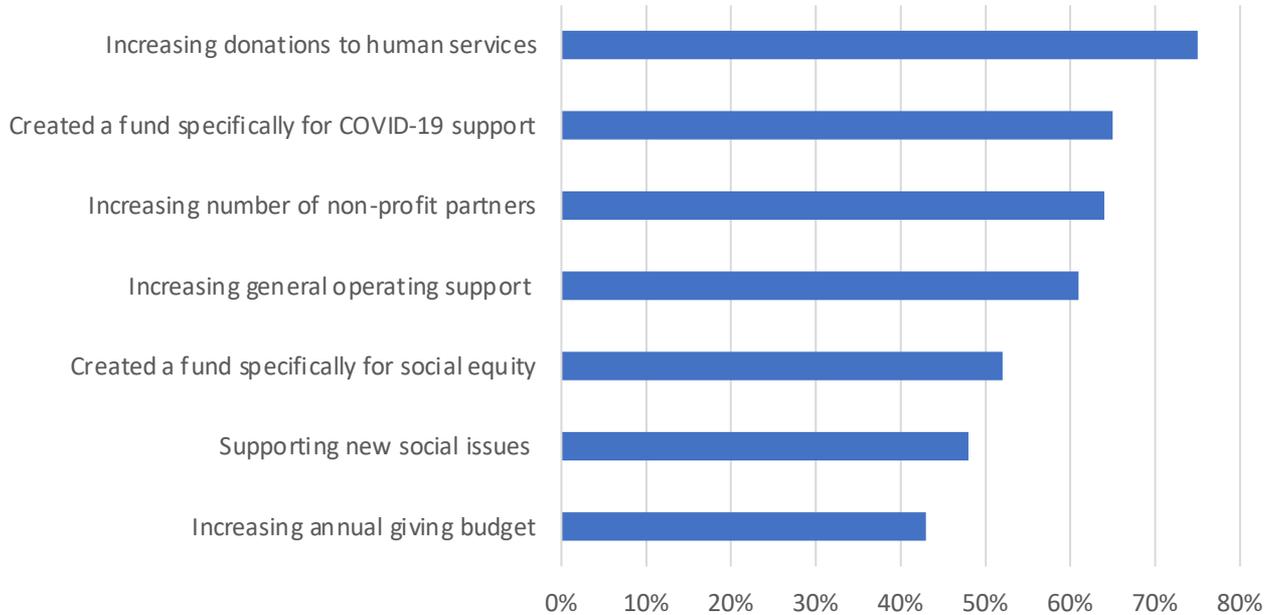


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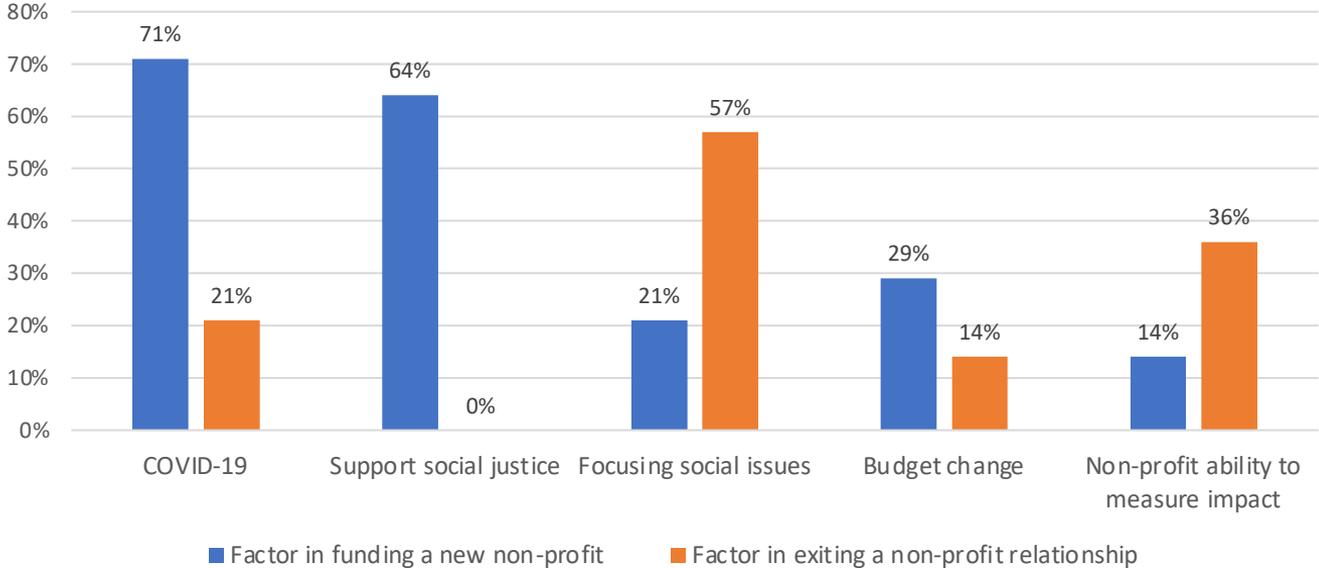
COVID caused non-profits to increase efforts to serve their mission, but only a portion increased their internal resources to accomplish this.



Corporate funders have responded to the increased needs of their non-profit partners in multiple ways.



Corporations are shifting their funding across their non-profit portfolio due to the events of 2020, but also to focus their giving and better communicate their impact.



Corporations and non-profits are largely in agreement about what makes a non-profit desirable to fund.

## What are the most desirable characteristics of a non-profit partner for a corporation?

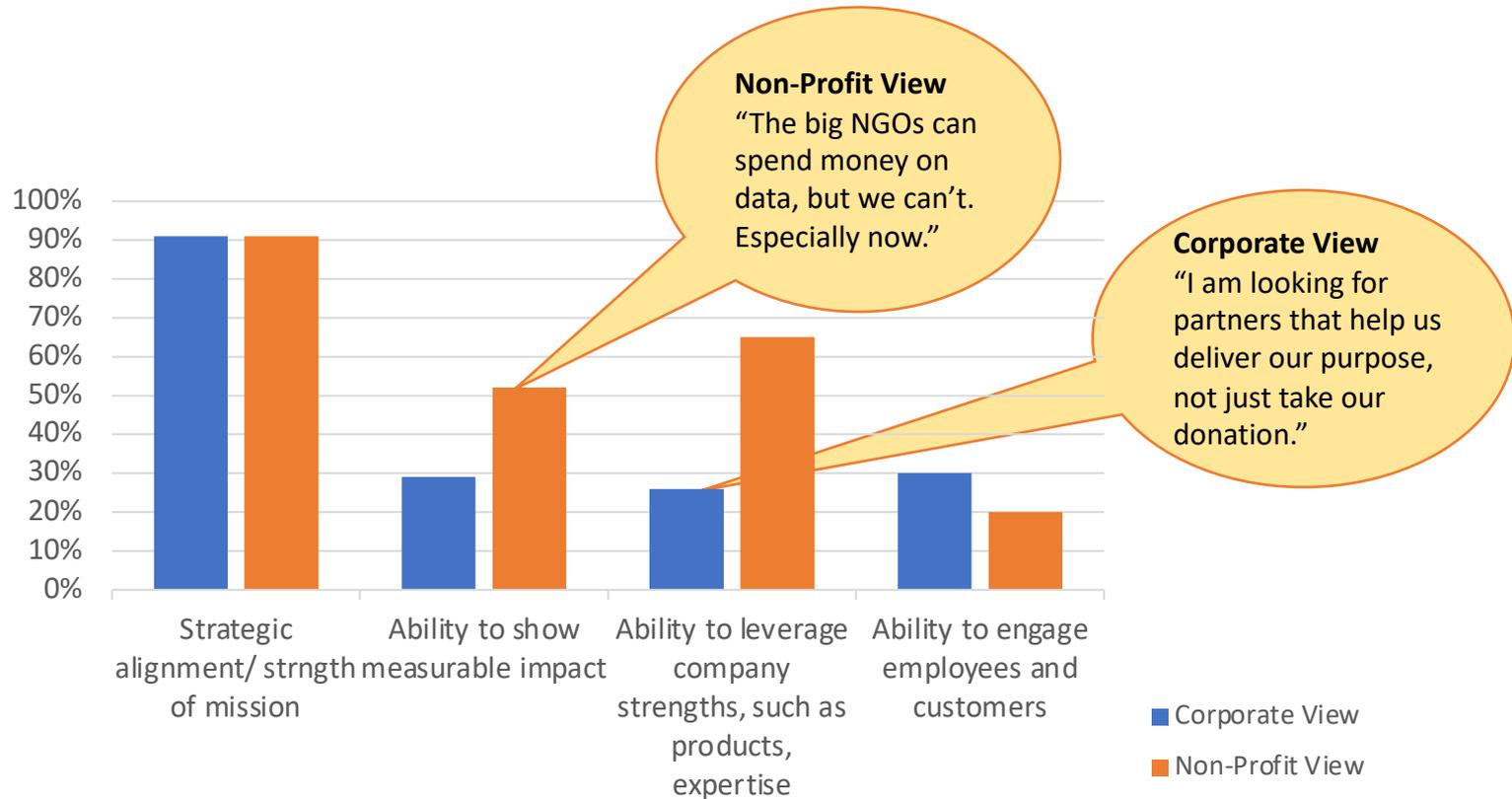
### Corporate Funders Say....

1. Strategic alignment/ strength of mission
2. Ability to show measurable impact
3. Ability to leverage company strengths, such as products, expertise or visibility
4. Ability to engage employees

### Non-Profits Say...

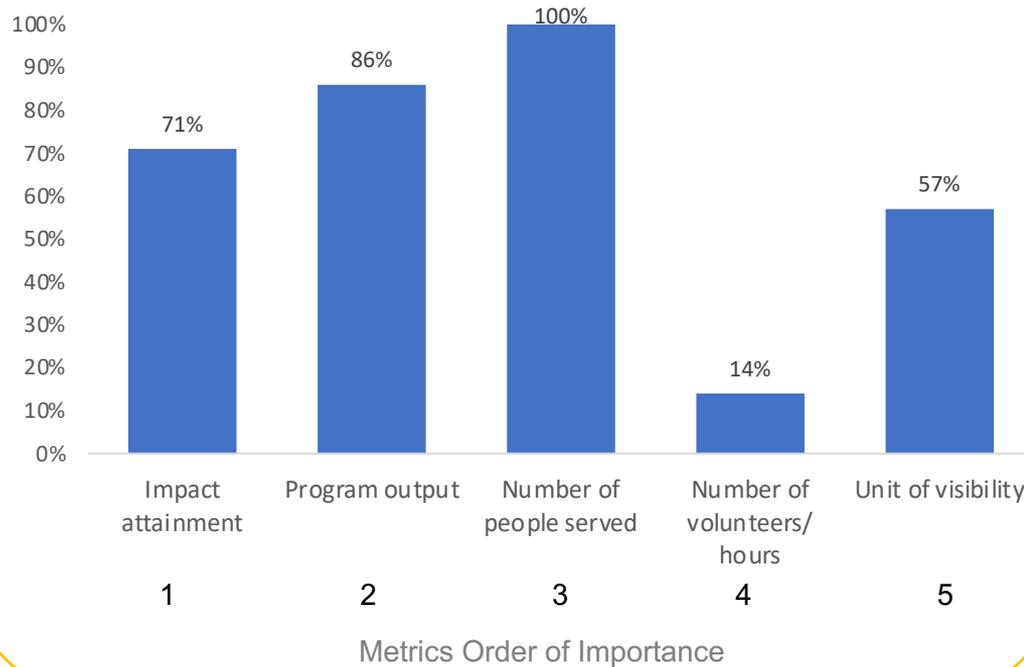
1. Strategic alignment/ strength of mission
2. Ability to engage employees
3. Ability to show measurable impact
4. Brand reputation and awareness

However, corporations and non-profits are not in agreement on how well non-profits deliver on the characteristics that are important them.

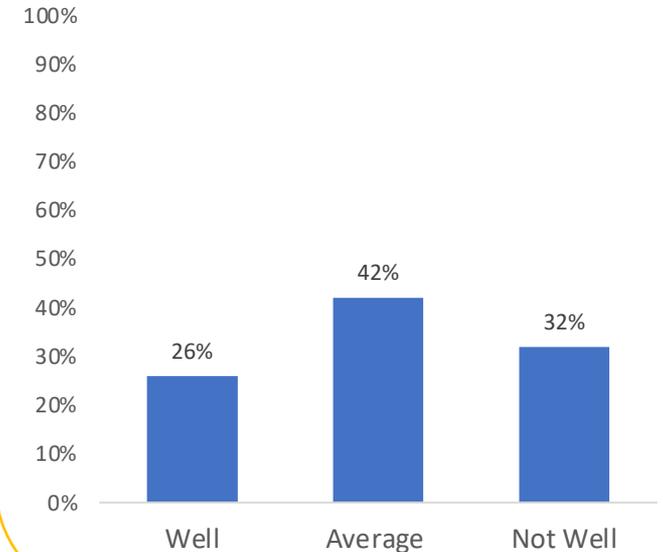


Non-profits indicate they offer the metrics most important to corporations, yet only 26% of their corporate partners think non-profits do this well.

### % of Non-Profits Stating They Measure



### Corporate View of Non-Profit Ability to Measure

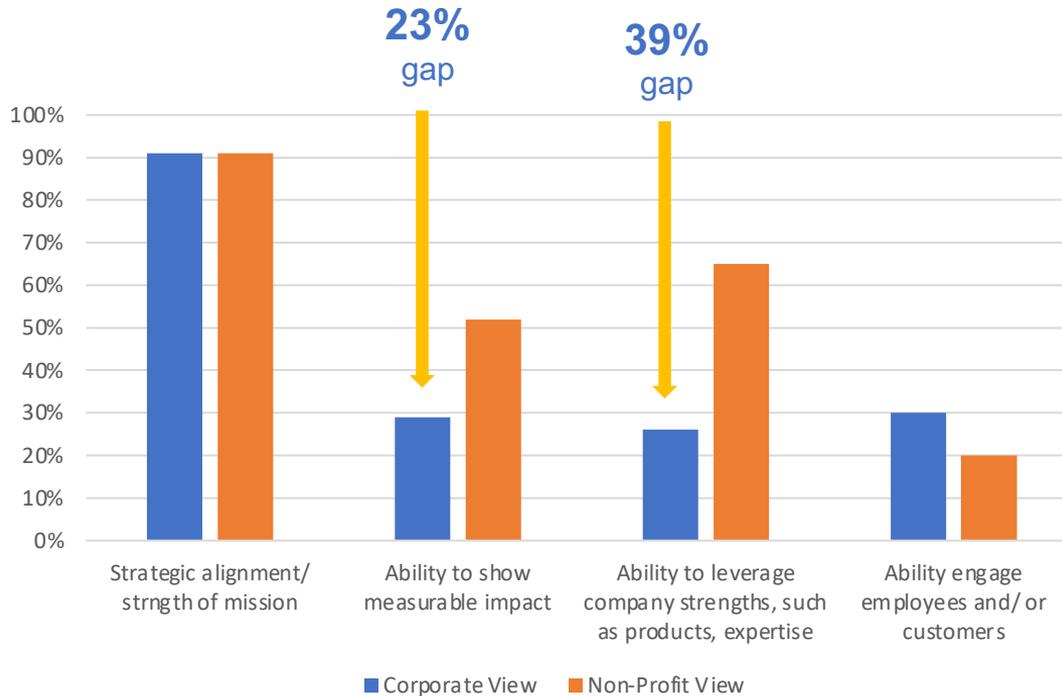


The donor cultivation methods that corporate funders feel are effective are customized, personal and specific to the non-profit's impact.



<b>Cultivation Method</b>	<b>% of Corporations Stating Effectiveness</b>
Impact reports and stories	79%
Meetings	52%
Customized proposals	50%
Email	36%
Employee volunteers	29%
Site tours	21%
Phone calls	14%
Events	7%
General proposals	3%
Social media	0%
Direct mail	0%

Non-profits have an opportunity to improve their ability to measure their impact and leverage the strengths of their corporate partners.



Corporations and non-profits are largely in agreement about what makes a corporate partner desirable.

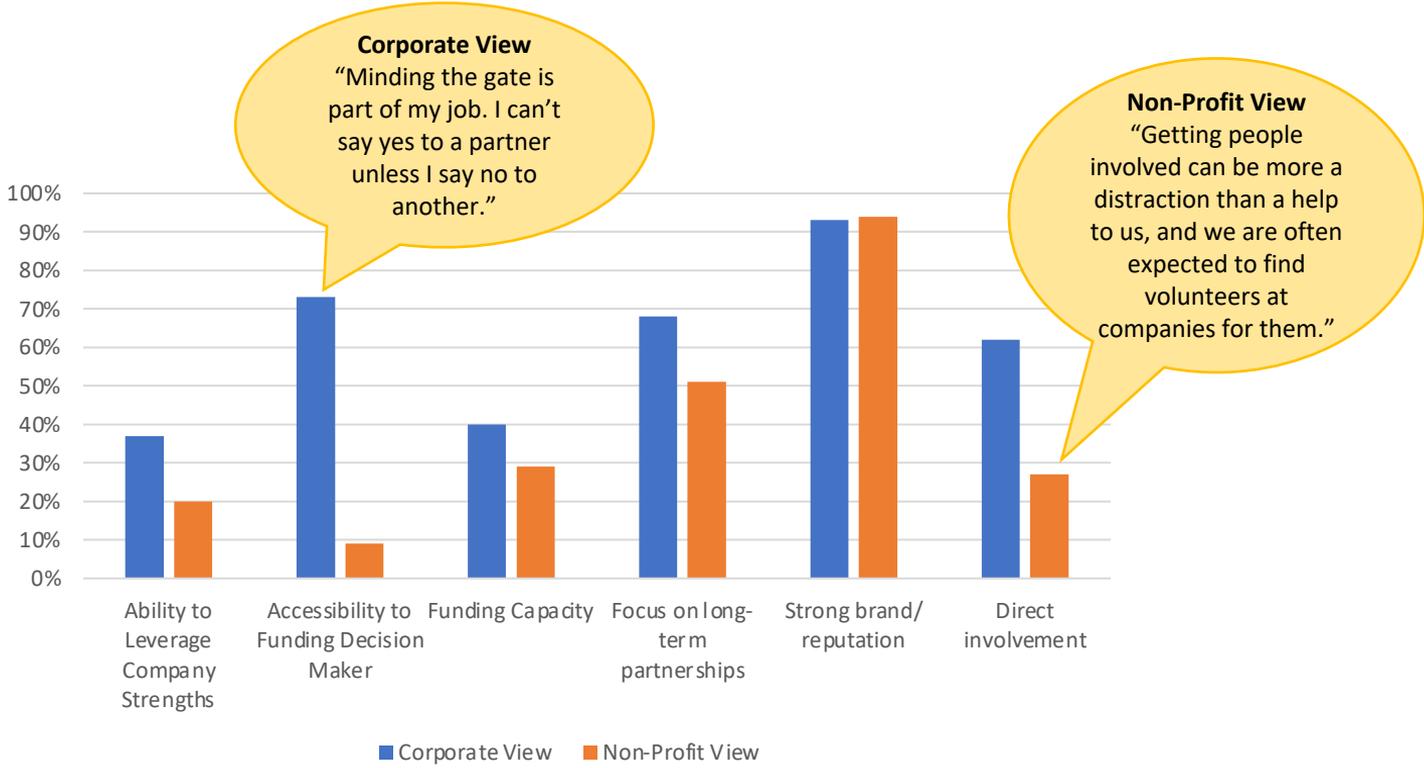
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### Characteristics of a Desirable Corporate Partner

	Corporate Rank	Non-Profit Rank
Ability to Leverage Company Strengths	1	2
Accessibility to Funding Decision Maker	3	1
Funding Capacity	2	3
Focus on long-term partnerships	6	4
Strong brand/ reputation	4	5
Direct involvement	5	6

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Corporations and non-profits are not in agreement on how well corporations deliver on the characteristics they believe are important.



Relationships and impact measurement are the largest drivers of both funding increases and acquisition of new funding.

**72%**

of non-profits say their funding increased last year due to personal relationships

**65%**

of non-profits say sharing impact reports and stories attracts new donors

**90%**

of corporate funders say impact data is the most important criteria in evaluation of funding proposals

**78%**

of non-profits say personal meetings are most effective cultivation method

**70%**

of corporate funders say they decreased funding due to lack of impact data

# Insights

## *for Non-Profits*

- Non-profits have an opportunity to better understand their corporate partners' need for impact data, and enhance their efforts to provide it
- As non-profits need to do more with less, cultivation methods should be assessed and prioritized in terms of both short and long-term effectiveness
- Corporate funders are looking for non-profits to help them to fill their social mission and purpose, and seeking partnerships beyond traditional grants
- Impact data and storytelling must both be present in communications to effectively engage corporate funders
- Relationship-driven fundraising is highly effective; cultivation takes time and effort outside "the ask"



# Insights

## *for Corporate Funders*



- Corporate funders must be careful to consider how their requests and requirements impact stretched non-profits, especially in volunteerism
- Corporate funders can be more specific about their need for impact data to aid their partners in providing it
- Providing funding and expertise for impact measurement with non-profits is an opportunity for impact beyond the initial investment
- Corporations need to work with non-profit partners to create volunteer opportunities that are mutually beneficial
- Non-profits often do not have the capacity for customized proposals that leverage the specific assets and expertise of their corporate funders. Providing proactive ideation with partners of interest can elevate impact



**Thank you.**

If you have questions,  
we'd be happy to answer.



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