

# Corporate Giving

## 2 Fundraising Case Studies

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# Breakdown on giving

\*In 2015 in USA

- Individuals 71%
- Foundations 16%
- Legacies 9%
  
- Corporations 5%

\*consistent for years

# Complex relationship

- Not for profits are not allowed to acquire profits... we exist to spend money on our programs
- For profit sector exists to make maximum profits for thier shareholders

# Why partner?

- A strong partnership can be mutually beneficial
- (cash, in kind support/expertise)
- Charity brings credibility that the corporate sector cannot buy

# Case #1

**Who is MSF?**



## International humanitarian health care organization

Deliver emergency aid to those affected by

- Armed conflict
- Epidemics
- Health care exclusion
- Disasters – man made or natural

# How do we do it?

- Recruit trained personal (medical, financial, logistics, management etc)
- Teams of MSF workers from around the world work shoulder to shoulder with host nationals to deliver the care needed



**we do this!**



# Guiding principles of MSF

- We are impartial
- Treat all races and religions, regardless of the patients politics
- Bear witness to human rights abuses

# MSF Funding

- 92% of global funding comes from individuals (over 5 million people)
- Balance is corporate and governmental funding

# Gift acceptance filters

Potential partnerships acceptable from:

- Groups that cause no harm
- Groups who reflect our values
- Pose no conflict of interests with MSF mission

# Never accept sponsorship from

- Natural resource extraction (eg oil, diamonds, gold)
- Arms manufacturers
- Tobacco companies
- Pharmaceutical sector
- Those who compromise our neutrality

# Grey Zone

Handled on a case by case basis

- Alcohol industry
- Gambling industry

# MSF and EU funding

- In the past, MSF accepted funds from EU  
(2015 total 56m €)
- As of 2016 we will not negotiate new agreements with EU

This could change in the future

# Why?

Acceptance criteria:

- Groups that cause no harm
- Groups who reflect our values
- Pose no conflict of interests with MSF mission

# Impact on MSF

Donor reaction to date worldwide

- More positive than negative
- Some cancellation of donations
- Lots of new donors and increases on current donation



# Case study #2

## Renegotiating sponsorships

- Women's health charity
- Corporate sponsorship from a national bank

# background

- In 1992 small group raised \$85,000 for a women's issue through a special event
- No organization devoted to this issue existed
- Started their own charity
- Eventually they successfully sought corporate sponsorship for event

# Pros

For the foundation

- Marketing budget/expertise of the bank enhanced profile and awareness
- Gained credibility in the public as spokesperson on the issue
- Most employees in bank participated in the event (+ revenue)

# Pros

For the bank

- Gained credibility with the public (esp women) at a time when banks were distrusted
- Staff involvement (predominately female) helped morale at the bank
- Satisfaction of helping

# Victim of own success

- Corporations wishing to market to women wanted sponsorship opportunities
- Too many products bore the logo for the foundation
- Grew too quickly

# Cons

## The foundation

- Public began to associate the issue with bank instead of the foundation
- Original sponsorship agreement was not inline with the enhanced value of the brand
- Losing bank as sponsor could also mean losing 60% of participants

# solution

- The foundation did a brand evaluation  
(normally done by companies)
- Took the risk and successfully renegotiated the agreement
- Reduced the number of corporate partners

# Lessons learned

- Not for profits bring alot to the corporate table
- The not for profit is not obliged to accept corporate funding
- The not for profit sector has the right to own and shape our agenda
- Important to reduce vulnerabililty by diversifying funding sources



- Most charitable income comes from individuals. Never underestimate the power of individuals.
- Cultivating loyalty in donors will enable them to take their own decision in crisis
- The donor wants integrity and honesty about how the money is used