



Business Advised Funds

Let us help you have impact and save money with your corporate giving.

CFNJ helps drive businesses' corporate social responsibility and make grants to the community that align with companies' objectives.

From small businesses to major corporations, New Jersey's companies have played an invaluable role in our State's philanthropic heritage. These businesses drive change at the community level, proactively partner with effective nonprofits, and keep a close eye on results throughout.

The Community Foundation of New Jersey works with businesses large and small to help set up and/or manage their philanthropy programs. Above all, we make sure that a company's philanthropy program is effective, cost efficient, and in keeping with the company's own values and priorities.

Your Team's Partner

The Community Foundation is an on the ground partner to corporations throughout the state. We satisfy a spectrum of needs, from crafting guidelines and identifying nonprofit partners to overseeing grants and evaluating impact.



Program management and implementation

Sometimes a great idea needs an effective implementer. We worked with Prudential to launch the Newark Innovation Fund as an extension of their commitment to community education, local school funding, and creative employee incentive programs.



Managing New Jersey community giving

For corporations that are active in philanthropy across the country or the world, the Community Foundation can provide specialized, local knowledge to manage a sleeve of their giving. For instance, we manage Johnson & Johnson's giving to New Jersey hospitals, including pulling together the application, reviewing grant proposals, and making grant recommendations to the Johnson & Johnson staff.

Streamlining executive gift suggestions

To solve an all-too-common structural problem in large corporations, the Community Foundation holds funds for senior corporate executives through which they may quickly and nimbly make one-off, direct grants.



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Organized affiliate giving

To avoid confusion and duplication of resources sometimes associated with separate affiliate giving programs, the Community Foundation pulls together dollars from several Johnson & Johnson affiliates and organizes an in-depth meeting with affiliate staff to drive discussion around a unified giving strategy.



Employee crisis funds

An employee crisis fund, like the one we manage for PSEG, provides a way for a company and its employees to support fellow employees who are experiencing a sudden and severe financial hardship. Having the fund at the Community Foundation shields companies from individual award decisions and ensures compliances with numerous associated requirements.



Partners In Caring

Cause-related marketing

ShopRite worked with the Community Foundation to amplify and associate its brand identity with hunger relief efforts. By involving their customers, vendors, and employees, the ShopRite Partners in Care program has donated over \$40 million dollars to food banks since its inception.



Outsourced foundation

Corporate giving should be easy and convenient. Our services for Wakefern include turnkey administrative services, screening for grant requests, and online fund access to review activity and make grant recommendations. The result is an effective giving program with full back-end support.



Scholarship programs

The Community Foundation is a member of the National Scholarship Providers Association, granting out more than \$1 million each year to help students achieve their dreams of a college education. For Panasonic, we manage all aspects of their corporate scholarship program.



Prize programs

The New Jersey State Governor's Jefferson Awards is a prestigious recognition of community and public volunteerism across our state. Working with NJ Advance Media and the Governor's Advisory Council on Volunteerism, the Community Foundation administers all aspects of the program, including evaluating nominees and pulling together a major annual event.

Additional Partners



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For more information, please contact:

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