



Business Philanthropy

Bringing impact and cost efficiency to your corporate giving.

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

The Community Foundation is a partner to companies that outsource some or all of their philanthropic administration. We satisfy a spectrum of needs in the process—from crafting guidelines and identifying nonprofit partners to overseeing grants and performing evaluation. We also make it easier for companies to engage their employees in their communities. Companies may tap the Community Foundation's expertise to drive their philanthropy and infuse it into the corporate culture.

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.



**COMMUNITY
FOUNDATION
OF NEW JERSEY**



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.



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.



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

Employee crisis funds, like those we managed for BD and CR Bard, provide a way for companies and their 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.



Volunteer Recognition Grants

The Community Foundation provides grants to charities as part of a recognition program for employees who volunteer. We are also facilitating a micro-grant program that rewards student volunteer service projects in PSEG's communities.



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.



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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