



Corporate 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.



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 a portfolio of giving

For corporations that are active in philanthropy across the country or the world, the Community Foundation can provide specialized, philanthropic knowledge to manage part or all of their giving. For instance, we manage a portion of Johnson & Johnson's giving across its affiliate companies, reaching the expanse of communities in which they have operations or employees, including:

- Johnson & Johnson Consumer Companies, Inc.
- Johnson & Johnson Health Care Systems Inc.
- Johnson & Johnson Vision
- Johnson & Johnson Surgical Vision
- Janssen Pharmaceuticals, Inc.
- Janssen Research Development
- JJT Technology Service
- Ethicon

This includes pulling together applications, reviewing grant proposals, conducting due diligence, presenting options to the Johnson & Johnson staff, facilitating decision-making, and making grants. With this wrap-around support, Johnson & Johnson staff are better equipped to focus on what is most important: realizing the Company's philanthropic goals.

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 in line with corporate guidelines.





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.



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.



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 compliance with numerous associated requirements.



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.



Volunteer Recognition Grants

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



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 administered all aspects of the program, including evaluating nominees and pulling together a major annual event.

Additional Partners



**COMMUNITY
FOUNDATION
OF NEW JERSEY**

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