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CORPORATE PHILANTHROPY THROUGH CORPORATE FOUNDATIONS – OPPORTUNITIES & CHALLENGES

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INTRODUCTION

Prof. **Henry Peter**

Head, Geneva Centre for Philanthropy (GCP)

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PRESENTATION

Prof. **Tina Ambos**

Professor of International Management, Geneva School of Economics and Management (GSEM), UNIGE

Ane Casajús Burutaran

PhD Candidate and Teaching Assistant, Geneva School of Economics and Management (GSEM), UNIGE

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Corporate Philanthropy Through Corporate Foundations

Opportunities & Challenges

Ane Casajús-Burutaran and Tina C. Ambos
Center for Innovation and Partnerships

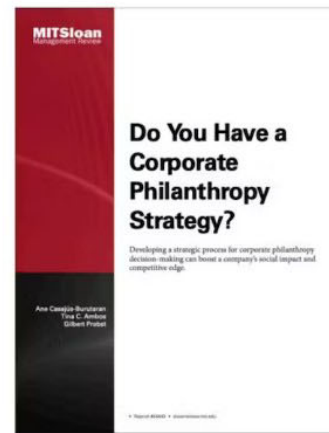
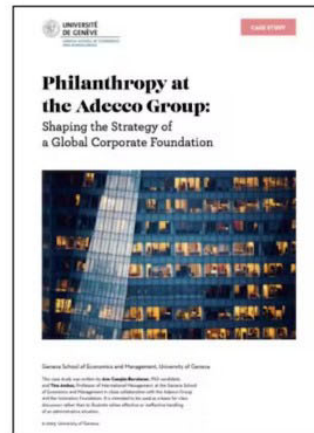
GCP - Philanthropy Lunch
November 2023



Center for Innovation & Partnerships



- Create, share and promote knowledge on innovation and cross-sector partnerships in the Geneva ecosystem.



innovationcenter.unige.ch

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Corporate Philanthropy

The voluntary and nonreciprocal giving of corporate resources to benefit the community's welfare

- **\$21.08bn** of spending in the USA alone in 2022
- 67 Fortune 100 companies operate active foundations
- CP distinctive features: external giving + tax-free → **HIGHLY REGULATED**

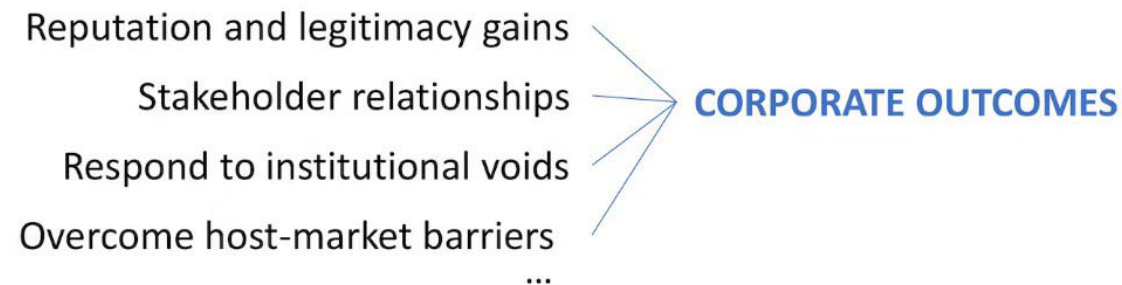
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Why should firms engage in corporate philanthropy?

66 responses



Why should firms engage in Corporate Philanthropy?



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Corporate Philanthropy - Decisions

GIVING STRUCTURE

- Foundation or in-house?
- Grant-giving or operational?
- Financial or other resources?
- Fixed or flexible funding?
- Governance structure?

...

GIVING CAUSE

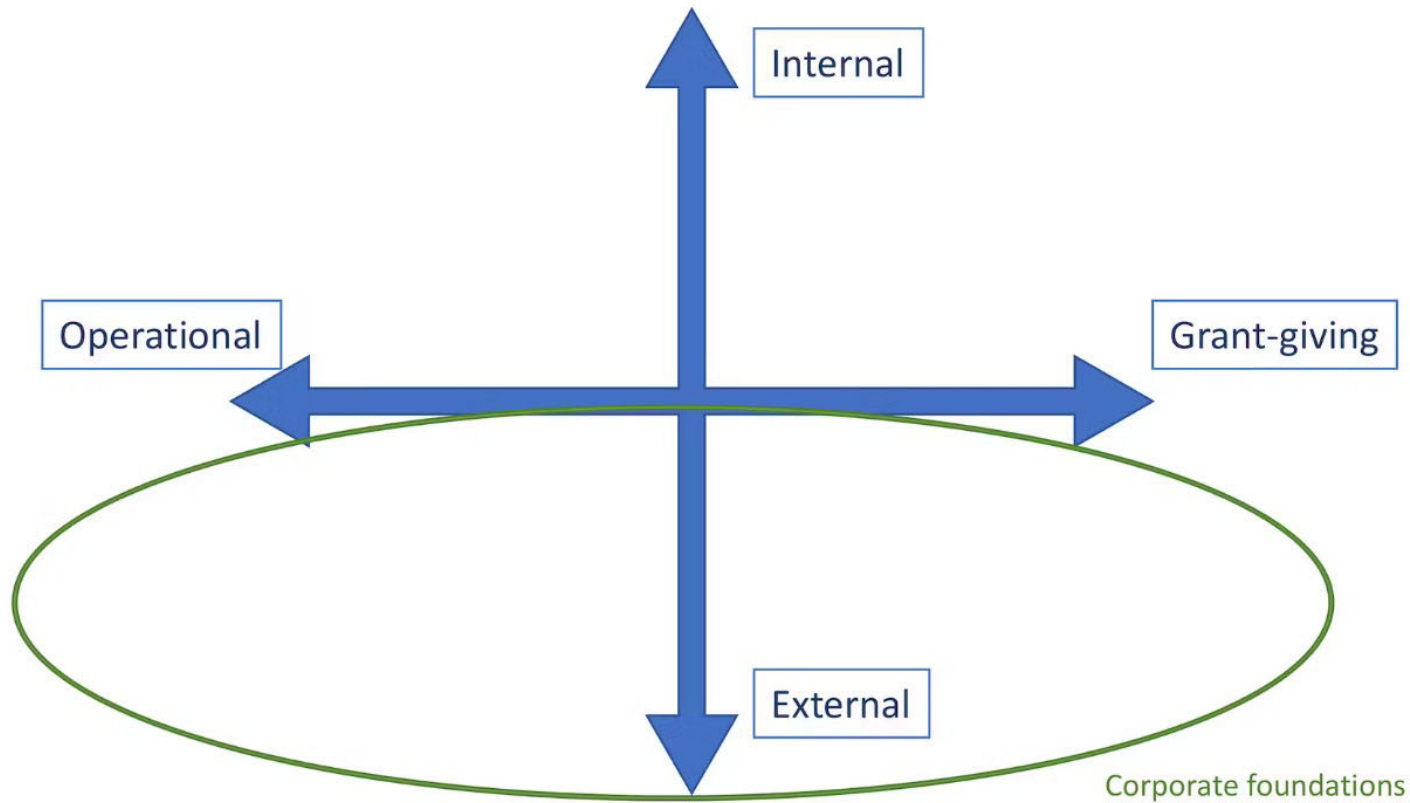
- What social challenge are we contributing to?
- When/where should we act?
- Geographical limits?
- Local government involvement?

...

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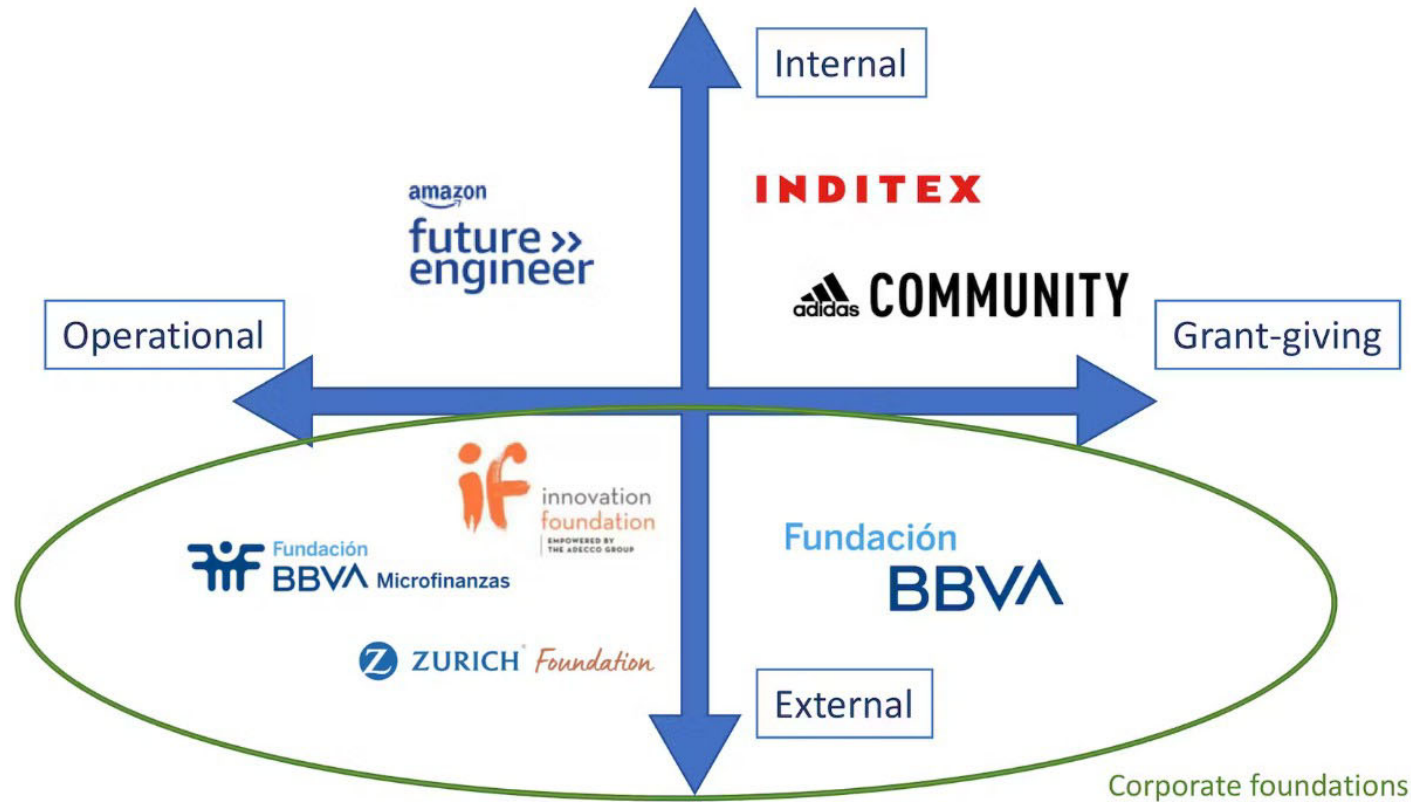


Approaches to CP - structure



7

Approaches to CP - structure



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Approaches to CP - cause



Wealth and education
inequalities



Education and
humanitarian work

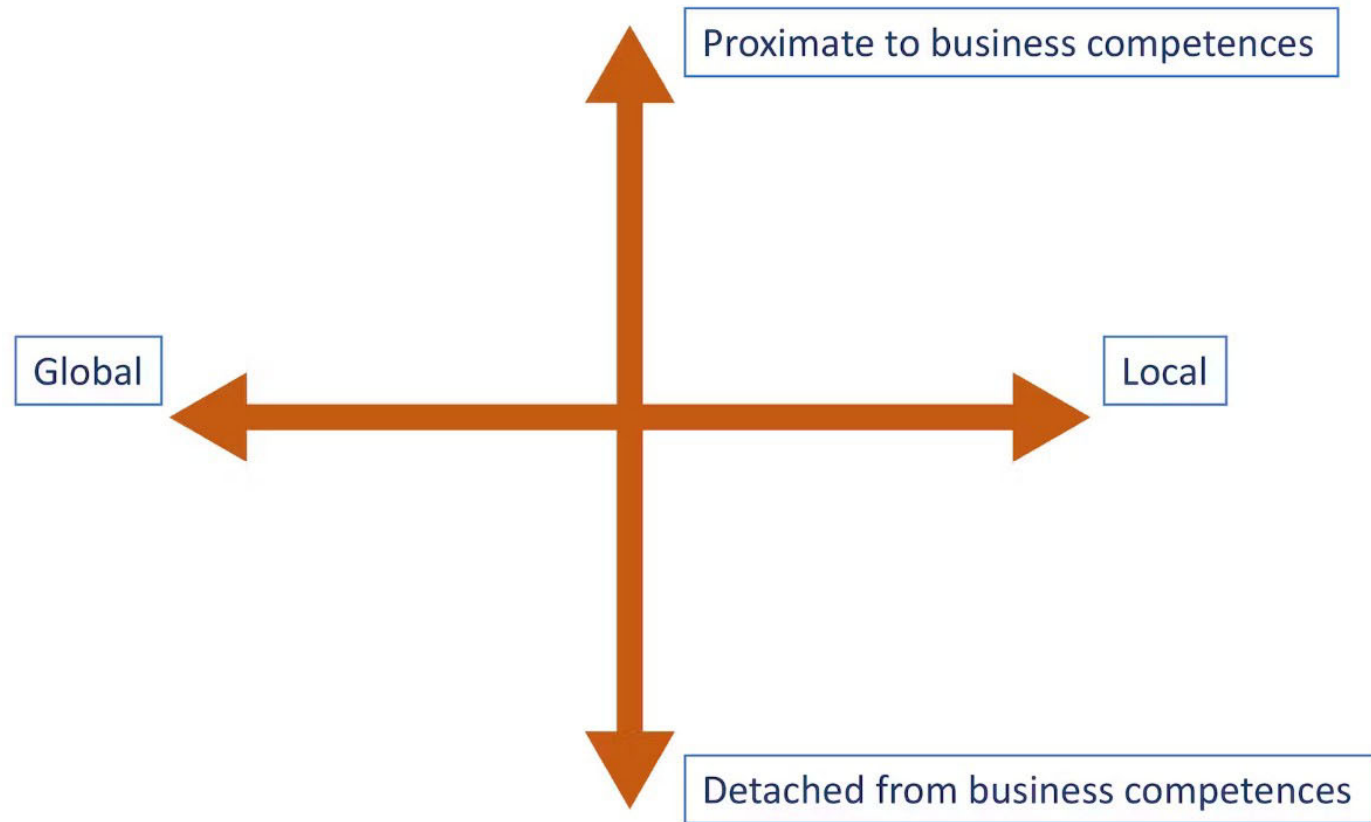


Water and
Nutrition

9



Approaches to CP - cause



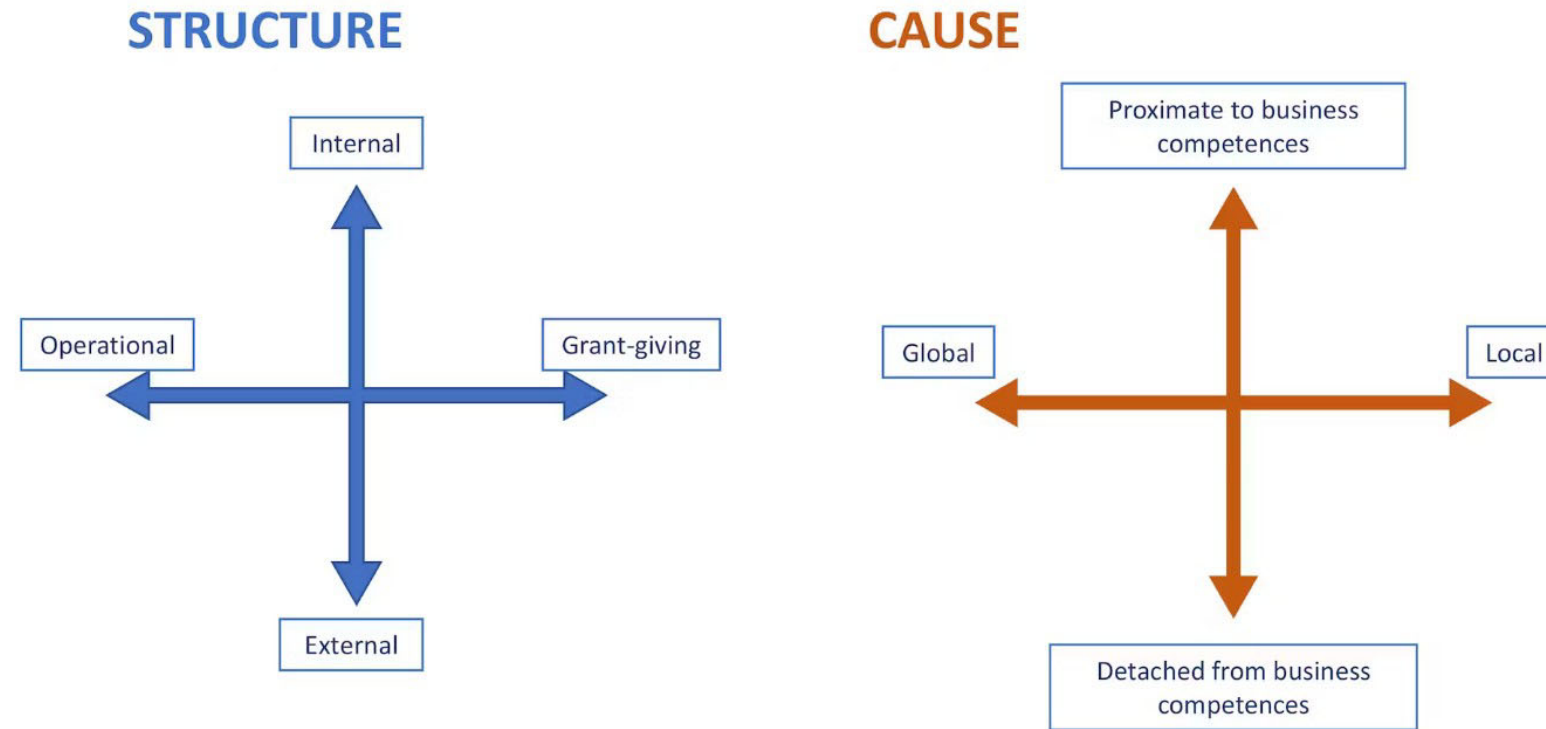
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Approaches to CP - cause



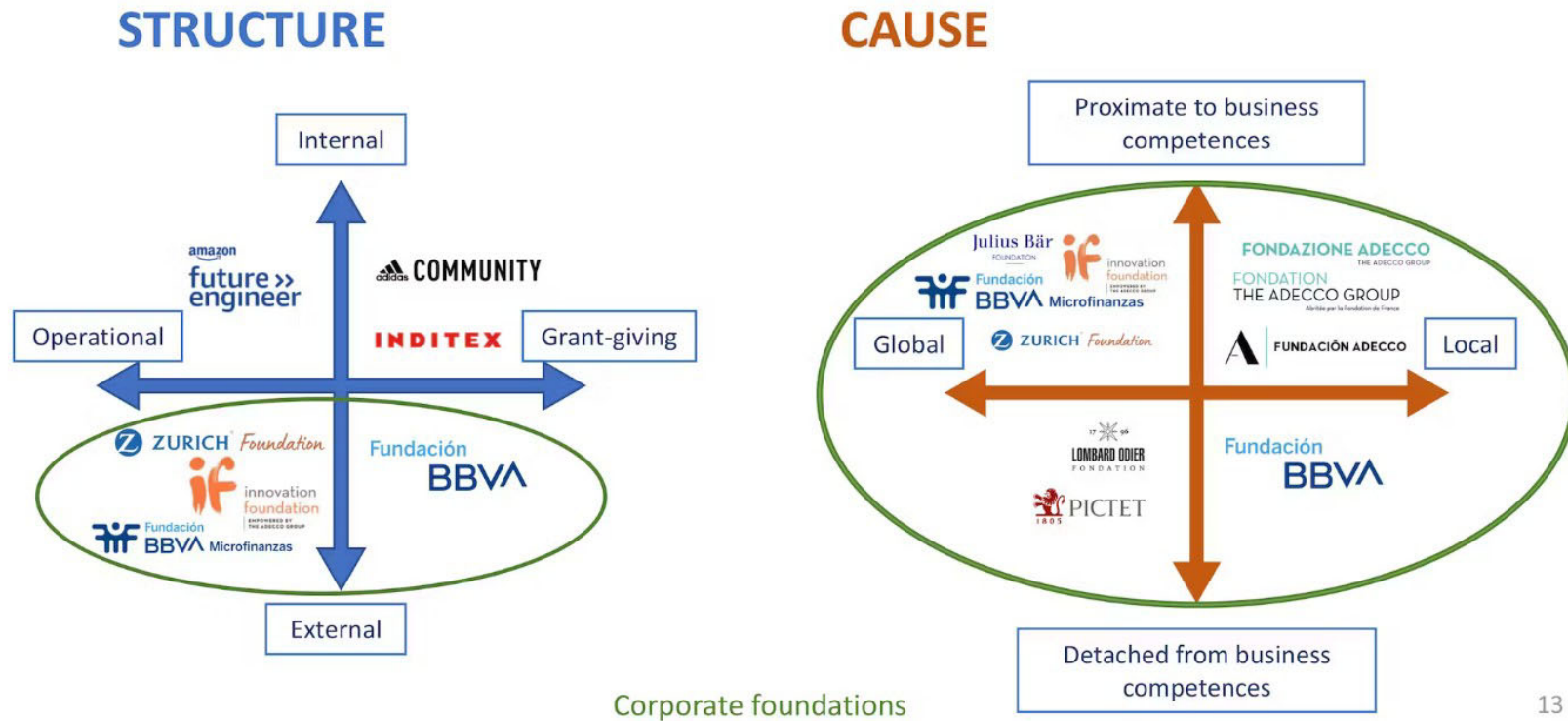
11

Strategic decisions in CP



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Strategic decisions in CP



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Taking strategic decisions



LEVERAGE YOUR RESOURCES

- What do you know?
- What are you good at?
- How can that be helpful for the community?
- ...

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Leverage your resources

MIT Sloan
Management Review

Cognitive fit

- Does your firm have the **knowledge and expertise** to engage in this social issue?

Structural fit

- Can the project be linked to the **internal structure** of your organization?

Contextual fit

- Is your firm well anchored in and has access to the **local community** to design and implement the project?

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Leverage your resources

MIT Sloan
Management Review

Cognitive fit

- Does your firm have the **knowledge and expertise** to engage in this social issue?

Cognitive fit

YES – Operational approach based on the company's knowledge and expertise.

NO – Grant-giving approach or, alternatively, partner with an expert organization.

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Leverage your resources

MIT Sloan
Management Review

Structural fit

- Can the project be linked to the **internal structure** of your organization?

Structural fit

YES – Pursue this project internally; suitable units may be the sustainability, marketing, or communications team.

NO – Establish an external entity such as a corporate foundation.

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Leverage your resources

Contextual fit

- Is the firm well anchored in and has access to the **local community** to design and implement the project?

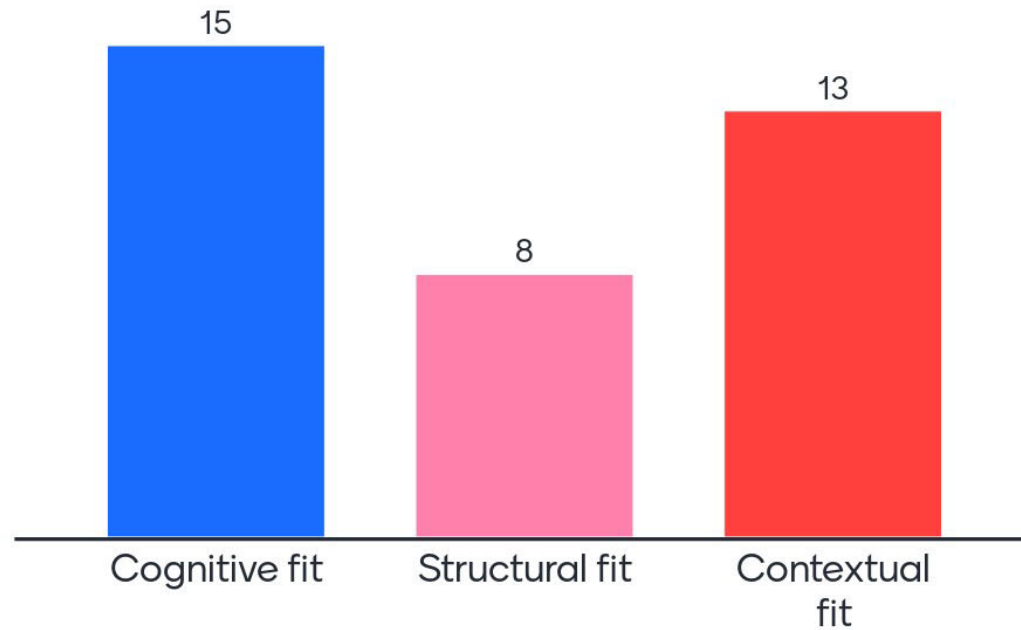
Contextual fit

YES – Operational approach. Your on-site team will be able to provide support, contextual understanding, and access to the local network for effective implementation.

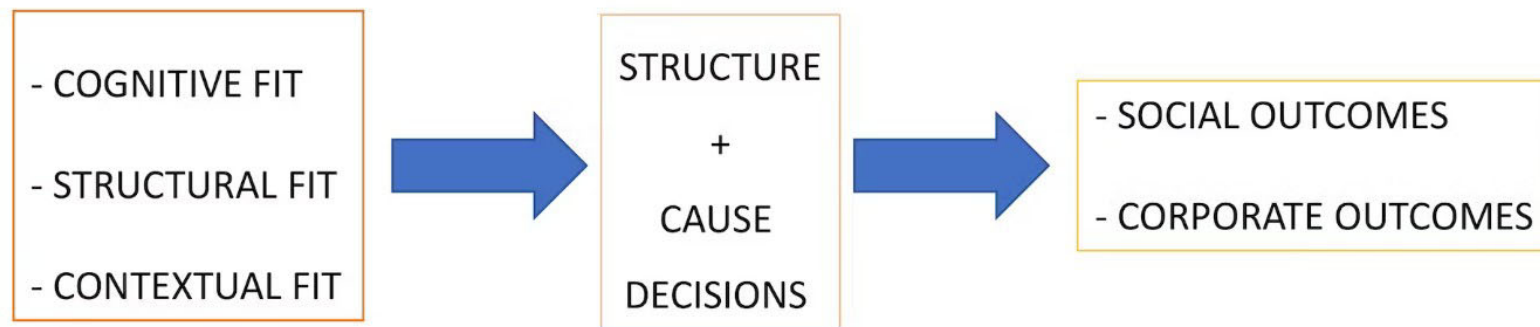
NO – Grant-giving approach or partner with a local organization.



In your opinion, which fit is most important for philanthropic work?



Taking strategic decisions and maximizing outcomes



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Key Takeaways



Corporate philanthropy
needs strategy



There are endless CP
configurations



Leverage resources
(not only financial)



Think about the desired
outcomes

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Thank you!

Questions?



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DISCUSSION AND Q&A

PANEL MODERATED by

Prof. **Tina Ambos**

Professor of International Management,
Geneva School of Economics and
Management (GSEM), UNIGE

Cynthia Hansen

Managing Director, Innovation Foundation

Grégory Renand

Head, Z Zurich Foundation

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CONCLUSION

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UPDATE ON THE GPC ACTIVITIES

Mara De Monte

Executive Director, Geneva Center for Philanthropy (GCP)

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TEACHING

Academic courses – Spring 2024 (From February 19th to May 23rd)

- **Entreprises sociales**, Faculty of Law, Prof. Giulia Neri-Castracane
 - Monday 12-2 pm, Uni-Mail M 3020
- **Entreprises, capitalisme et objectifs de développement durable**, Faculty of Law, Prof. Giulia Neri-Castracane
 - Thursday 4-6 pm, Uni-Mail M R030
- **Fondations, associations et sociétés coopératives**, Faculty of Law, Prof. Giulia Neri-Castracane
 - Tuesday 10 am -12 pm, Uni-Mail M R170
- **Innovation and philanthropy**, Faculty of GSEM, Dr Thomas Maillart et Prof. Giuseppe Ugazio
 - Monday 2-6 pm, Campus Biotech - SDG Solution Space
 - *Only open to students*
- **La Philanthropie culturelle et le droit**, Faculty of Law, Dr. iur. Anne Laure Bandle
 - Monday 4-6 pm, Uni-Mail M 3020

TEACHING

Continuing education

- **3rd edition** – [DAS in Strategic and Operational Philanthropy](#), GSEM, September 2023 - June 2024
 - [CAS in Operational philanthropy](#) (January – June 2024)
 - Individual modules
- **Masterclass** – in collaboration with [Swiss Philanthropy Foundation](#) and the [Center for Philanthropy Studies of Basel University \(CEPS\)](#)
 - 21-23 August 2024
 - Registrations will open in February 2024

EVENTS TO COME

29 November 2023 | Philanthropy Series | 3-6 pm | [Data-driven philanthropy](#), hosted by [Edmond de Rothschild Foundations Chair in Behavioural Philanthropy](#)

Format: In-person

Venue: Room 408, Uni-Dufour

Seminar on Data science for philanthropy – Swiss Solidarity case study, followed by a **practical workshop**

With the participation of:

- Prof. **Giuseppe Ugazio**, holder of the Edmond de Rothschild Foundations Chair in Behavioural Philanthropy, GSEM
- Dr. **Lucia Gomez**, Behavioural Philanthropy Lab, Geneva Finance Research Institute (GFRI), GSEM
- **Nisa Thomas**, BSc in Computer Science, UNIGE



EVENTS TO COME

9 January 2024 | Public conference | 2-5 pm | Legal Framework of Social Enterprises in Switzerland: Current Situation and Prospects

Format: In-person

Venue: Uni-Dufour

In collaboration with the **Faculty of Law** and **Alliance for Sustainable Enterprises**, and the participation of:

- Prof. **Brakman Reiser**, Centennial Professor of Law and Vice Dean, Brooklyn Law School
- Prof. **Sigrid Hemels**, Professor of tax law at the Erasmus School of Law, Erasmus University Rotterdam
- Prof. **Giulia Neri-Castracane**, Professor of Law, University of Geneva
- **Jonathan Normand**, CEO B Lab (Switzerland) Foundation & Spokesperson, Sustainable Enterprise Alliance
- Prof. **Henry Peter**, Head, Geneva Centre for Philanthropy



EVENTS TO COME

14 March 2024 | International conference | 6-7.30 pm | [Artificial Intelligence and Philanthropy](#)

Format: In-person

Venue: [Les Salons](#), Théâtre Les Salons, Rue J.-F. Bartholoni 6, 1204 Genève

The purpose of this [public conference](#) is to gather prominent scholars and practitioners in the field of AI and social sciences to further widen the discussion on the topic. This will allow for a dynamic and informative exchange of ideas followed by a round of questions from the public.

[Registration required](#)

EVALUATION

Please take a few minutes to complete the evaluation survey:

<https://unige.ch/-/pl23nov>



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