

# BUSINESS PHILANTHROPY

## FACT SHEET

COMMUNITY FOUNDATION OF NEW JERSEY

**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. To learn more about how to manage your charitable giving with CFNJ call us at 973.267.5533.**

## CFNJ CENTER FOR BUSINESS PHILANTHROPY

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's Center for Business Philanthropy** works with businesses large and small to help set up and/or manage their philanthropy programs. Services run the gamut from grantmaking support to financial compliance.

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.

## FUND TYPE

Businesses often seek to give back to the community in a way that aligns with their company objectives. Business Advised Funds are an efficient way for businesses to minimize their administrative expenses and maximize their impact. Other fund types include scholarship funds and employee crisis funds.

## YOUR TEAM'S PARTNER

The **Community Foundation's** expert staff and technology are available to help your corporate giving team define its focus areas, make giving seamless, and ultimately create meaningful differences in communities. We can supplement your charitable giving team or provide an outsourced option.

## EXPLORATION & PLANNING

### We will work with you to:

- Create a charitable strategy with expert ideas that align with your company's objectives
- Research and report on issues within your areas of interest
- Perform due diligence of grant proposals so as to test proof of concept and narrow funding categories
- Turn your philanthropy into a favorite company tradition

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### MAKING IT HAPPEN

Giving should be easy and convenient for your company. Our services are designed to minimize paperwork and demands on your staff. They include:

- Turnkey administrative services
- Screening for grant requests
- Online fund access, so you can review activity and make grant recommendations

### EVALUATING THE RESULTS

What's working — and what could be improved?  
We will help your company:

- Determine the impact of your fund's grants
- Advocate for your company's philanthropic objectives
- Team with other organizations and people to achieve desired results
- Publicize grants through targeted press releases and on social media
- Steward your fund's grants in perpetuity to ensure ongoing effectiveness

### SOME OF OUR PARTNERS



PSEG



Johnson & Johnson



Panasonic

regent  
atlantic

STARK & STARK  
ATTORNEYS AT LAW

The Star-Ledger



BrintonEaton  
Wealth Advisors

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For a list of current Business Advised Funds,  
go to [www.cfnj.org/funds/business](http://www.cfnj.org/funds/business).

[WWW.CFNJ.ORG](http://WWW.CFNJ.ORG)