HELPING BUSINESSES DELIVER ON THE PROMISE OF CORPORATE PHILANTHROPY
Corporate giving is a comprehensive, strategic business imperative. America’s corporations have a long history of giving back to the communities in which they do business—either to advance an overall corporate social responsibility strategy, to address specific community needs, to expand consumer and employee loyalty, and/or to build positive brand recognition. And increasingly, they are expected by their customers and employees to do so.

86% of consumers are more likely to trust a company that communicates its corporate social responsibility efforts.

82% say they are more likely to purchase a product that clearly demonstrates the results of the company’s CSR initiatives than one that does not.

81% say companies should financially support causes at the same level or higher during an economic downturn.

69% of Americans consider a company’s social and environmental commitments when deciding where to work.

Employees who are involved in their company’s cause efforts are much more likely to feel a sense of pride and loyalty toward their employer.

Source: 2012 Cone Communications Corporate Social Return Trend Tracker and 2010 Cone Cause Evolution Study
You’re the expert when it comes to your business. Philanthropy is our business. Let us manage your corporate philanthropy program so you can focus on what you do best.

The Arizona Community Foundation’s Pakis Center for Business Philanthropy is Arizona’s premier charitable partner for corporate philanthropy. Our efficient, cost-effective services and unmatched expertise help you plan, manage and operate your corporate foundation or grantmaking program.

By partnering with the Pakis Center for Business Philanthropy, you gain access to our full complement of back-office solutions, customized programs tailored to suit your needs, and our team of philanthropic advisors. And, we can expand your giving program across Arizona through our network of statewide affiliates.

OUR SUITE OF CORPORATE SERVICES INCLUDES:

• Cost-effective and customized back-office solutions for your corporate foundation or community affairs program
• Research, evaluation and recommendation of potential grantees; monitoring use of funds; due diligence and reporting grantee effectiveness
• Strategic counsel to your business in the areas of charitable giving, employee engagement and corporate social responsibility
• Tailored investment options and reporting for one or more charitable funds
• Consultation regarding financial strategy, including investment returns and review
• Customized scholarship programs for employees and/or the broader community
• Developing a corporate giving program tailored to your interest areas and giving priorities
• Facilitation of grant requests and fielding of inquiries
• Training of corporate boards on philanthropic engagement
• Philanthropy training workshops to engage employees in the company’s charitable mission
“Our foundation utilized the Arizona Community Foundation’s strategic planning expertise as well as their national funding relationships to shape a grantmaking strategy. ACF exceeded our expectations on all fronts. They were knowledgeable, professional, timely and collaborative in nature.”

PAT GOTTFRIED / VICE PRESIDENT, CORPORATE SOCIAL RESPONSIBILITY
APOLLO GROUP
EXECUTIVE DIRECTOR
UNIVERSITY OF PHOENIX FOUNDATION
# OPTIONS TO SUIT YOUR BUSINESS

While we customize a program and suite of services to suit your company’s unique goals, below are vehicles embraced by many of your corporate peers:

<table>
<thead>
<tr>
<th>CORPORATE DONOR ADVISED FUND</th>
<th>CORPORATE FOUNDATION SERVICES</th>
<th>FIELD OF INTEREST FUND</th>
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<tbody>
<tr>
<td>Make one gift, then remain involved by recommending uses for the fund at times most convenient for your business. Employees can participate in the recommendation process, and grants are issued in the name of the fund, furthering your company's positive reputation in the community.</td>
<td>Complete back-office management of your philanthropic program, including investments, accounting, grants management and all other administrative services.</td>
<td>If you wish to enjoy the positive reputation associated with corporate giving toward a focus area, but want to outsource more of your philanthropic program, make one annual gift to a field of interest fund bearing your corporation’s name. Our staff solicits funding proposals with our diverse, expert grant review panels selecting the most effective, high-performing grant recipients within your selected field. We issue checks in your corporate foundation’s name to advance your brand, and monitor the grant and evaluate outcomes on your behalf.</td>
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SCHOLARSHIP FUND

Support students pursuing any field of study or choose a field to encourage study related to your business. Scholarship funds can support your company’s employees and/or their children in Arizona or nationwide and are available for pre-school, elementary, middle and high school tuition as well as college. Scholarships are awarded in the name of the fund, highlighting your commitment to education.

The Arizona Community Foundation School Tuition Organization provides scholarships for low-income or disabled students, or students who are or have been in foster care, to attend qualified private schools in Arizona. Businesses and corporations fund these scholarships with gifts that qualify for a dollar-for-dollar tax credit against the corporation’s Arizona state income tax liability—presenting a no-cost opportunity to help high-need Arizona students receive a quality education.

In 2006, the Arizona Corporate Credit for Contributions to School Tuition Organizations Law (A.R.S. 43-1183) was passed to allow corporations to receive a state income tax credit to help select students receive a quality private education. Eligible corporations must pay corporate state income tax and the credit must be less than or equal to the actual amount they will pay to the state of Arizona.

To learn more about this no-cost corporate giving opportunity, call us at (602) 682-2040.

Arizona law requires all school tuition organizations to print the following notice: A school tuition organization cannot award, restrict or reserve scholarships solely on the basis of a donor’s recommendation. A taxpayer may not claim a tax credit if the taxpayer agrees to swap donations with another taxpayer to benefit either taxpayer’s own dependent.
“ACF has brought the stability and oversight we needed in running a broad and reputable scholarship program on behalf of our brand and its hotel owners.”

BARBARA S. BRAS / VICE PRESIDENT, HUMAN RESOURCES
BEST WESTERN INTERNATIONAL

“Our fund makes it easy for us to direct resources where they can do the most good. At Sierra Toyota, we believe giving back to the community is good for the people we serve and good for business. Thanks to our fund with the Arizona Community Foundation’s affiliate in Cochise County, we were able to secure match dollars from Toyota USA which has increased the amount we are investing back into the community.”

ELSIE MACMILLAN / OWNER
SIERRA TOYOTA
BUSINESS Philanthropy in Action: Season for Sharing

*The Arizona Republic* and 12News’ Season for Sharing campaign is among the Valley’s most visible holiday fund-raising programs. Each year, readers and viewers make gifts which are matched by the Gannett Foundation and awarded to nonprofit programs serving the elderly, children and families, literacy and domestic violence.

The Season for Sharing fund is a corporate donor advised fund of the Arizona Community Foundation, with ACF working in close partnership with *The Republic* and 12News to administer the $3 million annual campaign. ACF serves as the back-office providing fund management, grant administration, nonprofit vetting, transaction monitoring and banking relationship management.

*The Republic* and 12News issue the requests for proposals from nonprofits, and employee committees visit applicant sites and recommend grant recipients. ACF processes and distributes grants, maintains records and produces quarterly statements. Meanwhile, *The Republic* and 12News promote the campaign, connect directly with thousands of donors and maintain their well-deserved reputation as good corporate citizens.

Some of ACF’s Corporate Clients Include:

- The Arizona Republic/12 News/azcentral.com
- Alliance Beverage
- Apollo Group/University of Phoenix
- Arizona Public Service (APS)
- Best Western International
- CFG Business Solutions, LLC
- Cox Communications
- CVS Caremark
- Ewing Irrigation
- Northern Trust
- Phoenix Country Club
- Pioneer Title
- Sierra Toyota
- Target Corp.
- The Drayton Group
- Tri-City Cardiology
- U.S. Airways
ACF’s Pakis Center for Business Philanthropy was founded to help Arizona companies and their employees make a direct, positive and informed impact in the communities in which they live and work. The Center is named for its benefactor, Frederick M. Pakis, respected Valley entrepreneur and co-founder of Scottsdale-based JDA Software. “The amount of research coming out of the top business schools regarding corporate giving and the direct benefits back to the organization is pretty impressive,” says Mr. Pakis. “Having a world class resource like ACF in the Valley to help businesses develop an organized, participatory and efficient philanthropic vision is a really good thing.”

FIND OUT MORE
about outsourcing your corporate giving program to Arizona’s philanthropic expert.

Pakis Center for Business Philanthropy
Arizona Community Foundation
2201 E. Camelback Road, Suite 405B
Phoenix, AZ 85016
(602) 381-1400 or pakiscenter@azfoundation.org
www.azfoundation.org

Founded in 1978, the Arizona Community Foundation manages a $500 million portfolio of more than 1,000 charitable funds created by businesses, corporations, individuals and families. Since inception, ACF has awarded some $450 million in grants and scholarships in Arizona and throughout the United States.
“ACF makes collaboration effortless. Target had a desire to create a localized field trip program, supporting multiple school districts in the Phoenix metro area. Based on its leadership and strong reputation within the education landscape, ACF was able to deliver an extremely efficient program that involved 11 school districts and four leading arts and cultural institutions, and provided meaningful cultural experiences for some 21,000 students.”

DEAN OSAKI / COMMUNITY RELATIONS
TARGET CORP.