Business Guide to Giving

Establishing a Charitable Giving Program
Advice and Expertise for Businesses in the St. Louis Region
INTRODUCTION

St. Louis businesses play a vital role in maintaining the quality of life in our communities. Businesses provide jobs and economic stability. They also provide charitable support to initiatives that enrich our lives and our communities on a daily basis.

While business owners are often eager to respond to community needs, many do not have a specific plan for guiding and leveraging the distribution and use of their charitable contributions.

In the same way that a business plan helps a company stay on course toward its financial goals, a charitable giving program – however informal – can help a business achieve a number of goals for itself, and for the community in which it operates.

Creating a charitable giving program isn’t complicated. It can be as simple as sitting down and writing out what is important to you. Or it may take the form of a more organized series of meetings that include owners, managers and employees. A little effort up front can help assure that your contributions are used effectively, in the way you intended.

This guide was created to help you set up and carry out a charitable giving program by taking you through the basic steps, from deciding why to give; determining where to give; allocating what to give; and finally, assessing your impact.

We welcome your interest, and hope you will find this guide a useful starting point. Additional materials and resources may be found on our website, www.centerforgiving.org.

Revised and updated, Spring 2014
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Business owners tell us that corporate philanthropy – charitable giving directed by a business entity – is rewarding for everyone associated with the business.

**Giving is Good for the Community**

Vibrant communities have healthy networks of charitable and educational organizations, supported by volunteer time and financial contributions from private citizens and businesses. When the local community suffers, businesses suffer: they have trouble attracting and retaining employees and customers. Leaders understand that a high quality of life in the St. Louis region goes hand-in-hand with a healthy business environment.

**Giving is Good for Business**

Support for local causes helps businesses to develop positive images, reinforces relationships with customers, and provides opportunities to engage community leaders and officials. When a business is strategic about charitable giving, it can also help support the bottom line.

Contributing to charitable organizations promotes a positive work environment and builds pride in the company’s role within the community. It increases employee engagement and morale. In addition, providing opportunities for employees to contribute, such as release time for volunteering or matching employees’ gifts to charity, can attract and help retain employees.

**Giving Demonstrates Leadership**

Strong business leaders are also leaders in the community. A business owner who is passionate about a cause can inspire others to get involved and encourages confidence and optimism.

**Giving is Personally Rewarding**

It feels good to see your contributions actively improving your neighborhood, particularly when the money supports a cause you know to be important. An inspiring art exhibit, a scholarship for someone who couldn’t attend college without it, a beautiful community garden, meals for homebound seniors: strategic giving to causes you care about is rewarding.

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**WHY GIVE?**

The strength of our workforce is directly tied to the strength of our community. A robust and effective philanthropic sector is a key ingredient to building a strong community, which is why we choose to give.

JEFFREY WHITFORD
Global Citizenship Manager
Sigma-Aldrich
A business giving program is your commitment that you will contribute to causes that are important to you, your business and your community.

This commitment can be structured as formally or as informally as you like, depending on the size of your business, the level of your contributions, and the number of people participating in the decision-making process.

The basic steps that can be used to establish a giving program for your business are:

1. **Clarify your goals**
   - Outline what you hope to accomplish with your charitable giving program.

2. **Set up a process**
   - Select a giving structure (See Appendix H for options).
   - Determine who on your staff will be responsible for coordinating the giving program.
   - Establish a giving policy statement (See sample at Appendix D).

3. **Set up the criteria for evaluating requests**
   - Determine what information you will require about an organization, cause or project that is requesting your donation. The Missouri Common Grant Application is available free for your use as a template on the Gateway Center for Giving website. [www.centerforgiving.org](http://www.centerforgiving.org)
   - Determine who will make the final decisions on grant requests (company executives, employees, joint committee, etc.).

4. **Identify the tax benefits**
   - Understand what and how much you can deduct as a charitable contribution.

5. **Set a budget**
   - Determine how much you want to give.

6. **Review your program**
   - Set aside time at least once a year to review your program and make adjustments if necessary.
The key to a successful giving program lies in knowing what kinds of activities and programs you will support — and why. One way to do this is by determining where your company’s interests intersect with the needs and interests of the community.

By clarifying your criteria and engaging your employees and your community in developing your giving strategy, you can:

- Reduce the time and effort spent deciding which organizations to support.
- Respond more easily to solicitations.
- Limit the number of unwanted requests you receive.
- Assure that your contributions are used for causes that you care about, in ways that you care about.
- Make your contributions more meaningful and effective.

Businesses use a variety of different criteria to decide how they will distribute their money (as well as time and in-kind contributions) for charitable purposes.

How Do You Want Your Money to be Used?

Do you want your money to be used for ongoing operations of a charity, for specific projects of that charity, or for the creation of something tangible, such as equipment or a building?

Many small and mid-sized companies focus their giving programs on particular populations (such as the students of a local school) or specific issues. Even after limiting the scope of giving, contributions can fall into broad categories: health and human services, economic development, and the arts, for example. Focus your charitable giving on a particular area to make a greater impact with your dollars; the more specific you are about where and how you want to give, the more likely you are to see the tangible outcomes of your charitable contribution.

This figure illustrates the breakdown of funding by program area for an average company in 2012, according to the Corporate Giving Standard survey of 240 large companies (including 60 of the largest 100 companies of the FORTUNE 500).

Source: Committee Encouraging Corporate Philanthropy (CECP), Giving in Numbers, 2013 Edition
The following questions will assist you in establishing goals and identifying how you wish to use your funds.

1. Decide which of the following goals are most important to you.
   *Use your top three choices to help guide your charitable contributions.*
   
   A. Support organizations that align with your overall business goals.
   
   B. Support organizations that work on issues you and your employees care about (e.g. animals, the arts, education or the environment).
   
   C. Support the organizations where your employees volunteer or contribute.
   
   D. Support organizations that are important to your customers.
   
   E. Support locally-based organizations that rely on community contributions and volunteers.

2. If you have selected **A** as one of your top three goals, turn to **Appendix A** for a list of community issues and agencies that may align with your business interests.

3. If you have chosen **B, C or D** in your top three goals and you would like to find out what issues are important to your company’s employees and/or customers, ask them to fill out the Checklist in **Appendix B**.

4. Do you want your contributions to:
   
   A. Create something that is tangible and lasting, such as building an addition to a community center or adding lights to a baseball field?
   
   B. Support the ongoing work of local organizations?
   
   C. Help start a new project or organization?
   
   D. Be used for more than one of the above?

5. Do you want your contributions to:
   
   A. Consolidate your contributions by giving larger amounts to just one or two organizations?
   
   B. Contribute smaller donations to a broader range of projects and programs?

When you have answered the previous questions and, if applicable, reviewed **Appendix A** and **B**, you are ready to complete the Policy Worksheet in **Appendix C**.

After completing the worksheet, you may want to use your answers to create a formal policy statement for distribution to employees and customers. **Appendix D** contains a sample policy statement for your reference.
There are many options available for charitable business contributions, including:

**Direct Cash Donation**
A direct cash grant is the most common type of contribution companies make. A corporation can deduct charitable grants from corporate taxes up to 10 percent of pre-tax net profits.

A company can increase the impact of a small charitable giving budget by encouraging giving from other sources, including company employees. Consider incorporating some of the following ideas into your giving program:

**DOLLARS FOR DOERS** This giving program makes cash grants to organizations where employees volunteer a certain amount of time. For example, the company might make a $100 donation for every 40 hours of volunteer time.

**CHALLENGE GRANTS** Challenge grants are a specific grant-making strategy designed to leverage additional resources for a project or program. The company makes a grant on the condition that the recipient raises funds from other sources, usually within a specific time frame.

**CHARITABLE GIVING CARDS** Companies distribute giving cards with a pre-loaded value and receive a tax benefit; recipients redeem cards online to benefit any nonprofit of their choosing.

**Non-Cash Options**
There are several ways your company can support causes and organizations in addition to cash grants. Offering non-cash giving options enables your company to help achieve its program goals and meet more community needs than can be met by cash giving alone:

**IN-KIND CONTRIBUTIONS/DONATIONS**
Donations of goods or services can expand your company’s charitable giving. These contributions can consist of products, supplies, property or excess inventory. They can also include services such as printing, website development, and use of meeting rooms. In-kind gifts are tax deductible within certain limits.

**EMPLOYEE ENGAGEMENT**
There are many ways to engage employees in the workplace with giving opportunities, ranging from federated campaigns to sponsoring company teams in fundraising walks/runs. Promoting volunteerism is also a great way to augment your company’s business giving program. Company volunteering takes into account the fact that people have different interests, skills and time availability.

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**PNC has an aggressive employee volunteer policy that permits 40 hours a year of paid time off for employee volunteerism associated with our signature philanthropic effort, PNC Grow Up Great. PNC encourages employee participation at all levels of our organization and across all of our business lines. This is further supported through our Grants for Great Hours Program, where individual employees or teams of employees can earn grants for nonprofit organizations ranging from $1,000 to $3,000 for accumulated volunteer hours at area early childhood education centers.**

**DEBBIE MARSHALL**  
Vice President  
Director of Client and Community Relations Office of the Regional President, The PNC Financial Services Group, Inc.
Determining a Budget

Budget how much the business will contribute. This gives you a framework in which to make your giving decisions, and provides an easy way to keep track of your contributions throughout the year.

The amount that companies choose to give is very subjective. The amount your company budgets for giving will depend on both your business and personal goals, as well as your comfort level.

Most companies use one of two approaches to determine their level of giving:

PERCENTAGE OF PRE-TAX NET INCOME

When using this approach, the giving budget is based on a pre-established formula calculated as a percentage of pre-tax net profits. In small companies the average is around 1 percent; however it can range as high as 10 percent.

PAST EXPERIENCE ADJUSTED FOR PROFITABILITY

When using this approach, the corporate financial plan includes an annual giving budget. In formulating the budget each year, companies take into account issues such as current revenue and profit projections; availability of other resources; and spending patterns of other companies in the area.

Here are some questions to consider when establishing a budget:

• How much of our contributions will be tax deductible?
• How much money did our company contribute in previous years?
• Can we afford to give more?
• Would we like to give more?
• How much of our total giving budget do we want to give directly or how much should we contribute in the form of matches for employee gifts?
• Will the entire budget be centralized, or will there be any funds managed within different departments or business lines?

Tax Benefits

For most businesses, the question of what is tax deductible and the limits on deductions are fairly straightforward. However, it is important to check with your accountant or a tax specialist if you have any questions about your contributions.

Before you establish a charitable giving budget, you will want to know how much of your contributions are deductible for tax purposes. Appendix E contains a summary of tax information showing various deduction limits for businesses, as well as the deductibility of various types of charitable contributions.
Section 5

HOW TO GIVE

It helps to have a system for considering charitable contributions, including internal written guidelines for documentation, decision-making and response. This reduces time, effort, and costs and eliminates confusion both inside and outside of the company.

Typically a business either identifies certain organizations that will receive annual contributions, responds to requests from the community, or does a combination of both. The following is a series of questions, along with options to consider, that may help you clarify how to give:

1. Who will make the decisions?
   - The owner(s)
   - The manager(s)
   - A committee that includes (select all that apply):
     - Owner(s)
     - One or more managers
     - One or more employees
     - Someone responsible for marketing, advertising, or public relations

2. How often will you make decisions about contributions?
   - Once a year
   - Twice a year
   - Quarterly
   - As needed, depending on frequency and number or requests

3. If you take requests from the community, from whom will you accept requests?
   - Employees
   - Customers
   - Anyone in the community

4. Who will be responsible for collecting requests and ushering them through the consideration process?
   - All requests should be directed to the owner
   - All requests should be directed to a specific manager
   - All requests should be directed to the chair of the contributions committee

5. Do you want to produce written criteria describing the kind of projects and programs your company supports?

6. How will you accept requests?
   - Over the phone
   - In person
   - Via email
   - Website/Online submission
   - All of the above

7. Are there any types of organizations or expenses that you will not fund?
Evaluating Requests

Evaluating requests for support is similar to evaluating other business opportunities: the process requires common sense and answers to a few basic questions.

✓ Make sure the organization is a tax exempt nonprofit according to the Internal Revenue Service (IRS). Ask for a copy of the IRS Letter of Determination showing that the organization is a 501(c)(3) tax exempt organization.

✓ Ask how the money will be used. Ask for specifics, such as how many people will benefit from your contribution.

✓ Determine whether the organization can effectively accomplish its goals. Look for:
  • An active Board of Directors.
  • Broad community support in the form of volunteers and contributors.
  • An easy to understand budget and financial statements.
  • Reasonable administrative and fundraising costs.
  • A track record of past success and a good reputation in the community.

✓ How does this organization and/or the cause fit with your goals?

✓ Is an employee or customer a supporter or the beneficiary of this organization?

✓ How does the organization acknowledge its donors?

✓ How visible is the organization in the community?

See Appendix F for a list of questions that many funders ask. See also the Missouri Common Grant Application, a free template for use by funders. The Common Grant Application can be tailored to your needs, and is available for download at www.centerforgiving.org.
Review your giving program at least once a year. Your answers to the following questions will be helpful in making sure you are on track with your goals, and ensure that your contributions are having the impacts you intended.

- Are you comfortable with the amount of money you are giving? Does it fit your budget?
- How well do you feel your giving program has met the goals you set?
- How have the company’s employees responded?
- Are you able to track how your company’s money was spent after you made a contribution?
- Can you see results from your contribution?
- Did you receive adequate acknowledgement for your contribution?
- Has the agency to which you contributed kept in touch with you effectively?
- Do you want to become more involved with any of the organizations?
- Which contributions will you repeat?
- Are there contributions you will not repeat? Why?
- Are there any new issue areas or projects to which you would like to contribute?
- Are there any nonprofits that you plan to support again where employee involvement would further leverage your contribution?
At Express Scripts, we strive to make a positive impact in the lives of the people in the communities in which we live and work. Giving back is a natural part of who we are as a company. The funding we provide is further amplified by the generosity of our employees. Through workplace giving and volunteerism, our employees have the opportunity to weave service into their lives and to help enrich the fabric of the communities we serve.

SUSAN STITH
Senior Director
Diversity, Inclusion and Corporate Giving, Express Scripts
## Appendix A

### Checklist of Community Issues that May Align with Your Business Interests

<table>
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<tr>
<th>IF YOU ARE INTERESTED IN</th>
<th>YOU MAY WANT TO CONSIDER GIVING TO</th>
</tr>
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</table>
| People in crisis: those who are out of work, need food, have no place to live, are victims of natural disasters, are victims of domestic abuse. | • Local food banks  
• Homeless shelters  
• Disaster relief agencies  
• Domestic violence shelters  
• Employment training organizations |
| Promoting arts, culture, and other enriching institutions that contribute to a community’s quality of life. | • Art and history museums  
• Religious and spiritual organizations  
• Performing arts and musical groups |
| Children and youth programs | • Youth sports teams  
• After school programs  
• Mentoring programs |
| Education for children and adults | • Higher educational institutions  
• Local school projects  
• Scholarship funds  
• Career training  
• College access programs |
| Health promotion | • Hospitals and clinics  
• Organizations that promote healthy lifestyles  
• Medical outreach in underserved areas  
• Disease and survivor support organizations |
| Environmental preservation and enhancement | • Efforts for clean-up or habitat restoration  
• Local or state organizations that promote education and public policy around sustainability and the environment  
• Land trusts that buy and preserve land |
| Civic/community | • Downtown improvement projects  
• Libraries  
• Neighborhood associations |
We at ______________________ (company) are reviewing our charitable contribution policy. In doing so, we are interested in finding out what issues are most important to our employees and customers. Please help us by taking a minute to fill out this brief questionnaire. Your feedback will help direct our contributions wisely and effectively.

Please mark 1, 2 and 3 next to the three issues that are most important to you. If you know of a specific agency, program, or project in this category that you would like to see us support, please write the name in the available space.

☐ People in crisis (out of work, needing food or a place to live; victims of abuse, disaster relief, etc.)
   An organization/program that does good work in this area is:

☐ Cultural institutions (art and history museums, theaters, public gardens, etc.)
   An organization/program that does good work in this area is:

☐ Children and youth programs (sports, clubs, mentoring, etc.)
   An organization/program that does good work in this area is:

☐ Education (local school projects, colleges and universities, private schools, scholarship programs, access to higher education, etc.)
   An organization/program that does good work in this area is:

☐ The environment (habitat restoration, local or state environmental and sustainability organizations, etc.)
   An organization/program that does good work in this area is:

☐ Civic/community (downtown improvement projects, transit, libraries, etc.)
   An organization/program that does good work in this area is:

☐ Health and wellness promotion (hospitals, hospices, disease and survivor support groups, medical outreach and education programs, etc.)
   An organization/program that does good work in this area is:

☐ Other causes or organizations
When you have answered the previous questions in Appendix A and B, you are ready to complete this policy worksheet. A written policy forms the basis for all company decisions about charitable contributions.

The ____________________ (company) believes in contributing to the community in which we do business.

**The primary goals of our giving program are:**
1. 
2. 
3. 

**The issues we care about most are:** (from Appendix A and B)
1. 
2. 
3. 

**Our contributions should be used to:**
- Create something that is tangible and lasting, such as building an addition to a community center or adding lights to a public ball field; or
- Support ongoing work of local organizations; or
- Help start a new project or organization; or
- Be used for all three: _______% for lasting projects; _______% for ongoing operations and _______% for start-ups.

**We want to:**
A. Focus our contributions on a few agencies; or
B. Distribute our contributions more broadly throughout the community.
Appendix D

Sample Policy Statement

Maritz
Empowering people through service, education and support.
Maritz is dedicated to empowering people to reach their full potential and ensuring a solid and bright future for generations to come. At Maritz, we understand, enable and motivate people to unleash hidden human potential. We enable people to do things differently by developing their strengths, knowledge and confidence.

Because of our relentless focus on the development of people, we feel the best way Maritz, as a company, can have an impact in the communities in which we live and work is to align ourselves with educational endeavors. We demonstrate our commitment to human potential through philanthropic initiatives and partnerships with organizations offering programs designed to educate.

In addition to our monetary donations for educational purposes, Maritz people support the goals and objectives of our partner organizations through community service, leveraging their personal talents and professional skill sets to further improve our communities.

See Maritz Giving Guidelines here:
What About Taxes?

For most businesses, the question of what is tax deductible and the limits on deductions are fairly straightforward. However, it is always a good idea to check with a tax specialist if you have any questions about your contributions.

The following is a simplified summary of tax information. It does not cover all types of charitable giving.

**Deduction Limits for Businesses**

Before you establish a charitable giving budget, you will want to know how much of your contributions you can deduct for tax purposes. The following guidelines illustrate the tax benefits you can receive from your charitable giving program.

If a business other than a C Corporation has more than one owner, the deductions are distributed among the owners.

<table>
<thead>
<tr>
<th>BUSINESS STRUCTURE</th>
<th>WHO RECEIVES DEDUCTION</th>
<th>ALLOWABLE DEDUCTION</th>
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<tbody>
<tr>
<td>C Corporation</td>
<td>Corporation</td>
<td>Up to 10 percent of business's taxable income in the year of the donations.* Contributions over 10 percent can be carried over for five years.</td>
</tr>
<tr>
<td>S Corporation</td>
<td>Individual owner(s)</td>
<td>Up to 50 percent of individual's adjusted gross income in the year of the donations.* There is generally a five-year carryover.</td>
</tr>
<tr>
<td>Partnership</td>
<td>Individual owners</td>
<td>Up to 50 percent of individual's adjusted income in the year of the donations.* There is generally a five-year carryover.</td>
</tr>
<tr>
<td>Sole proprietorship</td>
<td>Individual owner</td>
<td>Up to 50 percent of individual's adjusted income in the year of the donations.* There is generally a five-year carryover.</td>
</tr>
</tbody>
</table>

*This information is based on cash contributions to 501(c)(3) corporations. Contributions of other types of property or to foundations and some organizations with different IRS tax designations offer different tax benefits.

Make sure that any organization to which you contribute has been approved as a tax-exempt organization by the IRS. In most cases, this will be a 501(c)(3) organization. If the organization doesn’t have an appropriate IRS designation, you will not be able to deduct your contribution.
**What is a Charitable Contribution?**

Not all contributions are created equal in the eyes of the Internal Revenue Service. It is helpful to know what contributions are eligible for full or partial tax deduction.

The IRS treats business expenses differently from charitable contributions, so it’s important to be precise about claiming deductions.

The chart summarizes IRS regulations. Be sure to consult a professional tax advisor.

<table>
<thead>
<tr>
<th>TYPE OF CONTRIBUTION</th>
<th>CHARITABLE DEDUCTIONS</th>
<th>BUSINESS EXPENSES</th>
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<tbody>
<tr>
<td>Direct cash donation to charity</td>
<td>Yes, however, if you receive any benefit in return, you must subtract the value of that benefit from the amount of your deduction. (See example 1)</td>
<td>No.</td>
</tr>
<tr>
<td>Cash given to charities designated by employees (such as matching gifts)</td>
<td>Yes.</td>
<td>No.</td>
</tr>
<tr>
<td>Charitable Giving Cards</td>
<td>Yes.</td>
<td>No.</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>Yes, if not directly related to business. Indirect benefit may be permissible.</td>
<td>Yes, if directly related to business.</td>
</tr>
<tr>
<td>Purchase of ad in nonprofit publication</td>
<td>Yes, if ad is acknowledgement of sponsorship rather than commercial.</td>
<td>Yes, if you expect to earn at least the cost of the ad as a result of the publication.</td>
</tr>
<tr>
<td>Gifts of products</td>
<td>Yes, for the value of your costs—not market value.* (See examples 2 and 3)</td>
<td>No.</td>
</tr>
<tr>
<td>Depreciable property</td>
<td>Yes, generally fair market value less prior depreciation.</td>
<td>No.</td>
</tr>
<tr>
<td>Stocks</td>
<td>Yes, of both C and S Corporations. Deductions generally can be made for fair market value if held by the donor for more than one year.</td>
<td>No.</td>
</tr>
</tbody>
</table>

*However, inventory donations by C corporations to benefit the ill, the needy or infants, and gifts of scientific equipment used for research may be eligible for higher value deductions.*

**Example 1**
You purchase a ticket to a fundraising dinner for the local theater group. The ticket costs $125. The value of the dinner is $50.

- You can deduct the cost of the ticket less the value of the dinner as a charitable contribution, so your total deduction is $75.

**Example 2**
You own a restaurant and you offer to cater a reception at a local charity.

- You can deduct the wholesale cost of the food you purchase as a charitable contribution.

**Example 3**
As the owner of a clothing store, you donate a dress to an auction to benefit a nonprofit organization. The dress cost you $25, and you would sell it for $50.

- You can claim the wholesale cost of the dress - $25 - as a charitable contribution.
- You cannot deduct the retail price that the dress would sell for in your store.
- You cannot deduct the wholesale cost as a business expense.
Appendix F

Questions That Funders Frequently Ask

There are a number of commonly asked questions that funders generally pose to those seeking funds.

The Missouri Common Grant Application allows grantmakers and grantseekers to work from a common set of questions and definitions that reinforce solid nonprofit practices, and it can be used as a template as you develop your grant distribution process. Find it here: www.centerforgiving.org.

Among the standard questions that funders frequently ask:

1. Is the organization a 501 (c)(3) organization? Please attach tax exempt letter.
2. What amount are you asking for?
3. For what purpose are you seeking a donation? Please be specific.
4. Why is this important?
5. Who else is supporting your organization? How much do you receive from other sources?
6. How many will benefit from or be served by your program?
7. How will you measure whether or not your program is successful?
8. Which other organizations in this community provide similar services, and how does your program differ in emphasis and effectiveness?
9. Please attach a list of the members of your organization’s Board of Directors.
10. Please attach a copy of a budget for the project and an overall agency operating budget.
Appendix G

Resources For Giving

For some people, one of the most difficult aspects of charitable giving is determining where to give their money. There are a growing number of resources available that can help you find a charity that provides programs and services reflecting values similar to your own. You may also wish to research nonprofits working in areas of particular interest to you. It’s important to do some due diligence and learn more before making a giving decision.

National Resources

- Boston College Center for Corporate Citizenship – www.bccce.net
- Bridgestar – www.bridgestar.org
- Business Civic Leadership Center (U.S. Chamber of Commerce) – http://ccc.uschamber.com
- Center for Effective Philanthropy – www.effectivephilanthropy.org
- Charity Navigator – www.charitynavigator.org
- Committee Encouraging Corporate Philanthropy (CECP) – www.corporatephilanthropy.org
- Foundation Center – http://foundationcenter.org
- Indiana University Lilly Family School of Philanthropy – www.philanthropy.iupui.edu/about-us
- National Center for Charitable Statistics – http://nccsdataweb.urban.org
- Points of Light Institute – www.pointsoflight.org
- Volunteer Match – www.volunteermatch.org

Local Resources

- Gateway Center for Giving – www.centerforgiving.org
  The regional association of grantmakers serving the St. Louis metropolitan area. Helps donors connect, learn and act to improve the St. Louis region.

- St. Louis Public Library Grants and Foundation Center – http://slplgfcnews.blogspot.com
  Located at the Central Library, the Grants and Foundation Center offers services and resources to help grant seekers and nonprofit organizations. Grantmakers and others may access a database to determine who is funding in particular areas.
When selecting a giving structure, most companies make their cash grants in one or more of the following ways:

DIRECT-GIVING PROGRAM This is a program operated and controlled by the company. It is funded directly by the company and is reported to the IRS as a tax-deductible charitable expense.

COMPANY-SPONSORED FOUNDATION This is a legal entity separate from the company. It is funded primarily by the company, in keeping with IRS regulations, but it has its own bylaws and governance structure.

DONOR ADVISED FUND Under this option, the company sets up a fund within a community foundation or other public charity. The company may recommend eligible charitable recipients for grants from the fund.

If you are interested in funding a particular area, you may want to set up or pool your resources within a 501(c)(3) PUBLIC CHARITY in support of that cause. You will be required to raise a certain percentage of the funds you grant out from the general public. While this can involve more work, it allows companies to leverage their good reputation to generate support for the causes they are passionate about. This model works well for high visibility organizations like sports teams.
This 2014 edition of the Business Guide to Giving is based on previous versions published by the Gateway Center for Giving, as well as tools provided by other Regional Associations around the country, including the Association of Baltimore Area Grantmakers and the Baltimore Giving Project, who gave permission to adopt the Maryland Business Giving Workbook for the St. Louis Region; and Nevada Gives. More recently, thanks to Arizona Grantmakers, who provided materials and ideas through their Business Giving Guide Workbook (2011).

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ABOUT THE GATEWAY CENTER FOR GIVING

The Gateway Center for Giving helps donors do more. We strengthen philanthropy and promote community impact by providing programming, research, technical assistance and professional development opportunities to grantmaking organizations in the St. Louis region.

- **CONNECT** We provide donors with networking opportunities with their peers and community leaders to share information and resources, build understanding, and foster collaboration.

- **LEARN** We offer quality information, research and skill-building programs to ensure effective and accountable use of charitable dollars.

- **ACT** We enhance regional leadership through information on community needs and philanthropic best practices, supporting collaborative action to help address our region’s most pressing issues.

The Gateway Center for Giving was founded in 1970 (as the Metropolitan Association of Philanthropy, or MAP), and our members include corporations, donor-advised funds, foundations, trusts and professional advisors actively involved in philanthropy. To learn more, please visit our website at www.centerforgiving.org.
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www.youthbridge.org