

CORPORATE ADVISED FUNDS

EMPOWERING YOUR BUSINESS AND THE COMMUNITY

Enjoy the benefits of giving back while staying focused on your business with a fund that is flexible, efficient, and employee friendly.

THE BATON ROUGE AREA FOUNDATION

supports your charitable efforts with personalized service and insight into the needs of our community and its organizations. Our goal is to assist you in helping others through the most effective means of giving.

We engage with donors from diverse backgrounds who share a common goal: to better our community through philanthropy. As your comprehensive philanthropic resource, we are committed to increasing the impact of your donations, identifying the critical needs of nonprofit organizations, and strengthening the fabric of our community.

WHAT IS A CORPORATE ADVISED FUND

A corporate advised fund (CAF) is a charitable fund that allows your company to recommend grants to the nonprofits and causes that align with your corporate values. CAFs allow your company's executives and employees to stay focused on your business while enjoying the many benefits of giving back.

GETTING STARTED IS EASY

Your company establishes a named fund using a gift of cash, stock, or other assets and qualifies for a potential income tax deduction. When it's convenient for you, choose the charities you wish to support. It takes \$10,000 or more to open a Corporate Advised Fund. The Foundation staff can help tailor a framework for your CAF to suit your business needs.

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KEY BENEFITS:



FLEXIBLE

Your company can contribute to your fund when it is financially advantageous and leverage use of assets to sustain giving throughout the year.

EMPLOYEE FRIENDLY

Employees may give to the fund through direct donations or payroll deduction, allowing them to also receive a tax deduction benefit. Involving your staff can create a culture of giving as well as community and corporate pride. This can be accomplished by launching a matching gift program or including your employees on an advisory committee.

EFFICIENT

Your staff can focus on the needs of your business while the Foundation handles the administrative tasks of philanthropy. This includes the investment of your fund assets, distribution of grants with your company identified as the donor, provision of financial reports, collection of grantee reports, and tax reporting for the fund.

WHO SHOULD CONSIDER A CAF?

- Want ease and simplicity in your corporate giving.
- Value focusing on giving to charities and not the administrative details.
- Desire the option to give to multiple nonprofit organizations and programs throughout the year.
- Seek to engage your employees on a new level through community involvement and giving back.
- Believe in investing in the neighborhoods where your employees live, work, and play.

ABOUT BRAF

The Baton Rouge Area Foundation assists individuals, families, and businesses in creating unique funds and planned gifts to make a meaningful impact through effective philanthropy. By partnering with the Foundation, donors can make a lasting impact on the community and causes they care about, and enjoy the benefits of an efficient, flexible, and meaningful philanthropic experience.

WE'RE HERE TO HELP!

Learn more about the Baton Rouge Area Foundation by:

- Visiting us online at braf.org
- Visiting in person at 100 North Street, Suite 900, Baton Rouge, LA 70802
- Contacting a member of our Philanthropic Advancement team at (225) 387-6126 or donorservices@braf.org



BEST PRACTICES:



A successful corporate philanthropic strategy goes beyond having a fund to invest in. The following are best practices to ensure your company meets its goals. Foundation staff are available to help facilitate these best practices and support your company's success.

IDENTIFY OBJECTIVES AND BUSINESS INTERESTS

Outline what your business wants to accomplish through a giving program. Identify if there are corporate and community interests or needs that intersect. Contributions of time and money can be more powerful when focused on one or two areas, rather than scattered among multiple organizations. It may help to identify your corporate values and create a philanthropic mission statement.

DETERMINE A BUDGET

Two commonly used methods are a percentage of pre-tax net income, or an annual budget item adjusted for current revenue and profit projections, availability of resources, and charitable giving of other like companies. Evaluate the feasibility of in-kind gifts of products, services, loaned employee expertise, or used equipment.

ENGAGE AND INVOLVE EMPLOYEES

Key management support is vital, but strategies for inclusiveness of all employees will create ownership and pride in the giving program. Invite employees to share in the giving process or offer a matching contribution program.

ORGANIZE A STRATEGY FOR GRANTMAKING

Have a plan for allocating your resources. A productive formula is to divide grantmaking into three areas: community, relationships, and relevant social issues. The first is dedicated to responding to the needs of the communities in which your business is active. The second is aimed at collaborating and sustaining relationships and business partnerships and by supporting organizations to which employees volunteer their time and devote personal dollars. The final area is aligned to business interests and products and the social issues that affect them. The important point is to increase the business value of your giving program while making positive community contributions.

FORM CRITERIA FOR YOUR GRANTMAKING

Although grants are limited to tax-exempt 501(c)(3) organizations, decide what other criteria is required for awarding grants. Know how the dollars or in-kind gifts will be used by recipients. Determine that the recipient will be a good steward of your grant by looking at past performance, governance, and current operations. Criteria is important whether your choice is to support an array of well-known charities or to narrow your focus to specific causes.

DESIGNATE A CONTACT PERSON TO MANAGE THE GIVING PROGRAM

The contact person can address questions from employees, management, community, and organizations. An assigned responsible party is essential to managing a focused and accountable giving program that develops into an integral part of the business structure.

ASSESS THE GIVING PROGRAM PERIODICALLY AND FINE TUNE ACCORDINGLY

Request reports from grant recipients to measure the impact and outcomes of your charitable dollars. The Foundation can support your corporate philanthropy program by requesting these reports for you.

COMMUNICATE YOUR PRIDE

Being an active, caring corporate citizen illustrates pride and belief in the community and the organizations or causes supported. Design a communications plan that includes key messages and target audiences. This creates goodwill and builds trust among employees, consumers, and other relevant stakeholders. You may discover that others become involved, effectively advocating and communicating your story as they witness your positive contributions.