

CAF AMERICA CORPORATE PROPOSITION:

ENGAGEMENT THROUGH PARTNERSHIP ALIGNMENT



CAF America regularly works with multinational corporations (MNC) to align their philanthropic vision with their core business objectives aiming to achieve maximum stakeholder engagement and impact.

An example of how CAF America assisted one of its corporate clients through its expert advisory services making use of the organization’s global multi-sector expertise involved an MNC leader in the food and beverage industry. This MNC had an already established—and successful—charitable program that provided healthy food options to children. As this program exceeded expectations, the MNC approached CAF America to help expand it to other countries.

THE PREMISE:

As an established leader in the food processing industry, the client is highly attuned to brand awareness and was looking to provide more engagement in the Russian market, where it was in the process of opening a new confectionary plant. Specifically, the client decided to focus its philanthropic activities in replicating the success of its aforementioned initiative focused on increasing brand engagement by providing healthy food and reducing hunger among Russian youth.

The MNC began work on this project by first determining the overall goal and scope of the program, following which they entrusted CAF America to develop an advisory framework to help implement their vision and objectives.

This case highlights how CAF America has leveraged its differentiated advisory approach, respected global network including on-the-ground support, and its industry renowned international grantmaking process to enable the client to meet its social and business objectives.

ADVISORY APPROACH

As a recognized affiliate and certified consultant of the Shared Value Initiative, CAF America has a unique perspective on the corporate giving ecosystem. In that context, CAF America’s primary objective is to create impactful Non-Governmental Organization (NGO) partnerships by aligning corporate business and philanthropic visions with the nonprofit sector’s own goals. This approach

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RUSSIAN ADVANTAGE

A unique difficulty faced by this specific client was abiding by the complex legal and social challenges in a grantmaking context. Moscow places challenging rules and taxes on incoming international grants that originate outside its borders. These restrictions make it tough for foreign individuals, corporations, and nonprofits to give directly to Russian charities.

Through its network of partners, affiliates, and on-the-ground advisors, CAF America is able to work within the context of this intricate regulatory system. The result is that the client is enabled to support the intended targets with donations and thus reach their social and implicit business goals.

Once CAF America mitigated risk by eliminating ineligible NGOs and used its Russian advantage to comply with local laws, the client was then able to establish relationships with local organizations on the ground in Russia.

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to grantmaking ensures that charitable donations are not just made and written off, but also create responsible business strategies that tangibly benefit society and improve a company's performance as well.

With this goal in mind, CAF America began working to build rewarding long-term relationships between the aforementioned MNC client and the Russian nonprofit sector via its CAF Global Alliance partner CAF Russia to create a complementary social proposition in tandem with their business plan.

INTERNATIONAL APPROACH

The greatest challenge corporations face in international grantmaking is navigating past the obstacles unique to every country in establishing relationships with NGOs. Due to CAF America's global footprint, our efficient international network is able to mitigate these burdens by focusing on the following three Rs:

- Risk Mitigation
- Regulation Compliance
- Reputation Enhancement

One of the worst possible scenarios an MNC could face is donating to a disreputable organization that uses its grant to financially benefit its leaders or to harm society. In order to mitigate this possibility, CAF America has developed a robust international vetting protocol. Our proprietary industry leading due diligence process certifies that clients' donations reach their intended targets efficiently and securely.

Once CAF America selected the ideal organizations that align with the client's philanthropic focus areas, our team then developed a giving strategy that complies with local laws and regulations.

RESULTS

Based on the client's philanthropic focus area of providing healthy food and reducing hunger among Russian youth, CAF America determined that the best approach would be direct delivery of food items to elementary and secondary schools in two regions of Russia.

As the client's new plant was opening in St. Petersburg, schools were chosen in the nearby regions of Leningrad and Vladimir for more strategic engagement with local schools and the community. In partnership with CAF Global Alliance member, CAF Russia, CAF America was able to align fourteen elementary and primary schools with the corporate partner, culminating in the successful launch of food and education programs in all of these schools. In total, the client granted \$1.3 million dollars and reached more than 10,000 children and their families while increasing brand recognition and raising community awareness.

Shared Value Opportunity:

CAF America's selection of these schools not only enhanced the client's reputation in Russia, it also developed a strong relationship with potential customers and created space and opportunity for future collaboration.



SUMMARY

The primary purpose of CAF America's engagement with this client was to create an impactful and meaningful program that could leave a durable and beneficial impression on the Russian youth while promoting brand awareness within the communities. In complying with the client's goal of providing food to the hungry and educating children on the importance of healthy eating habits, CAF America first mitigated risk by removing from consideration NGOs potentially damaging for the client's reputation and then selected reliable and trustworthy schools with whom the client could partner. Through the relationships our client developed, they were able to engage with local communities and enhance their reputation in Russia, and thus achieving their business goals.

ABOUT CAF AMERICA:

Charities Aid Foundation of America (CAF America), a U.S. 501(c)(3) nonprofit founded in 1992, is a global grantmaking and advisory organization serving corporations, foundations, and individuals. In the last 10 years alone, CAF America and its subsidiary, the CAF American Donor Fund (CADF), have facilitated donations of more than \$450 million to charitable organizations in over 100 countries around the world.

CAF America aims to streamline the philanthropic process and help corporate donors support meaningful causes by assisting them in making strategic, effective, and tax-advantaged grants internationally and domestically. Through our network of over 215,000 eligible charities around the globe, we have the ability to make funds available where they are most needed.