

## **Appendix A:** **Benefits of for-profits/non-profit partnerships**

### **Benefits nonprofits receive from partnering with a for-profit organization**

#### **Overall Company Benefits**

- 1) Develop a motivating purpose for your company and employees
- 2) Enjoy a more cooperative company culture
- 3) Increase your organization's net revenue
- 4) Increase shareholder return
- 5) Increase return on investment
- 6) Benefit all your stakeholders
- 7) Lower your taxes through donations
- 8) Help in opening a new office or service area
- 9) Generate new ideas, insights and new ways of working
- 10) Find an outlet for donations of equipment you are replacing
- 11) Influence governmental regulators or legislature
- 12) Join local nonprofit boards for experience and increased community understanding
- 13) Have your leadership and organization recognized for the good they create in society
- 14) Connect your leadership and your organization to community thought leaders
- 15) Enhance awareness of important societal issues
- 16) Testing of governance principles
- 17) Making a difference in your community and your world
- 18) Enacting organization's Corporate Social Responsibility policies

#### **Marketing**

- 19) Increase sales of your products or services
- 20) Introduce a new product
- 21) Attract new customers
- 22) Increase customer and brand loyalty
- 23) Attract new business partners and relationships
- 24) Increase your market share
- 25) Reach new demographics, like Gen Y/Millennial's, Seniors
- 26) Improved customer satisfaction (in part due to mission-oriented employees)
- 27) Generate broader and deeper brand recognition
- 28) Increase your community goodwill
- 29) Draw media attention and coverage for free

#### **Employees**

- 30) Increase employee engagement and morale
- 31) Increase employee self-esteem
- 32) Cost reductions due to lower employee turnover
- 33) Increase employee skill development, especially teambuilding and leadership
- 34) Teaches the importance and need of serving others
- 35) Expand employee community volunteer participation
- 36) Enhances employee recruitment-cause orientation is particularly attractive to Gen-Y
- 37) Savings in employee training
- 38) Employees feel good about working for a company that is doing good

## **Benefits nonprofits receive from partnering with a for-profit organization**

### **Overall Organizational Benefits**

- 1) Connection to new business partners and strategic relationships
- 2) Provide guided management and oversight
- 3) Connections to other service partners
- 4) Sharing of best practices helps leverage nonprofit resources
- 5) New ideas, new perspectives and strategic thinking creates a richer dialogue
- 6) Assistance in opening a new office or service
- 7) Influence governmental regulators, legislature
- 8) Connect your leadership and your organization to community thought leaders
- 9) Keeps the organization relevant
- 10) Access to technical assistance and expertise
- 11) Provide increased distribution networks

### **Fund Development**

- 12) Expand donor base
- 13) Increase funding
- 14) Attract in-kind donations (equipment, furniture, computers, software, etc.)
- 15) Increase sponsorship of events
- 16) Generate matching gifts through corporate employee contributions
- 17) Develop earned income opportunities

### **Marketing**

- 18) Attract pro bono services (PR, advertising, graphic design, web support, etc.)
- 19) Increase brand recognition and leverage your cause to a large audience
- 20) Reach new demographics, like Gen Y/Millennial's, Seniors
- 21) Draw attention to your cause and trigger passion
- 22) Increase media coverage and media relationships
- 23) Association with trusted brands serves as endorsement of cause

### **Employees**

- 24) Increase employee satisfaction and morale
- 25) Provide professional development for employees
- 26) Cost reductions due to lower employee turnover
- 27) Teaches accountability

### **Volunteers**

- 28) Attract new volunteers and volunteer management
- 29) Attract new Board members
- 30) Attract loaned executives
- 31) Attract highly-skilled advisers