



COUNCIL COLUMNS

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CALENDAR

1993

January

28-29

Nominating Committee Meeting
Washington, DC
Contact: Elizabeth Littles

February

2

Regional Initiative Working Group Meetings
Washington, DC
Contact: Alison Halperin

3-4

Regional Associations of Grantmakers Winter Workshop
Washington, DC
Contact: Camille Tilley

4-5

Corporate Committee Meeting
Orlando, FL
Contact: Lori Vacek

5

RAG Committee Meeting
Washington, DC
Contact: Camille Tilley

17

NYRAG and Council on New Jersey Grantmakers Program
Newark, NJ
Contact: Patty Hutchinson
201/267-5533

18-19

Wilmer Shields Rich Committee Meeting
Washington, DC
Contact: Todd Lloyd

19

Legislation and Regulations Committee Meeting
Washington, DC
Contact: Linda Burton

19-20

Grantmakers In Health Conference
Tarpon Springs, FL
Contact: Cathy McDermott
202/452-8331

25-26

Education Committee Meeting
Washington, DC

Corporate Contributions Continue Slow Growth

Contributions by corporate grantmakers climbed two percent in 1991 to an estimated \$6 billion, marking the fourth consecutive year of slow growth, according to a report by the Council for Aid to Education. With annual increases averaging just two percent, the past four years stand in marked

contrast to the previous 12 years (1976 to 1987), when corporate giving grew at the unprecedented average annual rate of 14.6 percent.

Adjusted for inflation, contributions increased an average of 7.7 percent annually between 1976 and 1987 and have fallen an average of 2.3 percent annually since. The report suggests that the more recent declines reflect poor corporate profits. Despite 1991's lagging profits, companies gave slightly more of their pre-tax income to charity. Corporations donated 1.79 percent of their pre-tax earnings, up from 1.65 percent in 1990 and 1.68 percent in 1989.

Leading Corporate Givers in 1991 (in millions)

IBM	\$134.0	AT&T	\$59.1
Philip Morris	\$71.5	General Electric	\$59.0
Hewlett-Packard	\$71.0	Merck & Co.	\$53.6
General Motors	\$61.0	Johnson & Johnson	\$48.5
Exxon	\$59.2	Gannett Co.	\$36.6

Source: The Taft Group

▼ See CONTRIBUTIONS, page 2

Community Foundations Explore Marketing Strategies

In today's competitive climate, community foundations are looking for innovative ways to market their services. What are effective ways to reach lawyers, CPAs and minority and other potential donors? Several grantmakers offered their success stories at the Fall Conference for Community Foundations in Puerto Rico.

Outreach to Attorneys

The Oregon Community Foundation has developed a legal guide containing information on the foundation and its programs. Packaged in a three-ring binder so materials can be easily updated, the guide includes sample fund agreement forms that lawyers can use in guiding their client's charitable giving. The foundation advertises the resource in legal journals and delivers it in-person whenever possible. Complementing these activities, board members host brown bag lunches for attorneys statewide to inform them of the foundation's programs. The foundation is currently developing a similar guide for CPAs.

The Pittsburgh Foundation conducts a two-hour bus tour and luncheon for lawyers at one of the foundation's program sites. The foundation is also planning a four-hour bus tour where local policymakers explain how the foundation's grants have helped a particular neighborhood. The foundation's board also hosts six to eight donor advisers to encourage future contributions. Another grantmaker using site visits to attract donors, the San Francisco Foundation holds one retreat where invitees are presented with the same docket of grant proposals as trustees. The retreat aims to make participants feel like "insiders" and familiarize them