

CORPORATE GIVING SERVICES

Kern Community Foundation is helping local businesses to get ahead by giving back.

It can do the same for you by helping you establish your own corporate foundation or supporting the expansion of your current corporate giving program. Kern Community Foundation provides a comprehensive offering of expertise, products and services, resulting in a better way to give to the causes you care about.

Partnering with Kern Community Foundation, the local leader in corporate giving services provides your company a more focused, results-driven approach and saves you money. These greater efficiencies will empower your company to make the most of its community support.

Corporate Benefits

A corporate giving program impacts a company's bottom line and its presence in the marketplace. Simply put, companies that give back are companies that move forward. Studies prove that a company's ties to a community cause return benefits not only to the community but also to the company itself.

The Facts

- Edelman's 2012 goodpurpose® survey of 8,000 consumers across 16 global markets found that when quality and price are equal, social purpose ranks as the most important factor when choosing a brand.
- Forbes Magazine reports that a 2012 survey by Reputation Institute of 47,000 consumers across 15 global markets to rank the world's most reputable companies found that people's willingness to buy, recommend, work for and invest in a company is driven 60% by their perceptions of the company, and only 40% by their perception of the product.

Products & Services

Choose from our customized products and services. Kern Community Foundation offers an array of cost-effective choices, corporate giving expertise, and a team to help you build upon and manage your good work.

Corporate Foundation

Establishing a corporate foundation through a fund at Kern Community Foundation allows you to maximize the tax and budget aspects of your company's philanthropy, organize corporate giving under one structure and increase your visibility in the community.

Customized Giving Cards

A Giving Card is similar to a retail gift card but instead it is redeemed to benefit any 501(c)(3) public charity. A company can purchase customized Giving Cards displaying the company's logo on the front of the cards and give the Giving Cards to employees, clients or referral sources for any occasion. The Giving Card is a powerful and inexpensive way to associate your corporate brand with social responsibility in the eyes of employees, clients and the public. The entire Giving Card purchase price is tax deductible.

Employee Matching Gift Fund

Enhance your employees' generous contributions to their favorite nonprofit organizations, including churches, schools and synagogues, through an employee matching gift fund.

Corporate Giving Inventory

Completing a corporate giving inventory is a major step forward for any company that is launching or re-energizing its commitment to social responsibility. In just a few short interviews, our team can gather all of the information it

needs to prepare a comprehensive inventory that addresses all areas of your company's corporate giving and community activities. The inventory service embraces a business bottom-line measurement system and a simple method for evaluating annual giving.

Access to Nonprofit Search

Nonprofit Search is an online database used by donors to find, to learn about and to give directly to more than 100 charitable organizations in Kern County. Virtual site visits to many of these organizations can also be watched on the YouTube channel Kern Community Foundation Live!

24/7 Online Fund Information through DonorCentral

Similar to online banking, DonorCentral is an easy-to-use service that allows you to access fund information, as well as make and track grant recommendations online.

Publicity

Kern Community Foundation will help raise awareness of your organization's purpose and charitable activities in the community.

Starting a corporate giving program or enhancing your current giving program is easier and more affordable than you think. We can help. There's a better way to give and it starts by contacting Kern Community Foundation today.