

# It's not what you have, **but the way** **that** you give it

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Chair, shares her  
expertise on setting  
effective objectives  
and strategy for your  
corporate giving.



*An alliance with a purpose*

# THE 3 Ps IN A CoBS POD



## PERCEIVE

with a set of key takeaways



## PROJECT

with food for thought: on yourself, your organisation and the wider context



## PERFORM

by putting it all into practice using action tips





## ● PERCEIVE with a set of key takeaways

- For several decades, philanthropic activity has been growing in France, and companies are engaged in numerous "corporate giving" practices.
- There is a growing number of corporate foundations and initiatives such as ADMICAL which promote and encourage the development of corporate sponsorship in France.
- Firms should still be asking themselves some important questions: Are funds being well-used? Is corporate philanthropy "effective", socially speaking?
- Defining a philanthropic intervention strategy is primarily about choosing the cause you will support. For firms, answering this question means both looking inside the company (what do we care about?), and outside the company (what are the societal needs to which we can contribute effectively?).
- Looking within the firm raises a further set of questions: What drives the company's commitment? What are its distinctive values? What company traits or expertise could lend themselves positively to society? What motivates employees?
- Looking outside, companies should ask: what are the most important or urgent needs? What are the areas in which these needs are most present? Apart from us, who are the other relevant players? How are we well positioned to respond?
- Another important question arises: Should we specialize and choose to focus on a single cause or tackle several causes at once? While there is no absolute rule in this area, a form of specialization is recommended so that companies can develop in-depth expertise.
- After these questions have been answered, a philanthropic strategy can be developed based on certain broad categories and taking social impact into consideration.



Read the full article:  
<https://councilcommunity.org/2017/10/24/its-not-what-you-have-but-the-way-that-you-give-it/>



## **PROJECT** with food for thought

- To what extent are you moved by the desire to support others? Do you have a specific cause or causes you would support?
- What drives your company's commitment?
- What are its distinctive values?
- What company traits or expertise could lend themselves positively to society? To what extent is your company already engaged with the community and its stakeholders?
- What motivates employees?

*Thoughts*



# ● **PERFORM** by putting it all into practice

## CHECKLIST

### Developing your philanthropic strategy:

- 1. Select the recipients of the company's donations.**  
It is not an easy decision to make and needs to be guided by a company developed philosophy.
- 2. Choose the amount to be given.**  
Giving to too many beneficiaries reduces the social impact.
- 3. Choose the type of operations** to support—operations, investments, projects, or maybe another area?
- 4. Choose a time frame** over which donations have to be given.  
Long-term donations usually fund operations, while short-term monies may be given to projects.
- 5. Choose a degree of commitment.**  
Do you have a remote location relationship?  
Or do your organisations' teams frequently collaborate?
- 6. What is the degree of control to be exercised over the recipients?**  
Are funds only to allocated and then used by the beneficiary in autonomy,  
or should the organisation focus on societal impact achieved by the donations?



# Getting involved


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