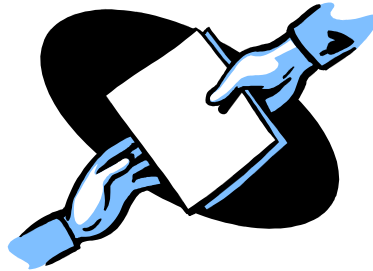


**CORPORATE GIVING PATTERNS OF SMALL BUSINESS  
IN WINDSOR-ESSEX COUNTY: An exploratory study to  
determine the potential for corporate support for programs to  
respond to homelessness**



APRIL 2006

Funded under the Supporting Communities Partnership Initiative (SCPI)  
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Government of Canada

Mary Medcalf, M.S.W.  
Principal Investigator, University of Windsor  
Windsor, ON  
Canada

Colleen Mitchell, B.S.W.  
Co-investigator, University of Windsor  
Windsor, ON  
Canada

## EXECUTIVE SUMMARY

Initially, this study was designed to explore the corporate giving of small, mid-size and large companies in Windsor-Essex County; however, due to the survey responses, the study narrowed to the corporate giving patterns of small companies with less than 50 employees. The study was undertaken to fulfill the requirements of a Supporting Community Partnership Initiatives (SCPI) grant allocated to the University of Windsor in December 2005: *“Toward Sustainability: Creating New Partnerships for Homelessness Prevention”*. Specifically, one aspect of the grant proposed:

***“Partnership building with foundations and the private sector:*** “Most foundations do not include homelessness among their funding priorities. Historically, only about 1% of annual giving has gone to homelessness” (Ending Homelessness: The Philanthropic Role, the National Foundation Advisory Group for Ending Homelessness). The issue of private sector involvement in homelessness and the need to build partnerships with this sector and work toward sustainable solutions has been identified as a critical aspect of maintaining a local response to homelessness and risk of homelessness.

Our research will analyze the giving trends and attitudes of a cross section of foundations and the local corporate sector to determine their interest and ability to join forces with local social service organizations to respond to homelessness in Windsor and Essex County.” (SCPI Grant Proposal, August 2005).

Corporate giving is defined as how corporations will engage in providing donations. Traditionally we think of giving as providing cash donations; however, comprehensive corporate giving programs also include employee volunteerism, as well as in-kind gifts, planned giving and donations of equipment and space. Corporate giving through volunteerism includes providing time for employees to volunteer, employee recognition programs and gifts of service/expertise.

The purpose of this study is to provide a benchmark of corporate giving for Windsor-Essex County, with particular emphasis on the current status and potential for giving to support programs related to homelessness. Corporate giving patterns will be established based on: 1) the types of corporate giving occurring in the community; 2) the giving priorities of local corporations; and, 3) an estimation of whether corporate giving patterns have changed over the last three years. Not only will this study provide an overall benchmark for corporate giving it will also examine the specific cause of homelessness and whether it is a priority for giving among the corporate community.

This study was conducted using an anonymous survey that consisted of eleven (11) closed-ended questions within three categories: 1) participant data; 2) donation patterns in general; and, 3) donations to homelessness issues. The sample was drawn from the Windsor Chamber of Commerce membership directory. A total of 36 surveys were returned resulting in a response rate of 9.0%. By comparison, in a 2004 study by Boston College, the U.S. Chamber of Commerce membership directory was used to obtain their sample and that study had a 2% response rate. Although the response rate for the Windsor-Essex County study appears to be low, it is much higher than the similar U.S. study and consistent with response rates for mail-out surveys which tend to be approximately 10%.

The study resulted in the following key findings relevant to corporate giving patterns of small businesses, the majority within the municipality of Windsor:

- The majority of corporations donate by providing cash to organizations (86.1%), followed by donations of supplies/equipment (50%) and one-time gifts (33.3%). However, businesses also provided donations in some less traditional ways including, providing space for organizations (26%), time off for employees to volunteer (26%) and sponsorship of events (14%).
- The most frequently cited priority for giving was “children’s health and development” (30.5%). The next most frequent priority was “curing major illnesses”.
- When all rankings are considered, the total of priorities 1 -5, children’s health and development remains the most frequent priority, identified 18 times followed by curing major illnesses (12). Poverty/homelessness/hunger and community redevelopment received nine (9) priority rankings.
- The majority of businesses (77.7%) donate between 0 – 5% of their profits. Seven (7) or 19.4% of businesses stated that they donate 5 – 10%.
- Exactly half of the businesses have a formal giving/donation policy in place.
- 50% of respondents have maintained their level of donations while 13 businesses or (36%) increased their donations over the last three years.

## **RECOMMENDATIONS**

As a result of this study, we propose that:

1. The findings of this study are shared with the Windsor Chamber of Commerce and corporations are encouraged to contact the Homeless Coalition to pursue their interest in donating to poverty/homelessness causes.
2. The Coalition develop a monitoring framework to establish a benchmark for donations that occur prior to and after the release of the findings of the corporate survey.
3. The Coalition examine opportunities for education and awareness among local businesses.
4. Further research is conducted on the concept of corporate giving in Windsor-Essex County.

## **A. INTRODUCTION AND RESEARCH CONTEXT**

### **What is Corporate Giving?**

Corporate giving is also known as corporate philanthropy, corporate citizenship and corporate social responsibility. Corporate citizenship and corporate social responsibility are similar concepts. Corporate social responsibility has been defined through projects lead by the World Business Council on Sustainable Development (2000) as: *“the commitment of business to contribute to sustainable economic development, working with employees, their families, the local community and society at large to improve their quality of life.”* Thus, corporate social responsibility is strategic in nature and encompasses many facets of business.

Corporate philanthropy and corporate giving are similar concepts. Although a consistently recognized definition for corporate giving could not be found, for the purposes of this study, corporate giving is understood as one component of corporate social responsibility. Corporate giving defines how the corporation will engage in providing donations. Traditionally, we think of giving as providing cash donations; however, comprehensive corporate giving programs also include employee volunteerism, in-kind gifts, planned giving and donations of equipment and space. Corporate giving through volunteerism includes providing time-off for employees to volunteer, employee recognition programs and gifts of service/expertise.

### **Research Objectives**

The corporate sector in Windsor-Essex County demonstrates its generosity through consistent support of local campaigns such as hospital restructuring and numerous capital campaigns. In addition to its response to local campaigns many corporations are benefactors of specific causes and organizations. Recent disasters around the world demonstrated how Windsor-Essex rallies to meet the needs of others. However, this level of generosity has not been measured at a local level.

The purpose of this study is to provide a benchmark of corporate giving for Windsor-Essex County. The report will also describe the corporate sector in terms of size of company and the type of business provided. Corporate giving patterns will be established based on: 1) the types of corporate giving occurring in the community; 2) the giving priorities of local corporations; and, 3) a projection on whether corporate giving patterns have changed over the last three years.

This report will also provide an overall benchmark for corporate giving as well as examine the specific cause of homelessness and whether it is a priority for giving among the corporate community.

## **Organization of the Report**

This report has been organized as follows: 1) a review of the literature; 2) discussion of the findings; and, 3) recommendations. Although corporate giving is extensively researched on an ongoing basis in the United States, there is very little research conducted on this topic in Canada. The survey was developed based on the review of literature and the findings are divided into three sections: 1) a description of the corporations that responded to the survey; 2) patterns of charitable giving in Windsor-Essex County; and, 3) patterns of giving to the cause of homelessness. The study concludes with an integration of the findings and the implications for organizations in general as well as for those organizations which support individuals and families who are homeless and are at-risk of homelessness. It is hoped that this study will provide information which will assist the Homelessness Coalition of Windsor-Essex County to build its capacity to connect with the corporate community.

## **B. REVIEW OF LITERATURE**

There has been an increased focus on the trends in corporate giving over the last five years especially in the United States where corporations as well as private and public foundations play a strong role. Changes in government funding and the constant request for donations from organizations may lead to donor fatigue which has been identified as a consistent issue. The United States produces regular reports that provide a monitoring function related to patterns of corporate giving. The monitoring of these patterns in Canada has not been consistent. Since the majority of information presented in this section relates to patterns in the United States, one has to be cautious in interpreting the patterns in relation to what happens in Canada or more specifically for the purposes of this study in Windsor-Essex County. However it should also be noted that many large not-for-profit organizations in Canada are connected to larger networks across North America and at international levels and therefore may be experiencing similar trends. Some examples of these types of organizations include: Habitat for Humanity, Salvation Army, Canadian Red Cross and the United Way.

A study by the Committee to Encourage Corporate Philanthropy (2005) identified three purposes for corporate giving: 1) charitable; 2) strategic; and, 3) commercial. The purposes are differentiated based on the extent of benefits either to the corporation or the community. Thus a charitable purpose reflects the fact that there is no business benefit; a strategic purpose refers to benefits to

both the business and community and a commercial purpose places the business benefit above community benefits. The majority of companies in their

study (48%) identified the purpose for giving as charitable, 35.9% said their giving was strategic and the remaining 15.2% stated the primary purpose of their giving was commercial. Another study identified the top two reasons for giving as improved public reputation (52%) and increased public exposure (39%) (Guthrie, 2004). Furthermore companies surveyed in a study entitled, "The State of Corporate Citizenship" (2004) reported that respondents were involved in corporate citizenship based on the following reasons: traditions and values of company (75%), reputation (59%), because of customers (53%) and as part of a business strategy (52%).

Studies available in the United States reflected trends related to large and medium-sized companies. One study indicated that large and mid-size companies are more likely to have formal corporate giving programs and designated departments that carry out these functions (Guthrie, 2004). Human resource departments are most frequently responsible for corporate giving; 28% of companies have a designated department for this role and 20% use their marketing department. Forty-four (44%) percent of responding companies reported having a formal policy on charitable giving.

When the types of giving are explored, one study indicated that 83% of companies provided in-kind gifts, 67% allowed employees time off to volunteer and 34% had executives on loan programs (Guthrie, 2004). A second study indicated that 70% of companies provided cash donations, 57% in-kind goods/services, 55% allowed employees time off to volunteer, 52% donate products and 36% donated equipment (Rahlin, Witter & Mirvish, 2004).

Studies also examined the priorities for giving among companies. In one study, (Committee to Encourage Corporate Philanthropy, 2005) there were four priorities: Health and Social Services, Education, Culture and Arts and Environment. Responses to this survey also indicated that donations were increasing in the areas of Health/Social Services and the Environment while decreasing in Education and Culture and Arts. A study by the Social Science Research Council (2004) showed that the priorities for giving were as follows: education (75%), health-related (60%), arts (51%), social inequality (51%), environment (40%), and economic development (25%).

### **C. RESEARCH METHODS**

This study was conducted using an anonymous survey that consisted of eleven (11) closed-ended questions within three categories: 1) participant data; 2) donation patterns; and, 3) donations to homelessness issues.

The sample was drawn from the Windsor Chamber of Commerce membership directory. Access to this directory was possible since the University of Windsor is a member and mailing labels are provided to members for a fee of \$ 175.00. The

membership directory contained a number of duplicates for the same business and therefore the first step was to cull the directory for duplicates. Then a random sampling method was applied by selecting every fifth business from the remaining labels. This resulted in a sample of 402 businesses.

In January 2006, the surveys were mailed to the businesses asking them to return their responses by February 10, 2006. The study package contained the following: 1) a cover letter; 2) consent to participate in the study; 3) letter of information; 4) survey; and, 5) a self-addressed stamped envelope. The cover letter requested participants return the signed consent with the survey; however, none of the participants complied with this request.

## **D. RESEARCH FINDINGS**

Three study information packages were returned as a result of inaccurate mailing addresses. These returns changed the actual sample size to 399. A total of 36 surveys were returned resulting in a response rate of 9.0%. By comparison, in a 2004 study by Boston College, the U.S. Chamber of Commerce membership directory was used to obtain their sample and that study had a 2% response rate. Our response rate is much higher than the similar U.S. study and consistent with response rates for mail-out surveys at approximately 10%.

### **1. Description of Sample**

Participants were asked to provide data on three characteristics: 1) municipality; 2) size; and, 3) type. Of the 36 responses, 28 (77.7%) of the participants owned a business located in Windsor.

As noted in Table 1, the majority of respondents (77.7%) also owned businesses with 0 – 50 employees; therefore the survey results reflect a strong small business perspective. When examining the type of business, the largest response was other (22.2%) followed by finance and insurance (19.4%), retail (16.6%), construction (11.1%) and manufacturing (11.1%). The “other” category included businesses listed as advertising, recreation, distribution and engineering consultation.

**Table 1: Overview of Participant Data**

<b>Municipality of Main Office</b>	
Windsor	28
Amherstburg	1
Essex	
Kingsville	1
Lakeshore	
LaSalle	1
Leamington	
Tecumseh	5
<b>Size of Business</b>	
0-50 employees	28
50-100 employees	4
100+	4
<b>Type of Business</b>	
Accommodation and Food Service	3
Construction	4
Educational Services	1
Finance and Insurance	7
Health Care and Social Assistance	1
Information Technology	1
Manufacturing	4
Real Estate and Rental/Leasing	
Retail	6
Transportation	2
Other (responses included: advertising, recreation, distribution, engineering consultation, funeral home)	8

## **2. Patterns of Charitable Giving**

Participants were asked to respond to the following:

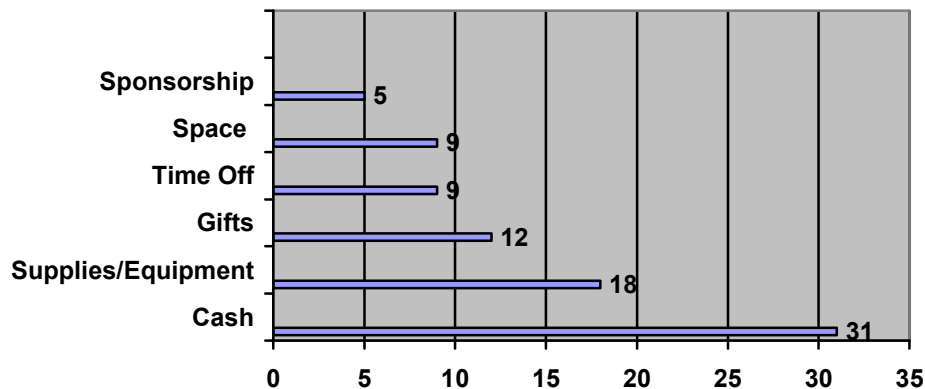
- 1) Please indicate all ways in which your business donates to the community;
- 2) Please indicate the top 5 priorities for giving for your business;

- 3) Please estimate the percentage of your profits that are donated to the community;
- 4) Do you have a formal policy/giving program in place with regards to donations? and,
- 5) In the last three years has your business/company changed its donation patterns?

## 2a. How Businesses Donate

As noted in Figure 1, the majority of corporations donate by providing cash to organizations (86.1%), followed by donations of supplies/equipment (50%) and one time gifts (33.3%). However, businesses also provided donations in less traditional ways including, providing space for organizations (26%), time off for employees to volunteer (26%) and sponsorship of events (14%). “Other” responses included membership on Boards of Directors, pro bono work and providing labour.

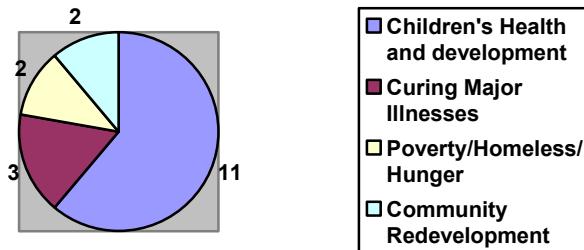
**Figure 1: How Businesses Donate**



## 2b. Priorities for giving

Twenty-four (24) respondents provided the priority ranking using the 1 – 5 categories. As noted in Figure 2, when the priorities for giving are examined the number one priority for businesses is “**children’s health and development**”. Eleven (11) businesses ranked this category as their first priority. “**Curing major illnesses**” was the next most frequent first priority.

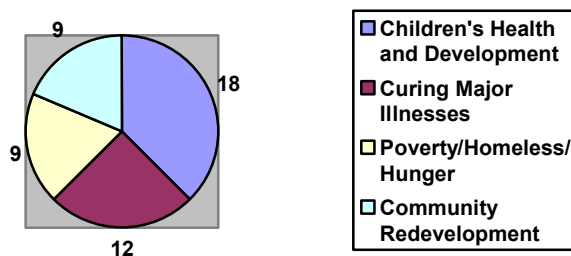
**Figure 2: First Priority for Giving**



When the second priority is explored, 5 businesses ranked children's health and development as their second priority followed by those that chose curing major illnesses (4). Three businesses identified "curing major illnesses" as their second priority. As a third priority, community redevelopment, energy conservation and housing were each identified by 3 businesses.

When all the rankings are considered, the total of priorities 1 -5, **children's health and development** remains the most frequent priority (50%), followed by **curing major illnesses** (33%). **Poverty/homelessness/hunger and community redevelopment** received nine (9) priority rankings (25%).

**Figure 3: Total Rankings of Priority Areas**



Some participants identified five priorities, but did not rank them. When these responses were considered, children's health and development and education were the most frequent responses (5). These responses were followed by community re-development, curing major illnesses and poverty/homelessness/hunger which were identified four (4) times.

### 2c. Percentage of Profits Provided as Donations

As noted in Table 2, the majority of participants (77.7%) donate between 0 – 5% of their profits. Seven (7) or 19.4% of businesses stated that they donate 5 – 10%. Exactly half of the participants have a formal giving/donation policy in place and therefore 50% do not have such a program or policy.

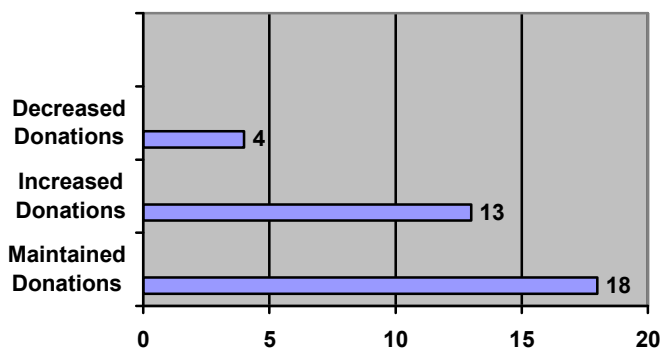
**Table 2: Percentage of Profits Donated**

% Of Profits Donated	
0-5%	28
5-10%	7
10-15%	1
Over 20%	0

### 2d. Changes in Donation Patterns

Figure 4 presents participant response to changes in donation patterns over the last 3 years. The majority (50%) have maintained their level of donations while 13 businesses or (36%) increased their donations over the last three years. Four (4) businesses decreased their donations.

**Figure 4: How Donation Patterns Have Changed Over the Last 3 Years**



### 2e. Patterns of Giving to the Cause of Homelessness

Poverty and homelessness were identified by two (2) participants as their first priority; five (5) participants identified this issue as their third priority; one (1) participant as their fourth priority and one (1) identified this category as their fifth priority. In the overall ranking, poverty and homelessness was ranked third, with community redevelopment.

Participants were then asked to estimate the percentage of profits they felt were donated to poverty/homelessness issues; 9 or 25% donated 0 – 5% of their profits while 19.4% donated 5 -10%. Three participants estimated they donated over 20% to groups dealing with poverty/homelessness issues and 1 participant could not estimate.

When participants were asked if they would consider poverty/homelessness/hunger a future priority, 15 or (41.6%) said they would consider this area a priority if they had more information. When participants were asked to consider some of the ways they might be willing to help, 50% stated they would conduct a can drive, 36% would donate to an organization that assists the homeless and 33% would allow employees to volunteer at a homeless organization or sponsor “Operation Backpack”. Ten participants or 27.7% would sponsor a fundraising event.

**Table 3: Ways in Which Businesses Would Help the Cause of Homelessness**

Interest in Helping	
Conduct a can/clothing drive	18
Donate to an organization that assists homeless	14
Donate equipment/office supplies to organizations that assist the homeless	13
Sponsor “Operation Backpack”	12
Allow employees to volunteer at a homeless organization	12
Sponsor a Fundraising Event	10
Build housing	10
Donate personal hygiene supplies	9
Serve soup/meal at local organizations	8
Donate to the Taking Action on Homelessness Together Coalition	3
Other: Providing jobs for people who want to work	1

## **E. INTEGRATION OF FINDINGS AND IMPLICATIONS**

This study set out to examine the patterns among small, mid-size and large corporations in Windsor-Essex County. However given that the majority of responses came from small business (less than 50 employees), the study reflects the patterns of this business sector. This is consistent with the fact that small business makes up the largest proportion of businesses in Windsor-Essex. Recently, the Mayor established a small business task force to ensure that this sector has a voice in developing a vibrant Windsor-Essex County. The survey response rate was 9% which is consistent with mail-out surveys; however, one has to be cautious in generalizing the results.

In a Cone/Roper poll (2001), 4 out of 5 Americans identified their belief that companies should support the needs of society. A similar poll (2003 CSR Monitor) stated that 8 out of 10 Canadians also believe that “companies should go beyond their traditional economic role and work to build a better society”. Conversely, 4 out of 5 companies in the Boston College study (2004) agreed with their fellow Americans and identified that good corporate citizenship helps the bottom line and should be a priority for companies.

When we examine the ways in which small businesses donate we find that they have adopted methods that closely resemble the patterns reported for medium and large companies in the reviewed studies. For example, the survey on Corporate-Community Relations identified that larger companies have more diverse portfolios and that generally small companies will donate cash and/or in-kind gifts. However, our results demonstrate that small businesses in Windsor-Essex County are innovative and have sought less traditional methods of giving. One method of giving that was not acknowledged as a strategy is planned giving. This suggests that awareness of planned giving and its benefits as a donation strategy are not as well known in our community. Organizations should examine the feasibility of developing planned giving programs which appears to be an untapped resource.

Other research studies examined the priorities for giving among companies. In one study, there were four priorities: Health and Social Services, Education, Culture and Arts and Environment. Responses to this survey indicated that donations were increasing in the areas of Health/Social Services and the Environment while decreasing in the other two areas of Education and Culture and Arts. A study by the Social Science Research Council (2004) showed that the priorities for giving were as follows: education (75%), health-related (60%), arts (51%), social inequality (51%), environment (40%) and economic development (25%).

Results of the Windsor-Essex study indicate that companies are very focused on children's health and development. Each year in Windsor-Essex several well-known campaigns focus on the needs of children including the "We Care For Kids", Make a Wish and Children's Hospital. The visibility of these campaigns is high and they have built long-standing relationships with many companies.

Health care is another high priority. In our study "curing major illnesses" was the second highest priority. Locally we have had well organized donation programs such as, Together in Caring, Windsor Regional Cancer Centre, Hospice of Windsor-Essex County, Canadian Cancer Society and Heart and Stroke.

Although in the reviewed studies, poverty/hunger/homelessness was not a high priority; in our community the results were different. This area ranked as the third priority, which demonstrates that there is some knowledge and recognition of the importance of these issues; although, there is room for improvement.

The study also asked companies to provide an estimate of the percentage of profits that are donated. In an interview in 1995, Martin Connell who was then Chair of the Canadian Centre for Philanthropy identified that the not-for-profit sector had no more than 1% of their revenues coming from corporate Canada. This provides somewhat of a benchmark regarding donations. In the Windsor-Essex study the majority (77.7%) of companies stated that 1 – 5% of profits were provided as donations. Notably though, 19.4% stated that they donated between 5 – 10% of profits and this was similar to what companies estimated they donated to the cause of poverty/homelessness/hunger.

Large companies are more likely to have designated departments and formal policies regarding giving. In the study on Corporate-Community Relations (2004), 44% of companies reported they had a formal stated policy on charitable giving. Although the Windsor-Essex study did not ask companies whether they had designated departments or resources dedicated to corporate giving, it did examine the availability of a formal policy. The results of our study reveal that half (50%) of the small businesses in Windsor-Essex County have articulated policies related to their corporate giving. The implications for not-for-profit organizations are that they need to ensure they are aware of the policy and align any requests specifically to the policy. Companies that are giving in Windsor-Essex by virtue of taking the time to establish their giving policies will most likely have expectations for organized, well thought out requests.

Finally, we examined the changes in donation patterns over the last three years (since 2003). The majority (50%) of businesses have maintained their donations while 36% have increased their donations since 2003. This is significant because we know that there have been changes in the economy and decreases in the workforce especially within the automotive sector. In hindsight, the study should

have also asked whether companies expected to change their donation patterns over the next three years, which would have provided an indication of the potential to increase giving in the areas of homelessness/poverty.

## **RECOMMENDATIONS**

1. The findings of this study are shared with the Windsor Chamber of Commerce and corporations are encouraged to contact the Homeless Coalition to pursue their interest in donating to poverty/homelessness causes.
2. The Coalition develop a monitoring framework to establish a benchmark for donations that occur prior to and after the corporate survey.
3. The Coalition should examine opportunities for education and awareness among local businesses.
4. Further research is conducted on the concept of corporate giving in Windsor-Essex County.

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University of Windsor  
School of Social Work

Survey: Corporate Sector Giving Patterns in Windsor-Essex County

**SECTION A: Participant Data**

**1. In which municipality is the main office of your business located?**

- Windsor
- Amherstburg
- Essex
- Kingsville
- Lakeshore
- LaSalle
- Leamington
- Tecumseh

**2. What is the size of your business?**

- 0 – 50 employees       50 – 100 employees       100+ employees

**3. Which of the following sectors best describes your business?**

- Accommodation and food services
- Construction
- Educational services
- Finance and insurance
- Health care and social assistance
- Information technology
- Manufacturing
- Real estate and rental/leasing
- Retail
- Transportation
- Other: \_\_\_\_\_

**SECTION B: Questions regarding donation patterns**

**4. Please indicate all ways in which your business/company donates to the community.**

- Donate cash
- Donate supplies/equipment
- Donate gifts - in-kind (art, etc.)
- Planned giving (bequests, life insurance, etc.)
- Provide time off for employees to volunteer
- Provide space for organizations
- Other (please list)

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**5. Please indicate the top 5 (using 1 – 5) priorities for giving for your business/company**

- Arts and culture \_\_\_\_\_
- Children’s health/development \_\_\_\_\_
- Community redevelopment \_\_\_\_\_
- Consumer rights \_\_\_\_\_
- Crime prevention \_\_\_\_\_
- Curing major illnesses \_\_\_\_\_
- Education \_\_\_\_\_
- Energy conservation \_\_\_\_\_
- Environment \_\_\_\_\_
- Healthy lifestyles \_\_\_\_\_
- HIV/AIDS prevention \_\_\_\_\_
- Housing \_\_\_\_\_
- Human rights \_\_\_\_\_
- Literacy \_\_\_\_\_
- Maternal health \_\_\_\_\_
- Nutrition/obesity \_\_\_\_\_
- Poverty/homelessness/hunger \_\_\_\_\_
- Substance abuse \_\_\_\_\_
- Volunteerism \_\_\_\_\_
- Other: \_\_\_\_\_

**6. Please estimate the percentage (%) of your profits that are donated to the community.**

- 0 – 5%                       5 – 10%                       10 – 15%                       over 20%

**7. Do you have a formal policy/giving program in place with regards to donations?**

- Yes                       No                       Other: \_\_\_\_\_

**8. In the last three years has the business/company changed their donation pattern?**

Increased donations       Decreased donations       Maintained donations

**SECTION C: Questions regarding donations to homelessness issues**

**9. If you identified “poverty, homelessness, hunger” as a priority, could you estimate the percentage (%) of donations that go toward this priority?**

0 – 5%                       5 – 10%                       10 – 15%                       over 20%

**10. If you did not identify “poverty, homelessness, hunger” as a priority, would you consider establishing it as a priority for future donations?**

Yes                       Yes, with more information                       No

**11. The following are ways to support homelessness issues, please indicate all ways that your business might be interested in helping.**

- Conduct a can /clothing drive
- Donate to an organization that assists the homeless
- Donate to the Taking Action on Homelessness Together Coalition
- Sponsor a fundraising event
- Serve soup/meal at local organizations
- Allow employees to volunteer at a homeless organization
- Build housing
- Donate equipment/office supplies to organizations that assist the homeless
- Donate personal hygiene supplies
- Sponsor “Operation Backpack” (An initiative where backpacks are stuffed with supplies and distributed to the homeless at Christmas)
- Other (please list)

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