

DO WELL BY DOING GOOD

corporate donor advised funds

A corporate DAF at the Northern Cincinnati Foundation is a simple and effective way to strategize charitable giving for your business, easing administrative burdens and creating a lasting impact for your company, your employees, and communities you serve.



Corporate charitable giving is an important component of a successful business. While many companies have been generous with their donations in recent years, few have established an overarching giving strategy. A charitable strategic plan with a donor advised fund at the Northern Cincinnati Foundation is a great place to either start or build on your corporate philanthropy. As a good steward of your company you must balance the impact of corporate giving with financial performance, and understanding your options is critical.

	Giving Directly	Corporate Foundation	Donor Advised Fund
Administrative Time & Costs	Low admin time, minimal cost	legal, tax, and accounting services at start-up and ongoing	Simple paperwork, minimal admin and investment fees
Recognition & Privacy	Donor can choose, Usually a one-time recognition	Must be disclosed on Form 990, ongoing positive PR	Choose to be named or anonymous, ongoing positive PR
Ownership & Strategic Giving	No control aside from gift restrictions, if allowed	Full control	Full legal control held by NCF, but retain advisory privileges
Longevity & Impact	One time, immediate impact	Ongoing impact, changes with needs	Ongoing impact, changes with needs



Benefits of Choosing a DAF

- The administrative burden is eliminated, freeing you up to focus on the mission and impact of your corporate giving.
- Foundation staff provide guidance and expertise to help craft a strategic approach that maximizes the benefit to both the community and your company.
- There is a potential for growth; your charitable fund is prudently invested in a tax-sheltered vehicle and managed by a team of professionals.
- There is structure to your giving; establishing a focus for your DAF will help you politely decline donation requests that are outside of that scope.
- A DAF allows you to manage the timing of your contributions for tax-efficiency. You can give more in robust years, and continue to make grants in more lean times.
- Not only will you be making a positive impact in the communities you serve, your company will gain positive PR for your efforts. Studies show good corporate citizenship is a top priority for more than 70% of Americans.
- A corporate giving program can be important for employee recruitment and retention. The structure of DAF allows for employee involvement, whether in helping to choose a grantee or volunteering with the organizations your company supports.
- DAFs are designed for both short-term giving and long-term planning. You are able to make an impact today with your granting, and build the fund to help meet future needs