

"People are demanding that companies have a social purpose and demonstrate leadership on key issues. And they are right to: without a sense of purpose, no company, either public or private, can achieve its full potential or meet its obligations to society."

**Larry Fink**

Chairman & CEO of BlackRock, 2018

**64%** of CEOs say that social responsibility is core to their business.

– PwC Global CEO Survey, 2016

**74%** of consumers do not believe companies are striving to be socially responsible until they see or hear information about positive efforts.

– Cone Communications CSR Study, 2017

**78%** of Millennials are putting their faith in companies to ignite change.

– Cone Communications CSR Study, 2017

**Companies must drive progress on issues that resonate with clients and employees while authentically communicating these values in ways that are relevant.**

**Ready to take the next step?**



Allison@phocusphilanthropy.com



phocusphilanthropy.com

**phocus**  
philanthropy

**Your Social  
Responsibility  
Department**

---

**Doing good is good business.  
Let us show you how.**

## What We Do

---

Phocus Philanthropy creates, implements, and measures the impact of long-term social responsibility strategies that meet your company's goals through three areas:

**Charitable Investment plans tailored to your philanthropic and business goals**

**Engagement for employees that meaningfully involves them in the community**

**Communication that narrates your social impact story**

## Creating Customized Strategy

---

We get to know your company's business, values, and goals in a deep and meaningful way to create a customized social impact strategy that includes:

### Charitable Investment

- Program Support
- Event sponsorships
- Disaster Relief Campaigns
- Capital Campaigns

### Engagement

- Company Volunteerism
- Signature Programs
- Internal Stakeholder Events
- Board Service

### Communication

- Social Media
- Press Releases
- Blog Posts
- Social Impact Report

## The Phocus Philanthropy Difference

---

Effective social responsibility strategies aren't one size fits all or static. Our process of continuous measurement and evaluation ensures maximum impact.

