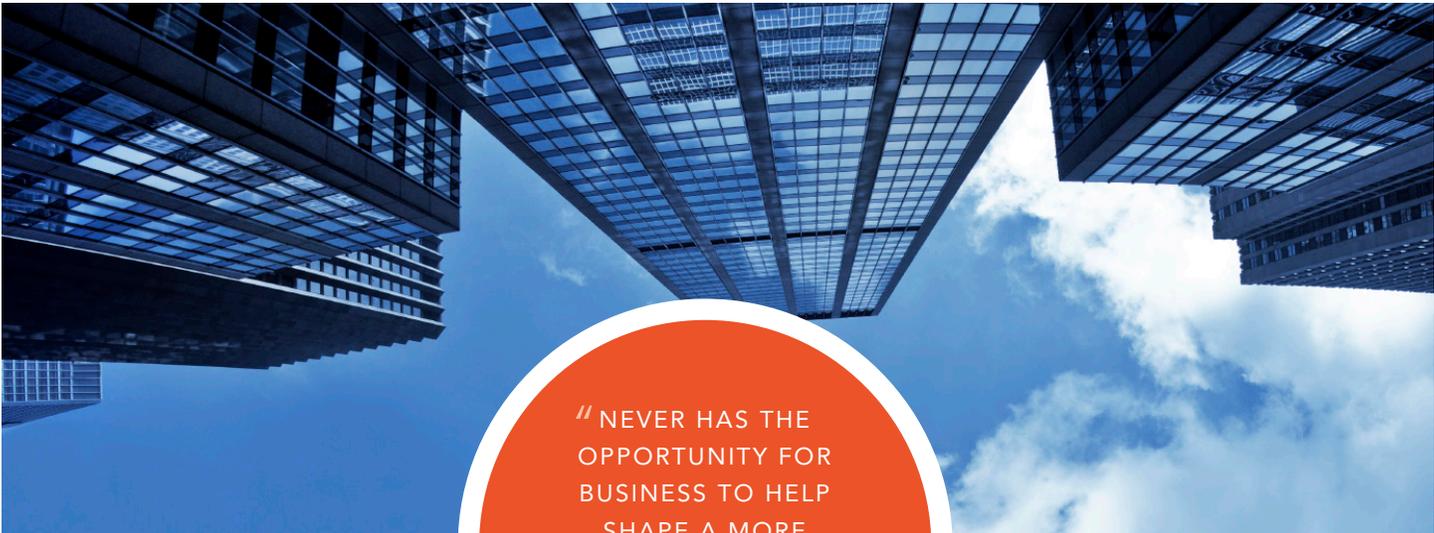


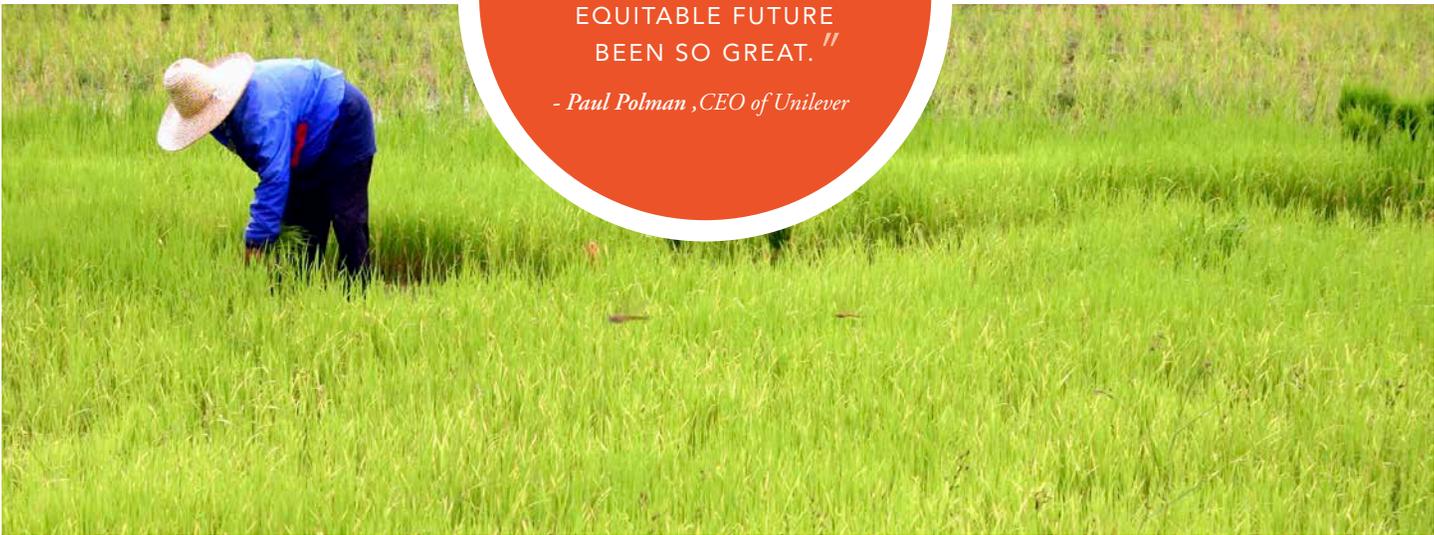
CAF
AMERICA

CORPORATE ADVISORY SERVICES



“ NEVER HAS THE
OPPORTUNITY FOR
BUSINESS TO HELP
SHAPE A MORE
EQUITABLE FUTURE
BEEN SO GREAT. ”

- Paul Polman ,CEO of Unilever



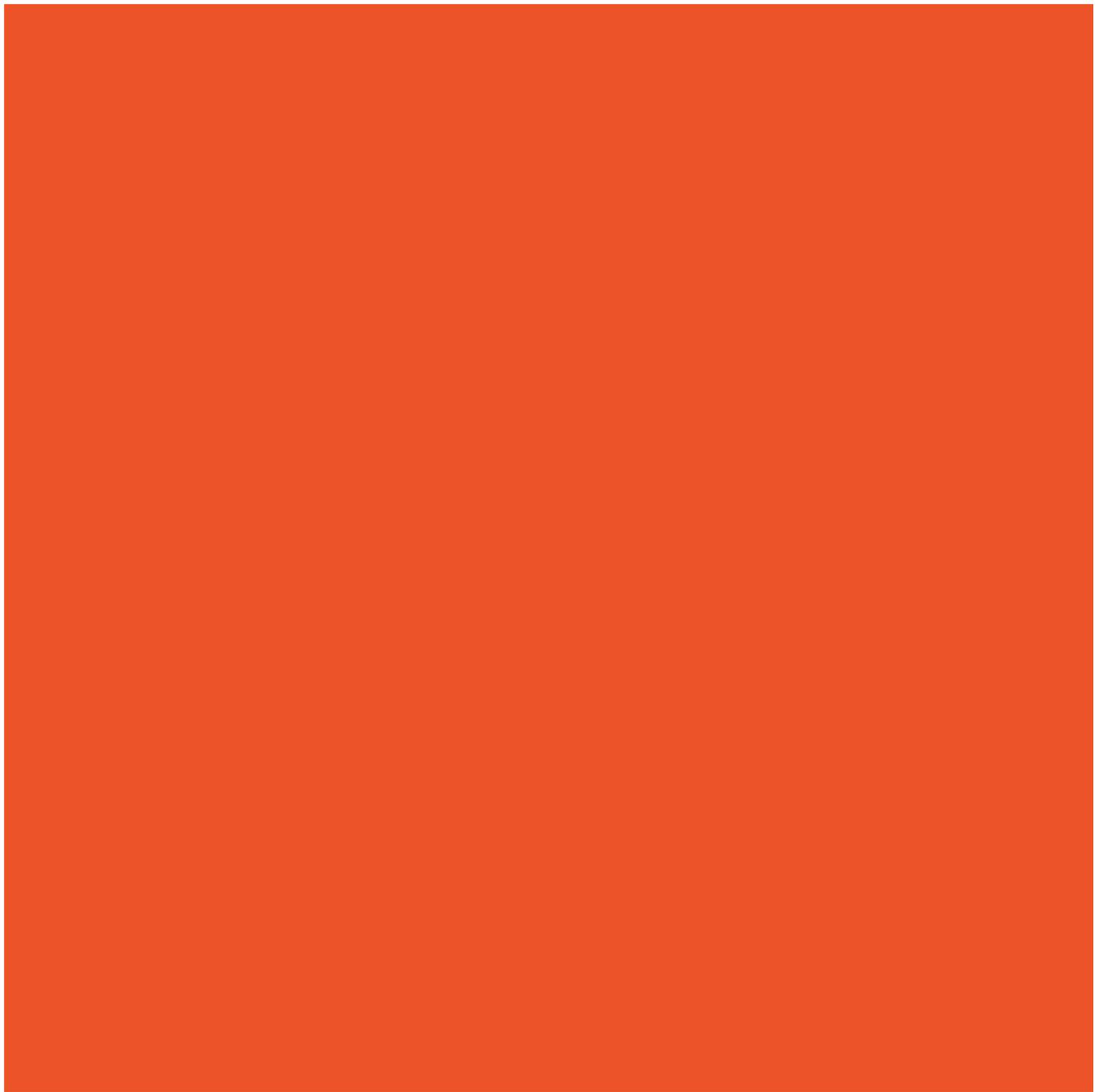




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01

CAF AMERICA



GLOBAL REACH

CAF America is a partner of the CAF Global Alliance, offering clients access to trusted experts and consultants on six continents.



CAF America has given more than \$400 million to charitable organizations in over 90 countries in the last 10 years alone.

Charities Aid Foundation of America (CAF America), a US 501(c)(3) nonprofit founded in 1992, is a global grantmaking organization serving corporations, foundations, and individuals. CAF America strives to streamline the grantmaking process to eliminate risk and administrative burden. Through our work, we help donors support great causes by assisting them in making strategic, effective, and tax-advantaged grants internationally and domestically.

Whether supporting organizations working in developing countries, providing swift responses to major disasters, or helping to build connections between global communities, CAF America turns donors' visions into impact.

CAF America understands that in an increasingly interconnected world US donors are committed to making a difference. In doing so, they want a choice in how and where they give. Through our network of over 181,000 eligible charities around the globe, we have the ability to make funds available where they are most needed.

American donors also want peace of mind in knowing that their support will have a lasting impact. CAF America goes to great lengths to ensure that the organizations it supports meet not only the donor's philanthropic goals, but are in line with US rules and regulations and adhere to 'best practice' international grantmaking. Backed by over 20 years of experience in the field, we provide assurance that charitable donations are used safely and effectively.

03

OUR PHILOSOPHY



In today's interconnected world, corporate philanthropy has become an integral component of a company's growth and long-term sustainability. No longer designated solely as a public relations tool, companies that understand the interplay between the corporate, civil society and nonprofit sectors are having more success impacting both communities **and** business performance.

DOES YOUR CORPORATE RESPONSIBILITY APPROACH...

- Identify and prioritize social issues upon which your business can have the most impact?
- Have an international approach that is designed to account for the nuances and customs of the local population?
- Increase employee satisfaction, ultimately achieving a reduction in turnover and lower onboarding costs?
- Encourage innovation and offer a new approach to developing new products and services?
- Maximize community impact while simultaneously improving the bottom line?



04

OUR APPROACH

CAF America understands that impactful **corporate responsibility** begins with a clear vision and an empathetic understanding of your business. From initial strategy development to on-the-ground implementation, our multi-sector approach and connected global network bring your company's philanthropic vision to life. CAF America's Corporate Advisory Services enable companies to create responsible business strategies that tangibly benefit society and improve company performance.

CAF AMERICA'S CORPORATE ADVISORY PROPOSITION:

- Provides an integrated and strategic approach to philanthropy that aligns the business to societal needs;
- Employs a multi-sector approach that maximizes stakeholder engagement on a global scale;
- Mitigates risk and confronts critical challenges that can undermine business performance.

05

STRATEGY ENGAGEMENT



CAF America is a partner of the Shared Value Initiative, a consortium of independent consulting firms around the world that are trained to provide shared value consulting services to corporations, governments, and civil society organizations.

www.sharedvalue.org



FROM DESIGN TO IMPLEMENTATION

CAF America develops and deploys strategies that quantitatively improve corporate responsibility performance and enhance social innovation for the benefit of business and community. CAF America's experts will work to localize global corporate responsibility initiatives, creating a sustainable competitive advantage that maximizes societal impact.

OUR SERVICES INCLUDE:

- Identification of social issues of a competitive context to maximize business performance and community engagement;
- Prioritization and alignment of social issues on a country-by-country basis;
- Impact evaluation, social issue measurement, and ongoing strategy assessment.



06

IMPLEMENTATION
IN EMERGING
MARKETS

TO UNLOCK SUSTAINABLE VALUE...

With an advisory network that spans from Ghana to Tanzania and from China to Indonesia, CAF America's advisory network has proven on-the-ground expertise.

OUR SERVICES INCLUDE:

- Strategic advice, landscape studies, and identification of high impact and scalable programs;
- Risk mitigation and full service grantmaking; 100-step due diligence review of charitable organizations;
- Shared value alignment and implementation;
- Grant monitoring and impact reporting;
- Advice on laws and standard practices for charitable organizations;
- Project management.

07

SUSTAINABLE PARTNERSHIPS & CROSS-SECTOR COLLABORATION



TO DELIVER ON COMMUNITY INVESTMENT GOALS

CAF America works with corporations to build rewarding long-term relationships with the nonprofit and civil society sectors to create mutual benefit for business and community. We aim to develop trusting relationships based on principals of equality, collaboration, and mutual benefit. By building partnerships that align business resources with societal needs, we help drive catalytic change and shared value creation.

OUR SERVICES INCLUDE:

- Identification of charitable organizations that strategically align with the company on a country-by-country or region-by-region basis;
- Development and implementation of cross-sector strategies aimed at increasing productivity, innovation, and growth with the goals of improving the skills of the local population and supporting institutions in the communities where a company operates.



08

IMPACTFUL
GIVING

TO MAXIMIZE INTERNATIONAL GRANTMAKING

With the ability to expedite grants to over **181,000** international organizations in **over 77 countries**, CAF America provides the international scope that enables our clients to optimize the effectiveness of their philanthropic activity. Partnering with CAF America enables our clients to increase employee engagement, mitigate risk, and reduce costs by unlocking value in their internal grant processes.

OUR SERVICES INCLUDE:

- Development and implementation of international and domestic employee matched giving and volunteer programs that follow the strategic needs of your company as well as employees' personal interests;
- Customization of the international and domestic due diligence process to align with your company strategy while mitigating risk and protecting your reputation;
- Creation and collection of customized grantee reports & in-depth impact assessments for company grants;
- Management of charity application process (RFPs) for corporate grantmaking.

\$18+
Billion

Total estimated
giving to charitable
organizations by
US corporations.

(Source: Giving USA 2013)

09

OUR TEAM

With demonstrated success in devising and implementing strategy for Fortune 500 companies in developed and emerging markets, our advisory team stems from a wide variety of successful backgrounds in the public and private sectors. Our global community – including staff, board, and advisors – and our service-minded approach are integral components to our success.



TED HART

CEO

Tedhart@cafamerica.org

Ted brings extensive experience in internet and global philanthropy as an internationally recognized speaker and consultant on topics related to nonprofit strategy and board/volunteer development both online and offline. He has become the world source in helping nonprofits become more environmentally friendly, founding the “greennonprofits.org” movement and writing the book *Going Green for Nonprofits*.



JOHN D. HOLM

Senior Director of Business Development

John@cafamerica.org

John brings to CAF America over a decade of international work experience, having served as a consultant to international retailers and leading nonprofits, advising on strategy development, international expansion, social impact assessment, and shared value creation. Previously John led the successful market entry and expansion of the Subway chain in Hungary while advising Starbucks and IKEA on their respective market entries into Central & Eastern Europe and the Balkans.



EILEEN M. WILHEM

Director of Philanthropy

Eileen@cafamerica.org

Eileen brings more than 30 years of philanthropic expertise and has broad experience with family offices, foundations, philanthropists, nonprofit organizations, and intermediaries. Eileen is the founder of Pinnacle Philanthropy Partners, a consulting practice specializing in development and execution of philanthropic programs and strategies, creation and implementation of marketing and fundraising campaigns, and instituting sales engagement protocols, management metrics and measures.

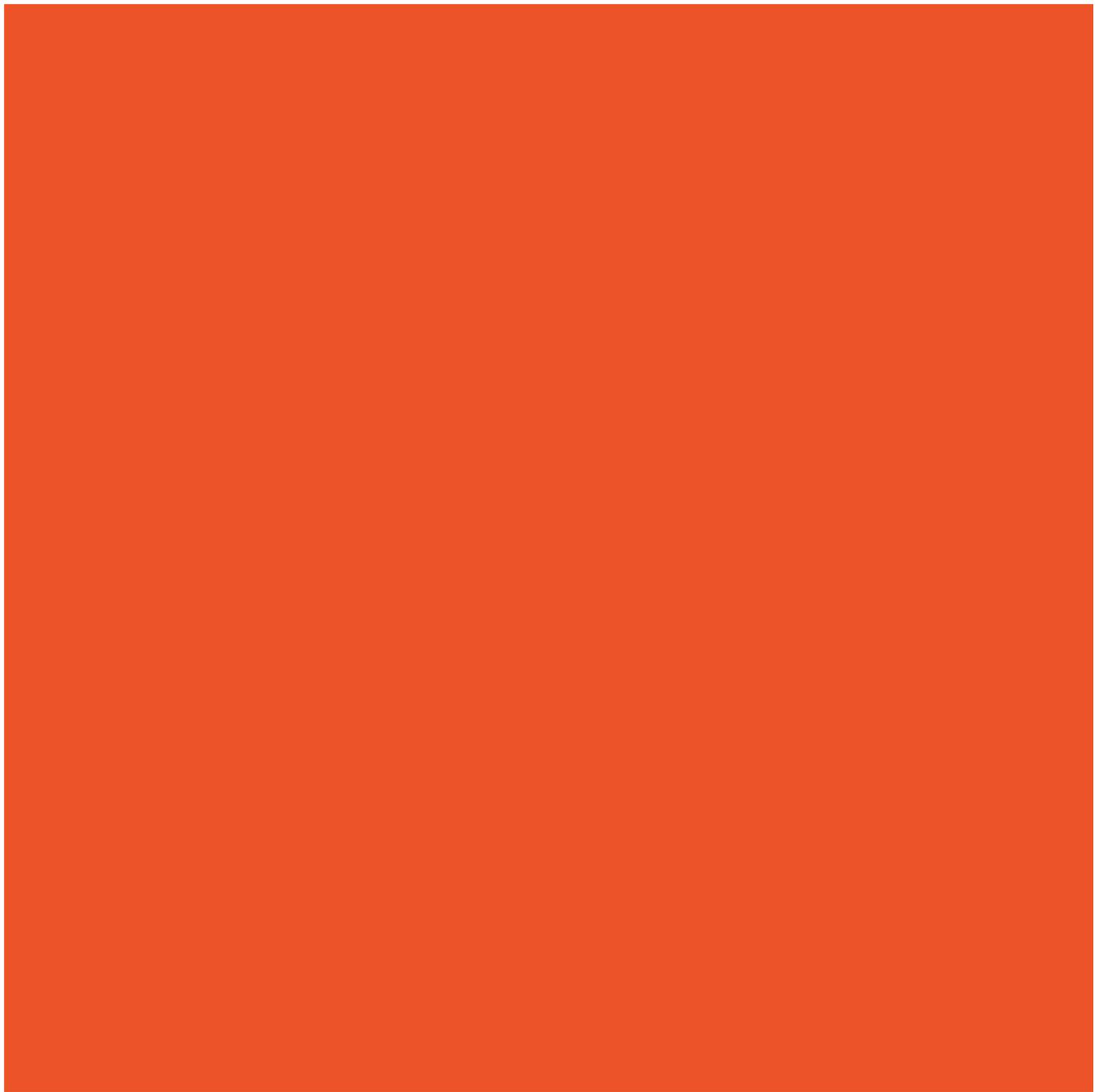


JESSIE KRAFFT

Senior Director of Donor Advised and Grant Services

Jessie@cafamerica.org

A critical part of the CAF America Grants team, Jessie is a leadership force, moving through the ranks of the grants team to Grants Officer and then to her current position of Senior Director of Donor Advised and Grant Services. In her current role, Jessie develops and executes services assisting donors with strategic grantmaking, philanthropic planning, and investing charitable assets. She also manages the Grants Team, overseeing fund management, charity vetting, and grant processing functions.



CAF

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