

## **Day of International Giving - Cargill**

Host: Ted Hart

Guests: John Holm - CAF America

Brigitte Burgoyne - Cargill

Stacey Smida - Cargill

**Announcer:** Welcome to the *CAF America Radio Network*, a production of the Charities Aid Foundation of America. As the leader in global giving, CAF America offers more than 20 years of experience and expertise to corporations, foundations, and individuals who wish to give International aid and with enhanced due diligence in the United States. Through its industry-leading grants management programs and philanthropic advisory services, CAF America helps donors amplify their impact. This show is dedicated to these donors and the charities they support. CAF America is uniquely positioned to serve as the bridge between these important partners and transforms vision into meaningful action.

Guests on the *CAF America Radio Network* are leaders in their fields who share tips for success and stories that inspire our host is Ted Hart, the CEO of the Charities Aid Foundation of America. This is a live call-in show. Add your voice by calling 914 338 0855. After the show, you can find all of our podcast at [CafAmerica.org](http://CafAmerica.org). Don't forget to dial 914 338 0855. Welcome the host of the *CAF America Radio Network*, Ted Hart.

**Ted Hart:** Welcome to this latest edition of the *CAF America Radio Network*. It's a very exciting day here at CAF America because today, of course, is the Day of International Giving. If I am the first, please allow me to be the first to wish you a very happy Day of International Giving. This day has been established to honor the growth of International philanthropy and those who are engaged in doing great works around the world. Today, we have a very special corporation that is a perfect example and a wonderful opportunity for us to highlight here on the Day of International Giving.

We're going to start off today's show actually with John Holm who you may be familiar with. He is our senior director of business development, marketing and communications here at CAF America. Welcome back to the radio show here, John.

**John Holm:** Thank you for having me, Ted. It's always a pleasure.

**Ted:** I wanted to start off with you because I wanted to make sure that we had proper background before we bring our very important guests here onto the show, in terms of setting the stage and letting us know what is the Day of International Giving.

**John:** That's a great question, Ted. I think what's really important here is that the Day of International Giving really is a celebration of International philanthropy, to talk about what many organizations, companies, or individuals are doing around the world with philanthropy globally. As now we've become a much bigger community, we want to use this day to share those stories around the world, and not just limited to really a domestic market. The Day of

International Giving is really about telling those stories and getting the word out there of all the wonderful initiatives that are going on abroad.

**Ted:** You can use the #DIG, D-I-G in Twitter when you're referring to Day of International Giving. Why is the Day of International Giving set as the second Tuesday following Thanksgiving?

**John:** That's an excellent question. I think during this time of year, it's rather busy. As you know, it's a holiday season. We have from Cyber Monday, Black Friday, Cyber Monday, and Giving Tuesday. What we wanted to do is really though separated out to give it its own voice. That Day of International Giving should be on its own platform, that there's so much wonderful work going on globally that we really wanted to share that with the whole global audience. We felt that by doing it on the day, the second Tuesday, allows people to pay attention to the remarkable work that's being done.

**Ted:** Let's explore that little bit further because you did mention Giving Tuesday, and Giving Tuesday is a terrific idea and has grown. As a matter of fact, the numbers were much larger this year. The Day of International Giving follows that and draws particular attention to international giving. Why would we need to draw particular attention to International Giving?

**John:** It's a great question. I think it's one that justifies the dates. As we look at what's happening globally with companies, with corporations and nonprofits abroad, philanthropy, international philanthropy is growing massively, yet when we put it within the context of the Day of Giving, which as you mentioned, is such a wonderful, wonderful day, it kind of loses its voice of what's being done globally. We felt that the work that these partners are doing abroad is just not getting the proper voice that it should.

**Ted:** That's what the Day of International Giving does. Is it puts it into context, it helps draw the attention, but also gives us the opportunity to highlight the unique aspects of international giving, which is by its very nature, global, and it's by its very nature, somewhat different than giving in the United States, which, of course, is for all of those who are engaged in the International Giving.

By and large, they're also involved heavily in domestic giving. This is a terrific opportunity for us to bring a solid partner, a leader in this space. We have a couple of ladies I want to introduce you to here on the show. Stacey Smida is the Grants Manager at Cargill, and Brigitte Burgoyne is with us. She's the communications and corporate social responsibility manager and corporate affairs at Cargill as well. Brigitte and Stacy, thank you so much for joining us here on the *CAF America Radio Network*.

**Stacey:** Thanks, Ted.

**Brigitte:** Thanks for having us.

**Ted:** We're so impressed with the work that Cargill is doing. By the way, just let me say thank you for choosing to be part of the Day of International Giving. You heard the tee-up of that. Why don't we start off with a little bit of background as to what you do at Cargill? We'll start off

with Stacey and then go to Bridget, in terms of the work that you do and what maybe brought you here today.

**Stacey:** Sure. As Ted mentioned, I'm the grants manager here at Cargill and I work at our headquarters office here in Minneapolis. I really manage the day to day grants management systems and processes. What brings me and my work to CAF is really that our Global Partnership Program which is an international internal program that provides corporate funding to support local contributions that our businesses have made in our corporate focus areas around food security and nutrition, access education, STEM education, and environmental stewardship. My international work and the grants that we make outside of the US is really what CAF helps facilitate for us.

**Ted:** We're so honored to have the opportunity to partner with you and to make it possible for you to be strategic and philanthropic. Bridget, a little bit of background on your work at Cargill, and again what brings you here today on the Day of International Giving?

**Brigitte:** Absolutely. My role is I am the manager of communications and corporate social responsibility for Cargill Ltd, which is Cargill's Canadian arm. I'm located out of Winnipeg Manitoba, which is the Canadian headquarters for Cargill Canada. My role within corporate affairs is not only to manage the communications but to help guide our Cargill Cares Councils which are employee-led committees throughout Cargill globally that supports and enrich our communities through volunteer-led activities.

**Ted:** Is that where International Giving starts? Is it at the employee level, is it strategic at the corporate level? Where does it start?

**Stacey:** I think it does a combination of both. We are definitely corporately focused strategically and we have our corporate global partners that we work with as well outside of what we deal with through the Global Partnership Fund. We also really want to rely on our local businesses and our employees to know what's best for their communities. It is a combination of employee and business strategic investments.

**Ted:** That's great. You mentioned some specific areas that you folks are interested in. Has that evolved over time or have those priorities been set for some time?

**Stacey:** I would say for probably the past 10 years, we have really been focused around the food security, nutrition space, access to education has always been a real interest for us, and then obviously, the environmental stewardship just given our business nature that we have. Prior to 10 years ago, we funded everything from fire trucks to what was needed in the community. We really needed to get more aligned and focus with our business objectives. We made a switch in our priorities.

**Ted:** Brigitte, what's the benefit of becoming strategic and focused as you have, as Stacy said over the last few years? What's the benefit that you see both to Cargill and to the communities that you support?

**Brigitte:** Yes. Well, I think the most important part is that what people don't really realize is Cargill it's a large global company. We have over 142,000 employees around the world. We're in 67 countries and so when you're operating at such a global level you want to make sure that there is consistency and a collaborative approach to how we support our communities. By really focusing on these three focus areas that we mentioned before, it allows us to better tell our story.

Cargill is a company dedicated to nourishing people. When we work within the scope of, let's say food security, nutrition, it really helps us tell our story, whether that in a rural community in Canada, in Minneapolis or overseas. In Indonesia, it's making sure that regardless of where we are, our core values and our guiding principles lead us to that same goal, which is ensuring that everybody has access to safe food and that we are able to continue focusing down that path.

I know in Canada, we've seen that opportunity through the support of, let's say food banks throughout the country because whether we're operating in an urban or rural center, food banks continue to be-- The use of food banks continue to be on the rise and that's something that we're going to continue working towards.

**Ted:** Well, you've put squarely on the table world hunger and food security. How much have you contributed in this area in recent years?

**Stacey:** Yes. As Brigitte mentioned, we definitely have a commitment to hunger and access to safe, nutritious and affordable food. It's very important to Cargill. I would say traditionally of our overall giving it's about 20% of our giving that we do so really, right around 13 to \$15 million a year is what Cargill contributes to the food security and nutrition focus area.

**Ted:** That's very impressive number. Again, that goes to the heart and core of what you are. How's that expressed view of a very large employee base? How is that then expressed across the employee base?

**Brigitte:** Well, I think you know, a great success would be probably, we just wrapped up World Food Day just a couple weeks ago. We had great success from our locations around the world. With planning food drives, bringing in non-perishable food, partnering with their local food banks, as well as school feeding programs. I think our employees are engaged because it's something that resonates with everyone, whether it's yourself, maybe a neighbor, anybody in the community. I think our employees truly have a desire to give back to the community.

**Ted:** Well, I personally think it's a fantastic cause because one of the things that does bother me most is the thought of anyone going hungry. There's obviously lots of needs in this world but someone being hungry just seems to resonate a very visceral level. We're going to take a very quick break. When we come back, I do want to explore the work that we do together and why you feel that that adds value and is important to successful international grantmaking. We're going to be right back.

**Announcer:** Remember our podcast and archives are always available 24 hours a day at [cafamerica.org](http://cafamerica.org). If you're listening today our phone lines are open. Call in and ask a question by dialing 914-338-0855. Now, back to the *CAF America Radio Network* and our host Ted Heart.

**Ted:** It's my pleasure to remind you that our wonderful guest today, Bridget Burgoyne and Stacey Smida are here from Cargill. We do still have John Holm on our switchboard as well. I want to now focus on the strategic nature I gather of how you do your international grantmaking. We have a sense of where you give. It's so important that you do that work. How do you accomplish that and what does CAF America do to help?

**Brigitte:** Sure. I mean, Cargill has been working with Caf for just over two years and it's been a great expansion for us. CAF is the experts. We really rely on your expertise and knowledge in this area without your staff being as hands-on as they are, I don't know how would we be able to move forward. Just the connection that they have, whether it's with me here corporately, or what they do with our local businesses to help advise them on questions that they received from our nonprofits.

I think Cargill maybe is a little bit unique in our funding model with this global partnership web program and the partnership that we have with CAF because we really do rely on our businesses continuing to support local projects locally. With that Strategic Investment, then our corporate funds go to support these efforts and working with CAF to help administer these.

Our grants range anywhere, recommendations range anywhere from \$1,000 to \$100,000, and really are across all geographies, from Canada to China, to Mexico to Ghana. So widespread and fitting into those three focus areas and really training the strategic needs in our local communities where we have a business presence. CAF has really been great with us to help make alternative suggestions if we've needed to find a new partner and just really helping us with us facilitating that process has been wonderful.

**Ted:** What would it mean to Cargill or what would it mean to your management of your vision for the International grantmaking if you had to do this internally if all the vetting of the international charities, the risk management of the grants, and meeting IRS protocols were all on your shoulders?

**Stacey:** Well, let's just say a part of and get done.

[laughter]

It's a very daunting process. We do work with some partners that we find and on an annual basis. That does alleviate some of that stress of nonprofit grants for the vetting process every year. We've really just removed that stress from our team and really working with just with CAF and working with US-based charities to help us out because there's just a sense of knowing that it's on you guys and we trust you. That's why I said you're the experts on that area.

**Ted:** Right. Part of it is the expertise and having that trusted partner. Part of it, I imagine, is the assurance of regulatory compliance. To what extent would you say your choice to work with CAF America has to do with protection of reputation? [crosstalk]

**Stacey:** Definitely. Now, it's also been the same. I think if you look at the cost as well as I definitely can't imagine us being able to do this in-house and still be able to manage everything else that goes on in the office in ensuring that everything's getting done in a timely basis. Then still keeping that cost down of the administration that goes behind it and into the vetting process. That's a real benefit for us as well.

Reputation, CAF has affiliations all around the world and in fact, in the UK, Cargill also works with CAF UK and so there is that relationship locally. It's a well-known organization not just here in the States but globally as well.

**Ted:** Well, we're thrilled to have you as a donor client. I wanted to breach in a little bit deeper into this notion of cost, because part of that, I assume, would be the management of a grants team internally, and how you would assure yourself that they have the latest most up to date training. That they're maintaining the cutting edge knowledge of IRS protocols whilst maintaining a large array of relationships with charities. That would not be particularly easy for you.

**Stacey:** No, I think in the last couple years since we started our relationship with CAF I think it's been roughly 100 grantees that we've worked with. I don't know in the scheme or in the scale of things if that's large or small, but for us, in the 18 month time period that's quite a few grantees that are outside the US that we'd have to work with in addition to our US grantees. That would be a huge additional labor for us to be able to- have can manage all that.

**Ted:** Well, we're more thrilled to have that opportunity to provide that service. These are the things that we would like to bring to the table and its music to our ears, to know that the cost basis is helping you reduce the cost both in time and management but also working with nonprofit rates offsets what may be larger costs for you. You have done an awful lot in as you said in the last 18 months.

One area in particular that you mentioned and Bridget, maybe you can help us out with this is the Canadian food bank. A recent report by food bank of Canada shows that on average 900,000 Canadians visit a food bank each month. This seems to be a rather large number for what might be considered to be far more of a developed country. I find it very interesting that you support hunger initiatives in developed countries as well as developing countries.

**Brigitte:** Yes, absolutely. Definitely, the 900,000 number is quite alarming. When you consider that since 2008, that number has increased by 23% in Canada. Obviously, it shows-- accept there is a need. Like I mentioned before, we're a company dedicated to nourishing people. We saw an opportunity to support our communities where it's needed the most. That's where Cargill has presence. It's where we live and work. For a number of years now, we've been supporting the food banks network throughout Canada in various capacities and whether that's

food drives, product donations, volunteer support or financial gifts. We've been involved in every different aspect.

We had a unique opportunity to support the food bank network this past June. A very important part of that support which we wouldn't have been able to do without the support from CAF, was in one of our communities where we have the largest employee base which is in High River Alberta. This past June, the community of High River was hit by a devastating flood. The entire community was evacuated. One of the food banks that Cargill has one of the, I would say, strongest relationships within Canada was equally devastated.

The amount of people that were relying on that food bank-- there was obviously a need for us to do whatever we can to make sure that the food bank was able to reopen their doors as quickly as possible. Through the support from our Cargill Cares Councils, from local businesses working together with the food bank is just about ready to reopen their doors. That's equally important this time of the year this is a partnership that has been growing strong for a number of years.

We continue to find unique ways to support because sometimes it's more than just restocking the food banks shelves through collaboration with customers and suppliers, we've been able to outfit this particular food bank with the refrigeration and cooling equipment that they required in order to be able to provide the community with more than just non-perishable food items.

With this support from Cargill, they're able to accept fresh meat donation, fresh produce, dairy, because that's something that's equally important to us is ensuring that not only do our communities have access to food but making sure that they have a variety of nutritious options to choose from. That is in big part of the support that we've been receiving from CAF that we're able to support the food banks in different ways like that.

**Ted:** How in that-- as you said that's grown and that's expansive. What has happened to your ability to be nimble and to meet needs around the world when from your office with your partnership with CAF America you are able to advise gifts to Indonesia and China in addition to very close to your own backyard?

**Brigitte:** Well, I say we really-- without CAF we wouldn't be able to-- I think that turnaround time on grant recommendations that we make to CAF is just an unbelievable and just really remarkable because there's many times that the nonprofit is looking to do-- needing the funds to make something that might certain timeframe and CAF has been very great to work with in order to help us meet some deadlines that we've been needing to make. The need for food security is different in different countries as it is in Canada. It may be different than in China as well. Our globality of how we in and where we work is unique.

**Ted:** As would be that your work with the environment, that would be very specific to the communities that you choose to support but yet you need to have the assurance that all of the details of the vetting process is the same.

**Brigitte:** Exactly. I think it goes to also the reporting back. Ensuring that the money is spent the way that we've asked them to be spent. If we do decide to make another grant recommendation to the organization that they have fulfilled the requirements of reporting back as well.

**Ted:** What's the value of having experts with cultural language and legal expertise that spans the globe?

**Brigitte:** Tremendous. Without that these grant recommendations are also coming from our colleagues that are in Thailand, in Brazil so English is not their native speaking. We- working with CAF and working with the nonprofit and including our locations of Cargill is really integral in that part so that all of them are able to communicate together or work together on the grant process.

**Ted:** That allows you to also begin getting some sense of the impact of this global platform that you are creating?

**Brigitte:** Definitely.

**Ted:** Well, this has been fascinating and such a wonderful peek inside the fantastic work that you're doing and the very thoughtful nature of your international grantmaking. I can't thank you enough for choosing to celebrate the day of international giving with us. We have just a couple of moments left. I want to do a round-robin here. I want to make sure that I end with Cargill. Each one of you have about 45 seconds or so. John just very quickly, what you hope the day of the international giving will be?

**John:** Well, I hope the day of the international giving is something that people can really look at as a beacon of what's happening in philanthropy globally and the value that's being provided. We want to encourage any audience members to come and take a look at our Website at [www.cafamerica.org](http://www.cafamerica.org) and check out our stories on Cargill. There feature today. We want the audience to really go check out the article on 'Reducing Hunger And Improving Nutrition Globally' and hearing the whole Cargill's story as well as doing our Twitter feed at CAF America and hearing about Cargill's work as well as more information on the day of the international giving.

**Ted:** That is great. Bridget, what do you hope the day of international giving will be?

**Brigitte:** I hope that it just increases awareness. Like you said, following events like Black Friday and Cyber Monday. I hope people start thinking a little bit more about the impact that they can have. Change starts with you. It's a reality that exists a lot closer to home than people tend to realize. I hope that this just starts creating change. That starts in our own communities. That's something that I'm very proud to see that Cargill truly believes is possible.

**Ted:** You're certainly a group that walks the walk. Stacey, what do you hope the international day of international giving will be?



**Stacey:** Yes. Going on with what Bridgit said. It's really about the impact and just letting employees know of companies or just individuals alone that you have a cause that you want to support. It can be any cause whether it's hunger, whether it's education, environmental stewardship, volunteering, making a contribution. Do what's best for you and your passion-- follow your passion.

**Ted:** That's great. Bridget, Stacy, John thank you for joining us here on the CAF America Radio Network on this very important day of international giving.

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