

CORPORATE PHILANTHROPY 1.0

CORPORATE PHILANTHROPY 2.0

SHOULD:

CHARITABLE CONTRIBUTIONS

HALO EFFECT

CAUSE MARKETING

COMMUNITY RELATIONS

EMPLOYEE RELATIONS

GIVING BACK

DO NO HARM

VOLUNTEERISM

SHORT TERM

SOCIAL RESPONSIBILITY

PET PROJECTS

MUST:

STRATEGIC INVESTMENTS

CONSUMER DEMAND

MARKETING

CONSCIOUS CONSUMERS

RECRUITMENT AND RETENTION

STRATEGIC PARTNERSHIPS

SOLVE SOCIAL PROBLEMS

PROFESSIONAL DEVELOPMENT

LONG TERM

RESPONSIBLE BUSINESS

CORE BUSINESS INVESTMENTS

NGOs & CORPORATIONS

The background of the slide is a blurred photograph of a crowd at a sports event. In the foreground, a person is seen from behind, with their arms raised in a celebratory gesture. The overall scene is out of focus, emphasizing the energy and atmosphere of the event.

**A MORE EVEN
PLAYING FIELD**

ATHLETE

1.0:

ATHLETES

WITH

AGENTS

ATHLETE

2.0:

ATHLETES

WITH

AGENCY

SPORTS PHILANTHROPY'S RADIATING IMPACT



**Fan
Base**

**Event
Conveners**

**Corporate
Supporters**

NGOs

**Individuals
and
Communities
in Need**

**Individual
Athletes
or Team**

FEATURES OF **EXTREME** SOCIAL IMPACT

1. EVEN PLAYING FIELD

2. ATHLETES HAVE AGENCY

3. SOCIAL IMPACT RADIATES BEYOND