



# CENTER FOR CORPORATE PHILANTHROPY

FOUNDATION FOR  
THE CAROLINAS

The Center for Corporate Philanthropy offers efficient, turn-key solutions to help philanthropy make great business sense. FFTC's charitable funds, philanthropic expertise and grantmaking support work together to help businesses manage charitable giving, engage employees and stay focused on business priorities.



## FFTC CORPORATE PHILANTHROPIC SOLUTIONS

 <p><b>FFTC DONOR ADVISED FUNDS</b></p> <p>Offer companies a flexible, efficient way to manage giving with superior tax advantages.</p>	 <p><b>FFTC SCHOLARSHIP FUNDS</b></p> <p>Support students from preschool to postgraduate by providing grants for educational purposes, with customizable eligibility criteria.</p>
 <p><b>FFTC GIFTS OF REAL PROPERTY</b></p> <p>FFTC accepts gifts of real estate, maximizing charitable impact while offering substantial tax benefits. We handle the liquidation and transfer proceeds to an FFTC gift fund.</p>	 <p><b>FFTC GIFTS OF BUSINESS INTERESTS</b></p> <p>FFTC accepts gifts of closely held business interests and other non-cash assets so you can support the causes you value and reduce your tax liability.</p>
 <p><b>FFTC CUSTOM PHILANTHROPY SERVICES</b></p> <p>Comprehensive services that support the grantmaking, governance and strategic needs of private foundations, supporting organizations and large donor advised funds.</p>	 <p><b>E4E RELIEF EMPLOYEE RELIEF FUNDS</b></p> <p>Assist employees who are experiencing financial hardship resulting from unexpected life events.</p>
 <p><b>FFTC SUPPORTING ORGANIZATIONS</b></p> <p>Discrete legal entities that offer relative autonomy and the favorable tax benefits of a public charity, while leveraging FFTC's grantmaking and endowment management expertise.</p>	 <p><b>FFTC DESIGNATED FUNDS</b></p> <p>Support the good work of the nonprofit organizations your company designates, often in perpetuity.</p>
 <p><b>FFTC COMMUNITY IMPACT FUNDS</b></p> <p>Provide permanent, strategic support for vital causes in our community. Entrust a gift to an endowed fund that aligns with your company's values.</p>	 <p><b>FFTC FIELD OF INTEREST FUNDS</b></p> <p>Address the needs of a specific area of community life and ensure that your company's charitable vision remains relevant over a long period of time.</p>





## Cost-effective solutions for charitable giving

The Center for Corporate Philanthropy works in partnership with businesses of all sizes and in communities across the nation to develop philanthropic strategies and manage funds that address broad financial and charitable goals. Whether your company's goal is to support employees in times of hardship or to help your local community, we offer a wide range of turn-key solutions designed to help you manage charitable giving and maximize its impact. Our smart, forward-thinking philanthropic tools help businesses realize their charitable objectives.

## Innovative local and national charitable programs

We offer disaster and hardship relief funds through our subsidiary, E4E Relief. E4E Employee Relief Funds are an innovative way for companies to support employees experiencing financial hardship from unexpected life events, such as a natural disaster, house fire or short-term illness. E4E Relief works with companies to provide emergency financial assistance to millions of employees across the United States and beyond. E4E designs and administers programs, provides expertise in IRS regulations, and works directly with employees seeking aid, fully managing the application and grant distribution process. Visit [e4erelief.org](http://e4erelief.org).

## Resources to help you focus on business priorities

From small, private businesses to Fortune 500 corporations, our philanthropic expertise helps companies create charitable programs that have the greatest possible impact in the community. The Center for Corporate Philanthropy helps advance your organization's unique philanthropic mission with expert counsel and grantmaking services, as well as comprehensive support that includes grant reporting, evaluation and fund management. We make corporate giving easy and effective, and create capacity that maximizes your resources and frees you to focus on achieving your business goals.

## Fostering collective impact

FFTC is proud to support CCAP, an affinity group for corporate community affairs professionals in Charlotte. The group, composed of representatives from more than two dozen companies of all sizes, meets regularly to share information and best practices. Members gain professional development in order to better serve the communities where they live, work and do business. Additionally, CCAP members gain access to tools, trends and national best practices, as well as insights into local issues and initiatives impacting the Charlotte region.

## Philanthropy is serious business

Giving back to the community was part of MapAnything's (now known as Salesforce Maps) culture. The technology company joined the global Pledge 1% movement, which encourages businesses to pledge staff time, equity, product or profit to charitable causes.

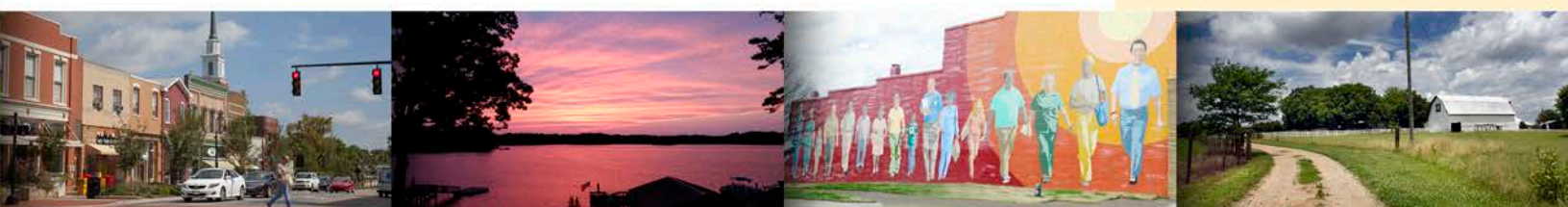
When it became clear that the company's sale was in the near future, MapAnything's leadership contacted Foundation For The Carolinas, whose expert staff guided them through the process of donating business interests.

Proceeds from the company's eventual sale were transferred into an FFTC Donor Advised Fund, through which the fund's advisors can make grants to nonprofits. "The FFTC team was knowledgeable and made it clear that we were partners working together to achieve a common goal," said Salesforce Maps CEO John Stewart.

## Engage Your Employees

FFTC Corporate Donor Advised Funds can foster employee engagement in many ways, such as:

- Matching employees' charitable contributions to their favorite causes
- Including employee interests and recommendations in grantmaking
- Allowing employees to contribute directly to a company's charitable fund







*The Center for Corporate Philanthropy supports companies across the nation by bringing a comprehensive array of philanthropic resources together under one roof.*

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**Philanthropy is an art  
that benefits everyone.**

***Come be inspired.***

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