Training Course on Strategic Philanthropy and Corporate Giving for Directors

Professional Development Training Course Outline

Category	CEOs and Directors	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Training Course on Strategic Philanthropy & Corporate Giving for Directors is meticulously designed for **Directors** and senior leaders who are committed to elevating their organization's societal impact while simultaneously enhancing business value. In today's dynamic global landscape, **corporate social responsibility (CSR)** and **Environmental, Social, and Governance (ESG)** principles are no longer optional but integral to **sustainable growth** and **reputation management**. This program equips participants with the **strategic frameworks**, **best practices**, and **innovative tools** necessary to transform traditional giving into powerful, **impact-driven initiatives** that foster **stakeholder engagement**, attract **top talent**, and build a resilient, **purpose-driven brand**.

The course delves into the critical shift from transactional charitable donations to **transformative strategic investments** that align seamlessly with core business objectives. Directors will learn to identify **high-impact opportunities**, measure **social return on investment (SROI)**, navigate complex **philanthropic ecosystems**, and leverage their organization's unique strengths to create **shared value**. Through practical **case studies**, interactive discussions, and expert insights, attendees will develop the acumen to lead their organizations in establishing **sustainable giving programs** that not only address pressing societal challenges but also contribute directly to long-term **financial performance** and **competitive advantage**.

Programme Curriculum

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Course Duration

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Course Objectives

1. Define and articulate a compelling Corporate Philanthropy Vision aligned with organizational values and strategic goals.
2. Analyze the evolving landscape of ESG factors and their impact on corporate giving strategies.
3. Develop robust Impact Measurement Frameworks to quantify social return on investment (SROI) and demonstrate tangible outcomes.
4. Implement innovative Shared Value Creation models that integrate philanthropic efforts with core business operations.
5. Master the principles of Ethical Philanthropy and responsible governance in charitable giving.
6. Formulate effective Stakeholder Engagement Strategies to foster collaboration with non-profits, communities, and employees.
7. Explore emerging trends in Impact Investing and blended finance within the philanthropic sector.
8. Design Employee Engagement Programs that empower staff to participate in and drive corporate giving initiatives.
9. Navigate Global Philanthropy Challenges and opportunities in diverse cultural and regulatory contexts.
10. Leverage Technology and data analytics for enhanced philanthropic decision-making and transparency.
11. Identify and mitigate potential Reputational Risks associated with corporate giving.
12. Build Capacity within the organization for sustained, high-impact philanthropic initiatives.
13. Develop a Strategic Roadmap for long-term corporate giving that contributes to Sustainable Development Goals (SDGs).

Organizational Benefits

- Strengthen public perception and stakeholder trust.
- Foster a purpose-driven culture, attracting and retaining top talent.
- Appeal to socially conscious consumers, boosting brand affinity.

- Proactively address social and environmental concerns, reducing potential negative impacts.
- Open doors to collaborations with non-profits, government, and other organizations.
- Drive internal innovation and differentiate from competitors.
- Position the organization favorably for ESG-focused investment.
- Align corporate efforts with global sustainability targets.
- Build goodwill and positive relationships within operating communities.
- Contribute to sustainable business growth and profitability.

Target Audience

1. Board Directors and Non-Executive Directors
2. CEOs and Managing Directors
3. CSR and Sustainability Leaders
4. Heads of Corporate Affairs and Communications
5. Foundation Executives and Trustees
6. Senior Philanthropy Advisors
7. Human Resources Directors
8. Investment Committee Members

Course Outline

Module 1: Foundations of Strategic Philanthropy & Corporate Giving

- Understanding the evolution from traditional charity to strategic philanthropy.
- Defining corporate purpose and its alignment with giving initiatives.
- Exploring the business case for strategic philanthropy: ROI beyond altruism.
- Introduction to key frameworks: Porter & Kramer's Creating Shared Value.
- **Case Study:** Patagonia's environmental activism and its impact on brand loyalty and business growth.

Module 2: ESG Integration and Impact Assessment

- Deep dive into Environmental, Social, and Governance (ESG) factors in corporate strategy.
- Developing measurable impact goals aligned with business objectives.
- Methodologies for Social Return on Investment (SROI) calculation.
- Data collection and reporting for transparency and accountability.
- **Case Study:** Unilever's Sustainable Living Plan and its detailed impact reporting across product lines.

Module 3: Crafting a High-Impact Philanthropic Strategy

- Needs assessment and identifying critical social issues relevant to the organization.
- Stakeholder mapping and partnership development with non-profits and communities.
- Strategic grantmaking: principles, processes, and effective allocation of resources.
- The role of corporate foundations and employee giving programs.
- **Case Study:** The Bill & Melinda Gates Foundation's data-driven approach to global health initiatives.

Module 4: Ethical Considerations and Governance in Philanthropy

- Navigating ethical dilemmas in corporate giving: transparency, conflict of interest, and accountability.
- Best practices in philanthropic governance and oversight.

- Legal and regulatory frameworks for corporate giving in various jurisdictions.
- Due diligence for non-profit partners and ensuring responsible use of funds.
- **Case Study:** A multinational corporation facing scrutiny over supply chain ethics and its philanthropic response.

Module 5: Employee Engagement and Internal Mobilization

- Designing effective employee volunteer programs and skill-based volunteering initiatives.
- Fostering a culture of giving within the organization.
- Employee matching gift programs and payroll deductions.
- Communicating philanthropic impact internally to boost morale and engagement.
- **Case Study:** Microsoft's employee giving program and its significant impact through matching donations and volunteer grants.

Module 6: Global Philanthropy and Cross-Cultural Giving

- Understanding diverse philanthropic landscapes and cultural nuances.
- Navigating international regulations and compliance in global giving.
- Building effective cross-border partnerships for maximum impact.
- Addressing global challenges through localized philanthropic interventions.
- **Case Study:** Coca-Cola's global water stewardship programs tailored to local community needs.

Module 7: Innovation in Philanthropy: Impact Investing & Technology

- Exploring the continuum of capital: from traditional grants to impact investments.
- Understanding different impact investing vehicles: social bonds, venture philanthropy.
- Leveraging technology for grant management, impact tracking, and donor engagement.
- The rise of crowdfunding and digital platforms for corporate giving.
- **Case Study:** Acumen Fund's pioneering work in patient capital and social enterprise investment.

Module 8: Communicating Impact & Future Trends

- Developing compelling narratives to showcase philanthropic impact to internal and external stakeholders.
- Effective storytelling and leveraging media for positive publicity.
- Measuring and reporting on non-financial performance indicators.
- Emerging trends in corporate philanthropy: collective giving, climate philanthropy, and AI in giving.
- **Case Study:** TOMS Shoes' "One for One" model and its transparent communication of social impact.

Training Methodology

This training course will employ a highly interactive and practical methodology to ensure maximum engagement and knowledge transfer for Directors:

- **Interactive Workshops:** Facilitated discussions, group exercises, and breakout sessions.
- **Real-World Case Studies:** In-depth analysis of successful and challenging corporate philanthropy initiatives.
- **Expert-Led Presentations:** Insights from leading professionals in philanthropy, CSR, and ESG.

- **Peer-to-Peer Learning:** Opportunities for Directors to share experiences and best practices.
- **Practical Tools & Templates:** Provide actionable frameworks for developing and implementing strategies.
- **Q&A Sessions:** Dedicated time for addressing specific organizational challenges.
- **Strategic Planning Exercises:** Participants will work on developing elements of their own organization's philanthropic strategy.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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