

Contents

- Introduction: Why More Corporations Are Giving Less v
- 1 Why Should a Business Give at All? 1
 - 2 What's the Right Amount to Give? 23
 - 3 Who Decides What Gets Funded? 42
 - 4 What's the Right Role for the CEO? 58
 - 5 Who Should Administer Company Donations? 77
 - 6 Does a Company Need a Foundation? 91
 - 7 Should a Company Donate Products or Services? 105
 - 8 How Much Should a Company Donate for Dinners and Events? 131
 - 9 Should a Company Fund the United Way, or Are There Better Alternatives? 143
 - 10 How Should a Company Respond to a Disaster? 163
 - 11 Can a Company Measure What Works? 187

iv CONTENTS

**12 How Should a Company Communicate Its Contributions
Commitments? 206**

13 What If a Company's Profits Tank? 223

14 Conclusion: The Nun's Tzedakah 234

Bibliography 241

About the Author 251

Businesses Index 253

Nonprofit Organizations Index 255

Subject Index 259