

## Good Corporate Citizenship



Chris Askin,  
President and  
CEO  
Community  
Foundation of  
Western Nevada



**COMMUNITY  
FOUNDATION**  
*of Western Nevada*

The Community Foundation of Western Nevada works hard to be a good corporate citizen. It's easy for us to keep that focus because our "profit" is growing philanthropy, meaningful giving, and improved quality of life in the region. During the holidays, I see evidence of many corporations promoting the common good. Business reception areas and lobbies display Angel Trees and Toys for Tots collection boxes, drives for the Food Bank of Northern Nevada are popular, and people volunteer as bell-ringers for the Salvation Army. Most every business looks outward to the community and helps as it can.

Since January 2017, we've welcomed thirteen Corporate Philanthropy

Partners to the Community Foundation family. These businesses are working together to accelerate positive change to those in need in Northern Nevada. Just as exemplary citizenship is key to the common good, corporate citizenship is the key to improving northern Nevada.

*Collective action is the key and the Corporate Philanthropy Partnership is the vehicle.*

Through the Corporate Philanthropy Partnership, corporations provide support, guidance, and participation in collaborative leadership to enhance effectiveness of Community Foundation leadership activities. The Partnership is a coalition of the corporate community, connecting all the elements necessary to bring about more impactful

planning, community engagement, purposeful leadership and philanthropy to transform the region. By acting together, we can achieve common objectives that are out of reach of a single entity. Barrick Gold, Charles Schwab Bank, Chase International, Dickson Realty, EDawn, International Test Solutions, JP Morgan Chase, KNPB, Nature's Bakery, NV Energy, Renown, and Wells Fargo joined the Corporate Philanthropy Partners in 2017. Another Partner wishes to work with us anonymously.

At the Community Foundation of Western Nevada, we know that money alone can't solve problems. After distributing \$108 million through 7,000 grants, we understand that money must be used strategically along with partnerships, innovation, collaboration, influence, and

advocacy. The Community Foundation brings Corporate Philanthropy Partners and their connections, ideas, and encouragement together with residents, service providers, funders, opinion leaders, and elected officials to improve some of our region's most persistent problems, and to take advantage of timely opportunities for improvements.

Through active participation, we engage disparate parties on all sides of issues. We have much in common, and particularly so when we focus on local issues and local needs. In 2017, much of our work focused on housing needs and addressing the huge challenges faced by senior caregivers in the community. In the fourth quarter of this year, we began impact investing in affordable housing.

In 2018, the Community Foundation will offer nonprofit management and administration classes to help enhance the professional abilities of charity leadership. We will also convene groups of funders to form a

network of private and public entities practicing effective grantmaking in the region. The Corporate Philanthropy Partnership will continue to be a keystone within the Community Foundation helping us create a better place for our families, our neighbors and friends, and for future generations of Nevadans.

You give of your time, your talent, your treasure, as individuals and as corporate citizens, for the greater good. Best wishes to you and yours this holiday season, and special thanks to the Community Foundation Corporate Philanthropy Partners for recognizing the triple bottom line – corporate philanthropy, employee engagement, and sustainable initiatives. I am looking forward to big things in 2018.

**IT'S JUST  
GOOD  
BUSINESS**  
TO DO  
**GOOD.**

charitybuzz

## Corporate Philanthropy Partners — working together for the common good.

Our Corporate Philanthropy Partners recognize that improving the community benefits their business, their employees and their families. We celebrate these local companies who have made philanthropy part of their culture. If you'd like to join their ranks, contact Ginny Harding-Davis at 775-333-5499.



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Connecting people who care  
with causes that matter.  
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