

Corporate Philanthropy

THE CE GROUP: COMMUNICATIONS & EVENTS

The CE Group emphasizes strategic planning of corporate philanthropy. We help businesses, big and small, determine criteria for giving, for human resources, and for community participation. We connect your partners and staff with civic activity that fits within your corporate culture. We do this by making you aware of what is happening within the community in the areas of education, arts, business, news, politics, and volunteerism.

“ Corporate philanthropy is a significant responsibility for everyone. It’s about positioning an entire company positively in the minds of its constituents for the greater good of the community. It’s about relationships, partnerships, and teamwork. It defines the culture of where you work and showcases the integrity of the company. ”

- **Lainey Berkus and Janet Holliday, The CE Group partners**

Recognizing the importance of corporate philanthropy, **The CE Group:**

- Helps place partners/staff on key boards and committees
- Creates company events to provide support to targeted causes
- Supports corporate leaders in their pursuit of better community initiatives
- Fosters progress of corporate philanthropy through collaborations, strategic partnerships, and community outreach efforts
- Establishes a long-term focus with significant alliances to create ongoing brand loyalty through events, promotions, and support activities for appropriate causes
- Provides knowledge of news, events, civic, business development as well as a menu of other opportunities that encourage corporate philanthropy
- Communicates with corporate leaders and the community at large through quarterly newsletters, website, press, media, annual awards, forums, and regional opportunities
- Works with the businesses on corporate philanthropy campaigns with clear objectives by using key disciplines
- Helps orchestrate cash gifts, product donations, and employee volunteerism

IT’S A GOOD THING...

To provide services that can put a smile on thousands of children’s faces,

To provide necessary funding to make a difference

To provide resources to the elderly,

To provide a safe haven for troubled teens,

To help your community grow,

IT’S A GOOD THING...IT’S CORPORATE PHILANTHROPY.