

# ATTEND



Northern California Grantmakers

## Corporate Philanthropy Institute

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May 17, 2007  
9am – 4pm

Kaiser Permanente Headquarters  
One Kaiser Plaza  
Oakland, CA

register online at [www.ncg.org](http://www.ncg.org)

### *Integrated Corporate Philanthropy: Leveraging All Your Company's Assets*

Corporate philanthropy is coming out of its silo. Companies across the spectrum are finding ways to embed their philanthropic efforts into core business strategy, in ways that maximize benefits for both. Whether integrating philanthropy into their core business models, or utilizing corporate competencies and assets in innovative ways in service of community objectives, companies are discovering ways to weave business and philanthropy strategy together, ultimately generating increased business and social value. This approach is becoming known as “integrated philanthropy.”

**NCG's Corporate Philanthropy Institute** promises to deliver a dynamic day of learning, featuring world-class thinkers and practitioners who are shaping the future of integrated philanthropy. Sessions will examine and expand on the concept of integrated philanthropy, both as a value proposition and as a practical means through which to advance philanthropic and business goals.

#### ► Come join us to

- Gain motivation, insight, and practical advice from thought leaders and practitioners who are shaping the future of integrated philanthropy
- Learn about success stories and best practices from companies who are pursuing models of integrated philanthropy
- Engage in discussions with companies in the midst of active integration efforts
- Hear about a broad range of ways companies are using their assets/ core competencies to improve communities, including how they measure success

[www.ncg.org/cpi](http://www.ncg.org/cpi)

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**Corporate Philanthropy Institute**

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▶ **Lead Speakers**

**Jed Emerson**

Senior Fellow, Generation Foundation

"Integrated Philanthropy: Maximizing Corporate Philanthropic Impact through a Blended Value Approach"

**Mark Kramer**

Co-Founder & CEO, FSG Social Impact Advisors

"Strategy & Society: The Link Between Competitive Advantage and Corporate Responsibility"

**Steve Rochlin**

Executive Director, AccountAbility, North America

"From Ideas to Action: Making Change Happen in Your Organization"

Additional speakers will include practitioners sharing case studies.

▶ **Who Can Attend**

The Institute is designed to benefit corporate philanthropy and community relations professionals as well as corporate senior leadership from the Northern California region and other regions of the U.S. Please call Member Services at (415) 777-4111 x28 for additional information.

▶ **Register Now – Space is Limited!**

Participation fee includes continental breakfast, luncheon and the *Integrated Philanthropy Resource Guide*.

**Member Fee: \$150**

**Non-Members: \$350**

**Registration Deadline: May 3, 2007.**

Register online by visiting [www.ncg.org](http://www.ncg.org).

NCG accepts major credit cards, checks and PayPal.

NCG's 2007 Corporate Philanthropy Institute is generously supported by

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