

## Industry-Sponsored Education: Why Businesses Invest in Job Training and Educational Initiatives

The goal of the Social Mobility Workgroup has been to design a program for Seattle students that will increase social mobility both by encouraging higher education participation of those who otherwise might not enroll, and by increasing the probability of persistence and graduation among those who have enrolled. The Workgroup has modeled four possible financial aid programs, varying both the amount awarded to each student and the population targeted. The award is referred to as the “Seattle Grant” in the following descriptions.

The Social Mobility Workgroup and EDC Commissioners anticipate the Seattle Grant will be financed in part through contributions by businesses. To help inform future communication, development, and business engagement strategies for the Seattle Grant, this short memo explains the reasons why businesses invest financial resources into educational and workforce initiatives. The memo also offers examples of companies that have funded educational and workforce initiatives.

### Investments in Workforce Development versus Philanthropic Giving

Educational and training investments made by businesses and corporations can be divided into three basic categories: those that are driven by a workforce development or talent need, those driven primarily by a philanthropic or charitable cause, and those driven by some combination of the two as seen in Figure 1.

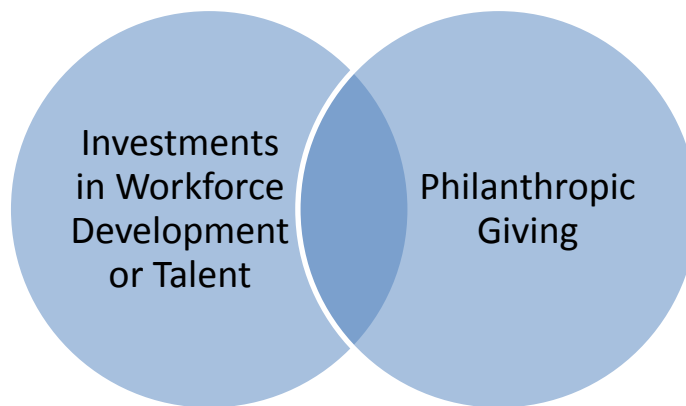


Figure 1

Understanding the different reasons businesses invest in educational initiatives is important to crafting messages and communications that successfully garner their financial support. In the remainder of this memo, we provide more explanation of the factors that influence businesses’ decisions to invest in education and training, and offer examples of businesses making these types of investments for different reasons.

## Business Investments in Workforce Development or Talent

Businesses contributing resources through a workforce development lens do so to address a specific workforce challenge or problem they are experiencing. This problem is often increasing their costs and reducing their profits in some form. Workforce investments may be made to help provide pre-employment or technical skills training to potential job candidates, to improve the productivity or skills of incumbent workers, or to help with other skill-building, recruitment or retention efforts as seen in Figure 2.

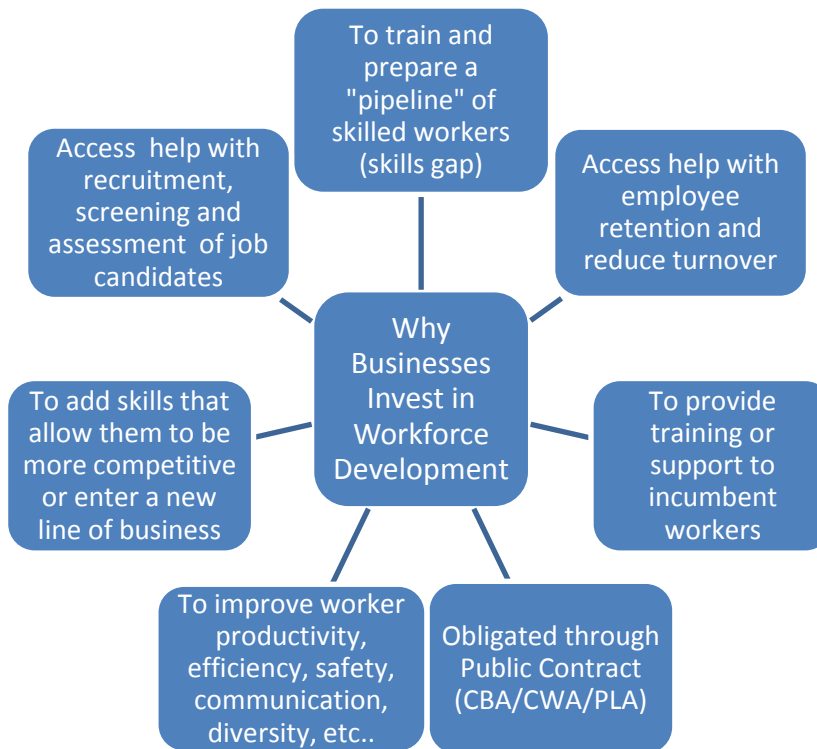


Figure 2

Investments in workforce development may help the company solve a perceived “skills gap,” develop a pipeline of skilled workers into their business, or address an employee retention issue. Workforce investments made by businesses tend to be targeted towards a customized set of services or strategies that specifically to address a challenge at hand and a calculated or tangible return on these investments may be important to the business. Below are a few examples of the types of investments businesses make towards achieving a workforce development goal.

- **Apprenticeship Programs:** Thousands of construction, manufacturing and other businesses in the U.S. each year sponsor apprenticeship training programs. Their financial contributions help support the training of nearly 500,000 apprentices or more each year. Businesses work closely with apprenticeship programs to design and develop training curricula to ensure the skills and knowledge apprentices gain are in line with what the businesses need to be successful. The

primary reason businesses participate in and help fund apprenticeship programs is that apprenticeship programs help employers meet their demand for skilled workers.<sup>1</sup>

- **General and Customized Training:** Many community colleges and workforce nonprofit organizations provide short- and long-term training programs for businesses to meet their workforce needs. In some cases, these programs may have a broad or general focus (e.g., a nursing program at a community college) and in other cases they may be completely customized to meet the specific needs of a business (e.g., an ESL class delivered to hotel workers on the job site or other incumbent worker training). Though workforce development stakeholders often lament the lack of investment by businesses in paying for training, businesses with sufficient resources and workforce challenges do fund these initiatives when they are confident the challenge will they face be addressed. In response to a need for welders, for example, Vigor Industrial provided funding to build and equip an 8,000-square foot Harbor Island Training Center. The Training Center, a partnership between Vigor and South Seattle Community College, prepares and trains welders for employment at Vigor or other area manufacturers.<sup>2</sup>
- **Screening and Placement Services:** Workforce Investment Boards and workforce nonprofits may help businesses reduce some of their human resources and vacancy costs by steering screened and trained workers towards them. In some cases, these businesses may provide the organization with a placement fee. In the early 2000s, Capital IDEA, a workforce nonprofit organization in Austin, TX, that supports workers through allied health programs at local community colleges, developed an arrangement with local hospitals where the hospitals would pay Capital IDEA up to \$5,000 if a Capital IDEA participant was hired.<sup>3</sup>
- **Retention Supports:** Some businesses pay workforce nonprofit organizations to provide their employees with services aimed at helping those employees retain their jobs. In Grand Rapids, a group of 22 manufacturing businesses pool their financial resources together to fund The SOURCE. The SOURCE provides the employees of these businesses with case management services that help the employees address financial, housing, transportation and career advancement barriers.<sup>4</sup>
- **Tuition Reimbursement and Post-Secondary Assistance:** In “Why do Employers Pay for College?”, Professor Peter Cappelli concludes that employers offer tuition assistance programs as it helps their businesses select better quality employees who stay on the job longer, and who in part retain their jobs to keep making use of that benefit.<sup>5</sup> As a result, tuition assistance or reimbursement programs often have less to do with a business wanting to improve the skills of its workers, and more to do with the company’s job retention and recruitment efforts. In 1998,

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<sup>1</sup>Lerman, R., Eyster, L., and Chambers, K. “The Benefits and Challenges of Registered Apprenticeship: The Sponsors’ Perspective,” The Urban Institute, March 2009, [http://wdr.doleta.gov/research/FullText\\_Documents/The%20Benefits%20and%20Challenges%20of%20Registered%20ApprenticeshipThe%20Sponsors%20Perspective%20-%20Final%20Report.pdf](http://wdr.doleta.gov/research/FullText_Documents/The%20Benefits%20and%20Challenges%20of%20Registered%20ApprenticeshipThe%20Sponsors%20Perspective%20-%20Final%20Report.pdf)

<sup>2</sup> For more information, visit <http://www.southseattle.edu/harbor-island-training-center/>

<sup>3</sup> For more information, visit <http://www.capitalidea.org>

<sup>4</sup> For more information, visit <http://www.grsource.org/about.php>

<sup>5</sup> Cappelli, Peter. “Why do Employers Pay for College?”, National Bureau of Economic Research, September 2002 <http://www.nber.org/papers/w9225.pdf>

UPS founded Metropolitan Partnership in collaboration with public agencies and academic institutions. The program offers tuition, book reimbursement, academic and graduation bonuses, and career counseling to part-time employees at UPS. The efforts helped UPS stabilize the retention of UPS's overnight workforce.<sup>6</sup> Multiple employers described in a study conducted by The Council for Experiential Learning (CAEL) documented a 50% reduction in turnover among employees who participated in tuition reimbursement programs, compared with other employees. One large case study of Verizon Wireless concluded that the company's \$23 million tuition assistance program "pays for itself in retention savings alone."<sup>7</sup>

- **Community Benefits and Workforce Agreements:** Businesses may invest in skills training because of contractual obligations they have agreed to through Community Benefits Agreements (CBAs) or Community Workforce Agreements (CWAs). These type of agreements are often executed on publicly financed construction projects. Contractors working on these projects may be required to participate in apprenticeship programs and/or pay into pre-apprenticeship training programs.

Engaging businesses in making workforce investments requires a different approach than does asking industry for philanthropic contributions. The workforce challenges and problems of the business must first be pinpointed and identified, most often through multiple, lengthy conversations. The case must then be made to the business that its investment in the proposed strategy will solve the workforce challenge(s) it is experiencing, which is sometimes very unique to that business. **Best practices for employer engagement in workforce development focus on building a relationship and ongoing dialogue with businesses to understand their unique workforce challenges, and then delivering a service that solves those problems. Businesses are often engaged from the**

### Promise Programs and Business Support

Promise programs are location-based scholarships that offer residents of a particular city or county money for post-secondary education. The programs are designed to offer universal, or near universal access to post-secondary education and now exist in over 30 communities across the U.S.

Many Promise programs are funded in part through business contributions. In many instances, programs are pitched as an effort to improve human capital and/or help drive economic development as it is assumed scholarship recipients will remain or return to their communities. Programs also appeal to companies who wish to develop goodwill with their local communities.

The Pittsburgh Promise, one of the few Promise programs in a large city, attracted \$10 million from the University of Pittsburgh Medical Center in its second year of operations and another combined \$2 million from 31 corporations and organizations. The Pittsburgh Promise raised \$160 million in its first four years.

In El Dorado, Arkansas, the Promise Program is completely funded by Murphy Oil.

SOURCE: Rodney Andrews, "The Promise of Promise Programs," American Enterprise Institute, June 2013, accessed October 10, 2014 [http://www.aei.org/files/2013/06/21/-kelly-andrewsrodney-conference\\_085139297256.pdf](http://www.aei.org/files/2013/06/21/-kelly-andrewsrodney-conference_085139297256.pdf)

<sup>6</sup> For more information, visit <http://www.aspeninstitute.org/policy-work/economic-opportunities/skills-americas-future/models-success/ups-metropolitan-college-wo>

<sup>7</sup> Council for Adult and Experiential Learning, "Strategies for Talent Management: Greater Philadelphia Companies in Action," August 2008, [http://www.cael.org/pdfs/98\\_strategiesfortalentmanagement](http://www.cael.org/pdfs/98_strategiesfortalentmanagement)

**outset and participate in planning and design. Businesses that are engaged early on in the process and have their specific workforce challenges addressed are more likely to pay for those services.**

Because businesses often invest in workforce development and training to address unique or specific challenges, a general educational initiative such as the Seattle Grant may be challenged to develop a broad-based workforce message that appeals to a variety of businesses that have varying workforce concerns and needs. The current proposal being discussed also does not encourage or promote investments in particular sectors or occupations, so there is no guarantee a business contributing to the potential grant program would realize any direct or specific workforce benefits.

The business community, however, does have some common concerns that may help develop some of the messaging of the Seattle Grant. In general, many businesses argue there is a “skills gap” and they have trouble finding skilled workers. The validity those arguments aside, presenting the Seattle Grant as a potential tool to help address that gap should be explored. In addition, a business’s employees, may qualify for the grant program, which may provide an additional argument to businesses about why they should contribute. Communications towards businesses will likely have to rely on a general workforce message combined with an appeal to businesses’ philanthropic or charitable aims to attract wide-spread business support. In the next section, we discuss why businesses provide charitable giving to educational initiatives.

## **Philanthropic Giving to Educational and Training Initiatives by Businesses**

Businesses may also provide general support to education and training through philanthropic or charitable giving. The reasons for this type of support typically have less to do with addressing a specific workforce challenge, and potentially more to do with corporate or community responsibility, public relations efforts, or other factors as seen in Figure 3. In many cases, the reason to engage or contribute resources is not the result of one factor, but many.



Figure 3

Most companies prefer to focus their charitable giving and community and social engagement activities on local, people-focused initiatives. Precedent suggests many of these investments and activities are related to educational initiatives. In a survey of mid-sized companies, 60 percent focused part of their corporate and social responsibility efforts on education, 40 percent on youth services, and 40 percent on economic development.

- **Community or Corporate Responsibility:** Many companies engage in philanthropic and educational initiatives because they have a mission outside of just earning profits that translates into some form of community or corporate responsibility. Three-quarters of middle-sized companies (between 100 to 500 employees) said their community involvement is driven by purpose, and not profit.<sup>8</sup> Small and large companies also often have statements of community responsibility embedded into their value statements and corporate giving strategies. For example, Starbucks states, “We have always believed Starbucks can—and should—have a positive impact on the communities we serve....Every store is part of a community, and we take our responsibility to be good neighbors seriously.” The Starbucks Foundation was created as part of the corporation’s efforts to strengthen communities and includes the Opportunity for Youth initiative that invests in the skills development of 15 to 24 year olds.<sup>9</sup>

<sup>8</sup> Vaugh, Scott. “Mid-Sized Businesses and Social Innovation: A Revealing View,” Stanford Social Review, April 2013, [http://www.ssireview.org/blog/entry/mid\\_sized\\_businesses\\_and\\_social\\_innovation\\_a\\_revealing\\_view](http://www.ssireview.org/blog/entry/mid_sized_businesses_and_social_innovation_a_revealing_view)

<sup>9</sup> For more information, visit <http://www.starbucks.com/responsibility/community>

- **Employee Engagement and Recruitment :**

Many companies are increasingly seeing corporate giving, volunteer programs and public service activities as a way to boost employee morale and as a tool to help recruit new employees. Research conducted by Wharton School Professor Adam Grant found that corporate giving helps a company's workers see themselves and where they fit into the business more positively. Grant's research found that offering workers the chance to give in the workplace increased their commitment to the company and helped workers develop a more caring identity, which is thought to have helped to improve productivity and profitability.<sup>10</sup> Over half of Millennials reported that a company's involvement in various causes influenced whether or not they accepted a job with that employer.<sup>11</sup> Microsoft conducts an annual Employee Giving Campaign that includes more than 300 activities for workers including a 5K run, auction, and other special events. Microsoft matches employee donations of up to \$15,000 per year. New hires to Microsoft were welcomed with a \$50 donation they can contribute to a qualifying nonprofit of their choice.<sup>12</sup>

- **Industry Aligned Giving:** Some companies support educational initiatives because the effort aligns with their industry. In these cases, the reason for the business's support may be a combination of a philanthropic donation and a workforce investment. New Century Careers, a workforce nonprofit in Pittsburgh, manages BotsIQ, a robotics competition for high school students. Local manufacturers help fund and support the initiative as it encourages high school students to develop interest and skills in STEM related fields.<sup>13</sup> In another example,

### Washington State Opportunity Scholarships

The Washington State Opportunity Scholarship (WSOS) was created in 2011 to help low- and middle-income students pursue bachelor's degrees in STEM and health-related fields. Students are encouraged to stay in Washington after graduation.

Boeing, Microsoft, and other large companies are large contributors to the scholarship program. The scholarship's focus on STEM skills combined with the positive press the companies received are likely the primary driving factors attracting some of these businesses to participate.

Boeing and Microsoft leaders credited the initiative with "creating a pipeline of talent" and as an "opportunity for students to develop the skills that a globally competitive economy will require." The messaging of the scholarship program also emphasizes its ability to build "homegrown talent" and "a thriving state economy."

While the Seattle Grant should be careful to distinguish itself from WSOS, the business engagement and messaging strategies of WSOS do provide a potential template to adapt to build and attract business support.

SOURCE: For more information on WSOS, please visit <http://www.waopportunitiescholarship.org/about>

<sup>10</sup> Grant, A. 2013. *Give and Take: A Revolutionary Approach to Success*. New York: Viking Press

<sup>11</sup> "Inspiring the Next Generation Workforce: The 2014 Millennial Impact Report," Achieve and The Case Foundation, 2014, <http://www.fastcoexist.com/3031991/want-to-attract-millennials-to-your-company-engage-them-in-causes>

<sup>12</sup> For more information, visit <http://www.microsoft.com/about/corporatecitizenship/en-us/serving-communities/employee-giving/>

<sup>13</sup> For more information, visit <http://www.ncsquared.com/program-bots-ig.php>

construction businesses also help support Oregon Tradewomen's Annual Women in Trades Career Fair, which exposes grade school, high school, and adult females to careers in the construction sector. Locally, Boeing provided \$750,000 to SkillUp Washington to help low-skilled adults pursue careers in manufacturing. The grant is designed to help students complete training at Shoreline, Renton Tech, South Seattle and Everett community colleges and find employment with area manufacturers with a special focus on military veterans and women.<sup>14</sup> In one more example, both Boeing and Microsoft are among the leading contributors of the Washington State Opportunity Scholarship, which provides low- and middle-income students with support to pursue college degrees in STEM and health-related fields (see box 2).

- **Public Relations and Relationship Building:** For some companies, the opportunity to invest in the community's education is simply good publicity. A primary driver of a company's reputation is how the public perceives the business's citizenship.<sup>15</sup> Positive publicity can help strengthen a businesses' relationships with its customers and other important stakeholders, such as public officials. JPMorgan Chase and Company recently committed \$250 million over five years to supporting education and job training initiatives. The program is not targeted towards developing programs aimed at addressing the workforce challenges of JP Morgan Chase or other financial institutions, but will make investments in several communities around the globe.<sup>16</sup> The philanthropic investment follows the negative backlash JP Morgan Chase has received as a result of the financial sector's involvement in the economic meltdown and the bank bailouts.
- **Financial Incentives:** Financial incentives such as tax breaks can help encourage some businesses to participate in charitable education and training efforts. Donations to eligible 501(c)(3) nonprofit organizations are of course eligible for tax deductions. Some initiatives have expanded upon this deduction with other tax breaks. In Pennsylvania, the Educational Improvement Tax Credit Program provides tax credits to eligible businesses contributing to a Scholarship Organization, an Educational Improvement Organization, and/or a Pre-Kindergarten Scholarship Organization. Tax credits may be applied against the tax liability of a business for the tax year in which the contribution was made. Tax credits equal to 75 percent of its contribution up to a maximum of \$750,000 per taxable year may be awarded and can be increased to 90 percent of the contribution, if business agrees to provide same amount for two consecutive tax years. The EITC program has awarded more than 350,000 scholarships worth \$400,000 million over the past 14 years.<sup>17</sup>

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<sup>14</sup> For more information, visit <http://www.skillupwa.org/news-a-events/press-releases/98-skillup-lands-boeing-manufacturing-grant>

<sup>15</sup> Mirvis et al. "Building Reputation Here, There and Everywhere: Worldwide Views on Local Impact of Corporate Responsibility," Reputation Institute and Boston College Carroll School of Management, 2009, [http://cvcofatlanta.org/Resources/Documents/BuildingReputation\\_09.pdf](http://cvcofatlanta.org/Resources/Documents/BuildingReputation_09.pdf)

<sup>16</sup> For more information, visit <http://www.jpmorganchase.com/corporate/Corporate-Responsibility/new-skills-at-work.htm>

<sup>17</sup> For more information, visit <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/educational-improvement-tax-credit-program-eitc>



## Conclusion

The factors that drive a business’s decision to contribute financial resources to an educational or workforce initiative are numerous. For some companies, funding or donating to such efforts is part of their philanthropic or charitable goals. For other businesses, the reason to contribute money is because the initiative will help the business address a specific workforce challenge they are facing. And for some businesses, the decision to help fund an initiative may be some combination of philanthropy and a workforce investment. The challenge of raising resources for the Seattle Grant is to develop communications, messaging, and processes that appeal to and engage a range of businesses with different aims and goals.

**The first step towards persuading businesses to participate in financing the Seattle Grant may be to engage the business community in the process of planning and designing the initiative.** Businesses that have input into the direction and shape of the initiative are more likely to buy into its goals and efforts, and persuade other members of the business community to participate. The Social Mobility Workgroup may wish to consider adding a representative from the Seattle Chamber of Commerce or a high-profile company to participate in the planning going forward. In the appendices at the end of this document, we provide a list of the top 25 large, medium and small corporate philanthropists in Washington state for additional ideas.

Once the initiative is launched, EDC Commissioners and program implementers will need to build a message around two themes. First, **to appeal to philanthropic donors, the messaging should emphasize that the initiative is a local, people-focused, educational effort.** Second, **to appeal to businesses with workforce concerns, the message should also emphasize how the Seattle Grant may help broadly address the challenges many businesses report in finding skilled workers.**

In the workforce development community, this dual strategic communications is often thought of us as “hitting the head and the heart” as it has appeal to both altruistic and business driven concerns. Both the name of the Seattle Grant and the promotional taglines should try to incorporate these elements. Potential phrases and wording to consider are in the word cloud in Figure 4.



Figure 4

## Appendix A: Top 25 Large Corporate Philanthropists in Washington

*(Copied from the Puget Sound Business Journal. See full citation below.)<sup>18</sup>*

Company	2013 Corporate and Corporate Foundation Cash Giving in WA	Sample of local beneficiaries
Microsoft Corp.	\$36,297,591	Boys and Girls Clubs, City Year Seattle/King County, Year Up Puget Sound, United Way of King County, Washington STEM, Washington Opportunity Scholarship Program, ArtsFund
The Boeing Co.	\$29,788,000	Washington STEM, College Success Foundation, Pacific Science Center, Forterra, WSU Stormwater Center, Pacific Northwest Ballet, Bellevue Art Museum, Special Olympics, Lighthouse for the Blind
JPMorgan Chase & Co.	\$6,600,000	Seattle Housing Authority-Campus of Learners; WSU; Sea Mar; Interim Community Development Association; UW - Consulting and Business Development Center
Safeway Inc.	\$6,398,269	SCCA, Seattle Children's Hospital, Goodwill, Easter Seals, Muscular Dystrophy Association, Special Olympics, SAMA, AIDS Alliance, Boy Scouts, Boys/Girls Clubs, Hope Heart, Northwest Center, SIFF, Campfire
Paccar Inc.	\$4,682,140	United Way, Independent Colleges of Washington, UW, Seattle University, Swedish Medical Center Foundation, ArtsFund, Page Ahead, Museum of History and Industry
Wells Fargo	\$3,271,509	Chief Seattle Club, Downtown Emergency Service Center, El Centro de la Raza, Farestart, GSBA, Millionair Club, Rebuilding Together, Seattle Art Museum, Senior Services, Year Up
Delta Dental of Washington	\$3,209,201	Dentist of the Future Fund, International Community Health Services, HealthPoint, Kitsap Aging and Long Term Care, United Way, Smile Partners, Washington Early Learning Fund
Bank of America	\$3,103,201	Rainier Scholars, FISH Food Banks of Pierce County, Compass Housing Alliance, Communities In Schools, Hopelink, YWCA, ArtsFund, Goodwill, Washington CASH, United Way of King County
Safeco Insurance - a Liberty Mutual Insurance company	\$2,830,676	Rainier Scholars, Food Lifeline, City Year, FareStart, Boyer Children's Clinic

<sup>18</sup> Bonnie Graves, "Top Corporate Philanthropists, Companies with More than \$500M Revenue," Puget Sound Business Journal, May 23<sup>rd</sup>, 2014, accessed October 16, 2014 <http://www.bizjournals.com/seattle/subscriber-only/2014/05/23/corporate-philanthropists-2014-large.html>

Deloitte	\$2,591,348	Habitat for Humanity, March of Dimes, Seattle Art Museum, United Way of King County, Junior Achievement, Juvenile Diabetes Research Foundation, Multiple Sclerosis Society, Seattle Foundation
Puget Sound Energy Foundation	\$2,321,533	American Red Cross, Overlake Hospital Fdn, Mountain to Sound Greenway, Boys & Girls Clubs South Puget Sound, SARTECH, Whatcom Search & Rescue, World Vision
Starbucks Corp.	\$2,154,345	City Year Seattle/King County, YouthCare, FareStart, ArtsFund, YMCA, YWCA, United Way
Regence BlueShield	\$1,778,729	Food Lifeline, Treehouse, University of Washington Foundation, Second Harvest Inland NW, Franciscan Foundation, Hospice of Spokane, Central Washington Hospital
Expedia Inc.	\$1,645,930	YouthCare, HopeLink, Treehouse, STG, KidsQuest Museum, The 5th Avenue Theatre, United Way, Wing Luke, Sophia Way, NW Harvest, Susan G. Komen for the Cure, One By One, Habitat
KeyBank	\$1,546,000	Junior Achievement, Washington Business Week, Washington DECA, Boys & Girls Clubs, United Way, YMCA, YWCA, ArtsFund, March of Dimes
BECU	\$1,465,716	Express Advantage/Express Credit Union, Habitat for Humanity, Housing Hope, Rebuilding Together South Sound, Impact Capital, Junior Achievement, Lifelong Aids Alliance Housing
Amgen	\$1,405,000	American Cancer Society, Arthritis Foundation, Fred Hutch, Gilda's Club, Institute for Systems Biology, Project Access, Seattle BioMed, Washington Trails
Fred Meyer Stores	\$1,343,529	Food Lifeline, American Cancer Society, Komen for the Cure, Kent Kid's Day, Seattle Children's Hospital, Puyallup Meeker Days, Boys & Girls Clubs.
Alaska Air Group Inc.	\$1,111,821	Fred Hutchinson Cancer Research, Independent Colleges of Washington, Junior Achievement, Make-A-Wish, Medical Teams International, Museum of Flight, Nature Conservancy, Raisbeck Aviation High School
Avista Corp.	\$1,076,386	United Way, YWCA, Northwest Harvest, Project Share
U.S. Bank	\$1,004,000	The 5th Avenue Theatre, Boys & Girls Clubs, Junior Achievement, Housing Resources Group, Northwest Harvest, United Way
Premera Blue Cross	\$993,889	American Heart Association, Neighborcare Health, American Diabetes Association, March of Dimes, United Way
Weyerhaeuser Co.	\$927,788	Initiative to bring Project Lead the Way STEM curriculum to Longview Schools; Hands On Children's Museum, United Ways, Rally Point/6, Boys & Girls Clubs
The Windermere Foundation	\$858,997	Children's Hospital/Social Work Department, YMCA, Seattle Public Schools/Family Support Program, Eastside Baby Corner

KPMG LLP	\$830,765	ALS Association – Evergreen Chapter, Junior Achievement, Costco Scholarship Fund, Treehouse, United Way of King County, UW Foundation, Ronald McDonald House
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## Appendix B: Top 25 Medium Corporate Philanthropists in Washington

(Copied from the Puget Sound Business Journal. See full citation below.)<sup>19</sup>

Company	2013 Corporate and Corporate Foundation Cash Giving in WA	Sample of local beneficiaries
RealNetworks Foundation	\$1,001,340	Seattle Jobs Initiative, KUOW, KCSARC, Navos, Sightline, Northwest Harvest, YouthCare, Solid Ground, Plymouth Housing, Real Change, FareStart, Puget Soundkeeper Alliance, Bailey Boushay House, 5th Avenue Theatre, ArtsFund
The Everett Clinic	\$844,782	The Everett Clinic Foundation provides ongoing philanthropic support to charitable organizations in Snohomish County. Allocation priority goes to meet basic life needs.
Sterling Financial Corp.	\$651,110	Auction of Washington Wines, Multi-Service Center, Northaven, Northwest Harvest, Boys and Girls Club Snohomish County, Rachel’s Challenge, Village Theatre, YMCA Pierce and Kitsap Counties, Ryther
Sellen Construction	\$545,619	Swedish Medical Center Foundation, Franciscan Foundation, Seattle Children's Hospital Foundation, Museum of Flight, MultiCare Health Foundation, American Heart Association, ArtsFund, Northwest Hospital Foundation
Foster Pepper PLLC	\$526,012	Boys & Girls Clubs of King County, Campaign for Equal Justice, Seattle Cancer Care Alliance, United Way of King County, Costco Scholarship Fund, Swedish Medical Center Foundation
Davis Wright Tremaine LLP	\$489,000	Campaign for Equal Justice/LAW Fund, United Way, Wellspring Family Services, Hopelink, Seattle Goodwill, Food Lifeline
MulvannyG2 Architecture	\$426,796	Susan G. Koman Puget Sound, United Way of King County, American Heart Association, Seattle Children's Hospital, Providence Foundation, Furuta Lee Foundation, YWCA

<sup>19</sup> Bonnie Graves, “Top Corporate Philanthropists, Medium 2013,” Puget Sound Business Journal, November 19, 2013, accessed October 16, 2014 <http://www.bizjournals.com/seattle/subscriber-only/2014/05/23/corporate-philanthropists-2014-large.html>

Moss Adams LLP	\$411,280	American Red Cross, Boys & Girls Club, Fred Hutchinson Cancer Research Center, March of Dimes, United Way, YMCA, Western Washington University Foundation
Xtreme Consulting Group Inc.	\$340,856	AtWork, CHOICES, Seattle Humane Society, Habitat for Humanity, Seattle Educational Access, Jubilee Women's Center, Kirkland Performing Arts, Leukemia and Lymphoma Society, Hopelink, WSU, UW
Dorsey & Whitney LLP	\$324,650	ArtsFund, Asian Counseling & Referral Service, College Success Foundation, FareStart, Treehouse, YWCA Seattle/King/Snohomish, United Way of King County, University of Washington Women's Center
Inome Inc.	\$320,063	Boys and Girls Club of Bellevue, Child Rights & You (CRY), Kindering, Treehouse, Youthcare, ACRS, Bellevue LifeSpring, The SophiaWay, Bellevue Parks and Recreation, Ashoka, UW
Point B	\$300,321	MS Society, Pediatric Brain Tumor Research Fund Guild, Gilda's Club, Moyer Foundation, New Horizons, FareStart, Eastside Domestic Violence Program
Kibble & Prentice, a USI Company	\$272,000	Childrens Home Society, Rainier Scholars, Provail, Youthcare, YWCA, New Beginnings, Mary Bridge, Boys & Girls Clubs, NW Kidney Center, Hope Heart, Healthpoint, Seattle Childrens Theatre, Pacific Science Center.
HomeStreet Bank	\$256,695	Capitol Hill Housing, Clothes for Kids, El Centro de la Raza, Habitat for Humanity, Queen Anne Helpline, Rebuilding Together, Solid Ground, YWCA
Kitsap Bank	\$255,319	Harrison Foundation; Olympic Medical Foundation; Kitsap Mental Health ; Martha & Mary Lutheran Services; North Kitsap Food Bank; Olympic College; YMCA; YWCA; Bremerton Symphony; Admiral Theatre; Habitat; Youth
Precor Inc.	\$226,293	Any Soldier, Northwest Harvest, Homeward Pet, Susan G Koman
Washington Federal	\$220,000	United Way of King County
Charlie's Produce	\$207,645	Food Lifeline, Farestart, Rainier Scholars, Childhaven, YMCA, Solid Ground, Global Partnerships, City of Hope, WA Women in Need, West Seattle Helpline, March of Dimes, The Market Foundation
GLY Construction Inc.	\$203,306	Bellevue Arts Museum, Overlake Hospital Auxiliaries + Foundation, Juvenile Diabetes Foundation, Group Health Foundation, YMCA King + Snohomish County, Bellevue Police Foundation, Bellevue Lifespring, Habitat for Humanity

BNBuilders Inc.	\$191,000	Seattle Children's Research Institute, Community Psychiatric Clinic, Northwest Harvest, Plymouth Housing Group, Pike Place Market Foundation, Gilda's Club, Boys and Girls Club
Lane Powell PC	\$184,539	American Heart Association, Campaign for Equal Justice, Fred Hutchinson Cancer Research Center, Food Lifeline, and Rebuilding Together.
Sleep Country USA Inc.	\$167,160	Treehouse for Kids, Olive Crest, Bethany Christian Services, Community & Family Services Foundation
Ferguson Construction Inc.	\$163,000	Susan G Komen, South Seattle CC, Seattle Childrens Hospital, Eastside Catholic, Pacific Science Center, St James Cathedral, Wellspring, AGC Ed Foundation, Fulcrum Foundation, U of W
University Mechanical Contractors Inc.	\$134,800	Fred Hutchinson Cancer Research Center, Cystic Fibrosis, Swedish Medical Center Foundation, Overlake Hospital Auxiliary, Good Samaritan Foundation, Salvation Army, A Plus Youth Program, Crohn's & Colitis Foundation
Pacific Coast Feather Co.	\$130,000	United Way, American Red Cross, Doctors without Borders, Seattle Opera, local schools and social service agencies.

## Appendix C: Top 25 Small Corporate Philanthropists in Washington

(Copied from the Puget Sound Business Journal. See full citation below.)<sup>20</sup>

Company	2013 Corporate and Corporate Foundation Cash Giving in WA	Sample of local beneficiaries
MCM, A Meisenbach Co.	\$735,922	United Way King County, Big Brothers/Big Sisters, Atlantic Street Center, Leukemia & Lymphoma Society, Make-A-Wish, American Heart Assoc, Cystic Fibrosis, University of Washington
glassybaby	\$236,274	Seattle Cancer Care Alliance, Fred Hutchinson Cancer Research Center, Seattle Children's Hospital, University of Washington Medical Center, Swedish Cancer Institute, Camp Korey
Conover Insurance Inc.	\$135,365	Boys & Girls Club, Rotary International, Youth Eastside Services, Red Cross, United Way, March of Dimes, Cystic Fibrosis, Local Chamber of Commerce
Argosy Cruises	\$120,911	American Cancer Society Camp Goodtimes, Seattle Times Fund for the Needy, Pacific Marine Research, Ronald MacDonald House

<sup>20</sup> Bonnie Graves, "Top Corporate Philanthropists, Small 2013," Puget Sound Business Journal, November 19, 2013, accessed October 16, 2014 <http://www.bizjournals.com/seattle/subscriber-only/2013/05/17/corporate-philanthropists-small-2013.html>

CPRS	\$120,000	Hopelink, Ronald McDonald House, Boys & Girls Club, Angel Tree: Foursquare Church, Maple Valley Creative Arts, Harborview Medical, Shared Hope International, Children's Wish Foundation, Special Olympics
Alphaprint Inc. dba AlphaGraphics	\$96,700	National MS Pacific NW, Multiform Service Center, KCTS9, Campfire USA, Girl Scouts Western Wash., Jewish Family Service, Atlantic Street Center, Jewish Federation, Family Law CASA
Sprague Israel Giles Insurance.	\$90,000	United Way, Solid Ground, Wellspring Family Services, Jewish Community Center, Girl Scouts, Senior Services, Capitol Hill Housing, Lifelong AIDS Alliance, Jewish Family Services
Berntson Porter & Co. PLLC	\$88,574	American Heart Association, American Cancer Society, A Plus, Big Brothers Big Sisters, Cystic Fibrosis Foundation, Fred Hutchinson Cancer Research, KCSARC, LifeWire, Susan G. Komen for the Cure
Stokes Lawrence PS	\$83,786	Campaign for Equal Justice, Food Lifeline, Northwest Harvest, Heritage University, Pacific Northwest University of Health Sciences
Mithun	\$77,000	Forterra, Urban Land Institute, Seattle Aquarium, IslandWood, Woodland Park Zoo, United Way, Arts Fund, EarthShare Washington
Coughlin Porter Lundeen Inc.	\$70,770	YMCA of Seattle, Childhaven, Artsfund, Capital Hill Housing, Seattle Cancer Care Alliance and Downtown Emergency Service Center
Peterson Sullivan LLP	\$70,075	Bellevue College Foundation, Earthcorps, Fred Hutch Cancer Research Center, Groundwire, Millionair Club, New Beginnings, Provail, Special Olympics, The Market Foundation, Wellspring Family Services
Kantor Taylor Nelson Evatt & Decina PC	\$61,447	Northwest Housing Alternatives, Compass Housing Alliance, Imagine Housing, Solid Ground, Bellwether Housing, Plymouth Housing Group, Downtown Emergency Service Center, Martha and Mary, Cornish College of the Arts
Brighton Jones LLC	\$56,647	New Horizons, Habitat for Humanity, Moyer Foundation, Childhaven, Rainier Scholars, JDRF Northwest Chapter, United Way, Town Hall
CFO Selections LLC	\$56,360	Boyer Children's Clinic, Habitat for Humanity, Impact Washington, Junior Achievement, Aglow, St Thomas School, Henry M. Jackson Foundation, Medina Foundation, Amara Parenting, Art with Heart.
Pacific Software Publishing Inc.	\$53,567	Lenny Wilkens Foundation, Hope Link, Highline Community Collage, UW Foster School of Business, PSP Children's Foundation

Waldron	\$53,500	Global Partnerships, Burke Museum, Bellevue Community Foundation, Landesa, Seattle Opera, Seattle Biomed, Global Washington, Woodland Park Zoo, PATH, Bellevue LifeSpring
Compendium Inc.	\$52,800	Climate Solutions, PAWS
Kelley Imaging Systems Inc.	\$43,906	Kent Downtown Partnership, Team Seattle Guild, Lenny Wilkens Foundation, Economic Development Council of Seattle & King County, Catholic Community Services of Washington, Kitsap Mental Health & the WBBA
MassMutual Seattle	\$41,800	Ben Towne Foundation, Make-a-Wish WA, Seattle Children's Playgarden, United Way of King County
GGLO LLC	\$41,392	Capitol Hill Housing, Pike Place Market Foundation - Senior Center, Great City, Low Income Housing Institute, Food Lifeline, Boys & Girls Club
MacPherson Construction & Design LLC	\$39,672	Pratt Fine Arts Center, Artist Trust, Glass Art Society, Pilchuck Glass School, WSU, FareStart & Sammamish Hills Lutheran Church
Freestone Capital Management LLC	\$34,109	Seattle Children's Hospital, Hopelink, Mary Bridge Children's Foundation, First Place, New Futures, National Multiple Sclerosis Society, Seattle Cancer Care Alliance, Senior Sevices of King County
Bell-Anderson Agency Inc.	\$33,315	Mary Bridge Foundation, Friends of Renton Schools, Boy Scouts of America, Seattle Children's Hydrocephalus Association WALK.
Pacific Continental Bank	\$32,740	Community Lunch on Capitol Hill, HERO House, King County Sexual Assault Resource Center, Lifewire, The Seattle Foundation, United Way of King County, Recovery Cafe, and many more.