

Press Release
Thursday March 7, 2013

United Way CEO urges organisations to include corporate giving in strategic planning

United Way Chief Executive Officer, Doug Taylor, recently spoke to Committee for Portland members and guests regarding the positive benefits of being involved in Corporate Giving following the launch of their Local Eyes Project.

Mr Taylor said that Corporate Giving programs give businesses the opportunity to give back to the community and foster a strong sense of social responsibility with staff. More and more businesses understand the positive benefits of being involved with corporate giving.

He explained that just as important as the financial contributions that multi nationals make is the intellectual investment and advocacy role they can play in supporting worthwhile community projects such as the Sydney based 90 beds for 90 life's project, housing Sydney's many rough sleepers.

Committee for Portland Executive Officer, Anita Rank said "Our community benefits significantly from the contributions of our corporate members and their contributions should not be under estimated." "Many of our big company's offer community grants that assist local groups deliver grass roots projects".

For more information contact Anita Rank 0407 802 302