

# From **charity** to **philanthropy**

Why focus is shifting for Community and Education Relations' efforts in U.S., abroad

By SUSAN BIRKHOLTZ

Charity and philanthropy may seem synonymous. But as explained during two recent face-to-face gatherings of international Community and Education Relations representatives, there's a difference.

At the meetings, C&ER leaders said the function's ongoing shift in focus from charitable to philanthropic activities—both in the United States and internationally—involves working with community partners to address underlying causes of long-term problems.

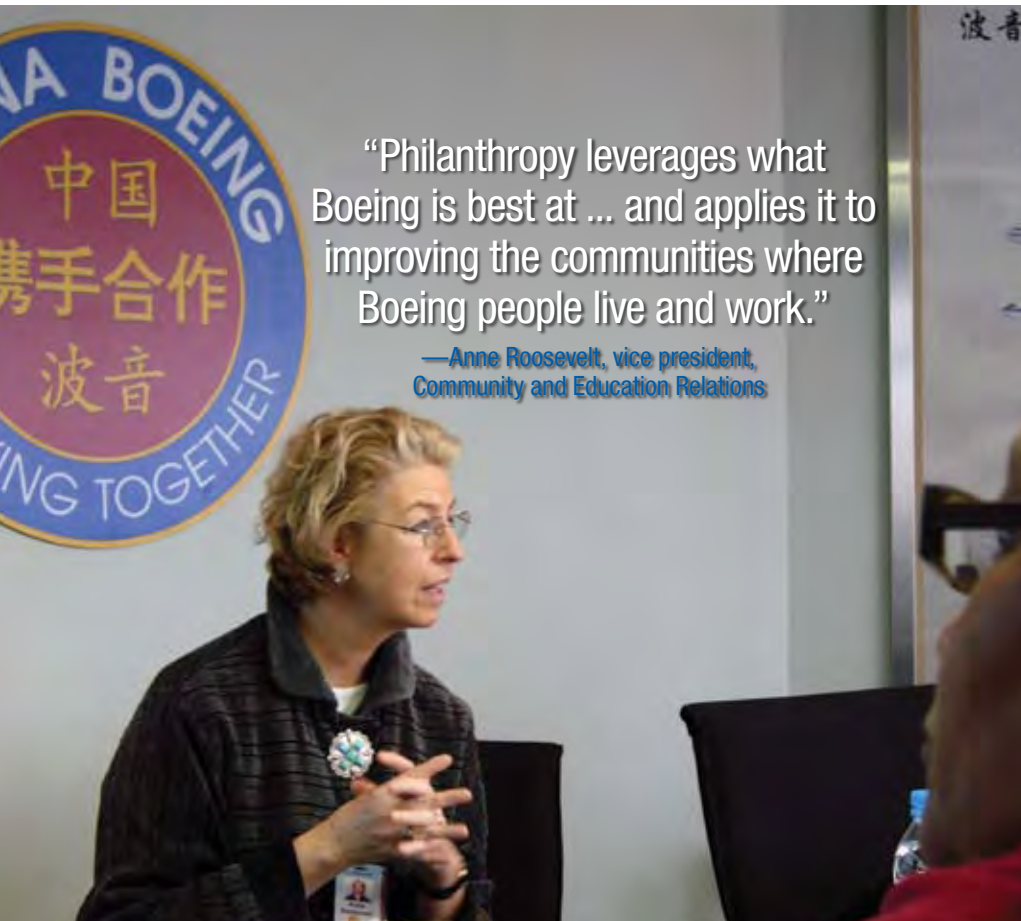
“Charity focuses on short-term relief to the immediate needs of a community, which is important, but usually does not address what causes them,” said Anne Roosevelt, vice president, Community and Education Relations. “Philanthropy leverages what Boeing is best at—innovative problem-solving and large-scale systems integration—and applies it to improving the communities where Boeing people live and work.” Roosevelt added that charity also is usually limited to cash grants and is less aligned to business—and is often viewed as nonessential.

“Philanthropy involves collaborating and partnering with community leaders and often other donors,” said Linda Martin, director of International Corporate Citizenship for Boeing. Martin convened the meetings—one in Paris, for representatives from Europe, the Middle East and Africa, and another in Beijing for those from Asia Pacific nations. These marked the first-ever meetings of C&ER contacts from around the world.

“Further, philanthropy usually leverages resources in addition to cash, such as volunteerism and contributions of intellectual capital. And, probably most importantly, philanthropy is more likely viewed by the business as an integral part of its business strategy,” Martin said.

“Besides being better suited to our core competencies, a philanthropic approach to community involvement is foundational to what it means to be a good corporate citizen,” Roosevelt said. “The manner in which we interact with our communities is one of the key elements of the external face of our company and impacts how we are viewed by the outside world.”

Martin said approaching community involvement in this way will be even more effective in helping the business build long-term relationships in the countries and regions where



SUSAN BIRKHOLTZ PHOTO

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## New vision, mission

The global Community and Education Relations team discussed the function's new vision and mission at its recent Paris and Beijing meetings. Here's a look.

**Vision:** To be “A global corporate leader, working in concert with others, shaping a world where individuals can thrive and every community is a vibrant place to live.”

**Mission:** “Strategically invest our portfolio of resources to inspire, motivate, educate and assist community partners in creating positive change that has lasting community impact.”

**Anne Roosevelt (left), vice president, Community and Education Relations, addresses attendees at a meeting of international C&ER focals in Beijing. C&ER recently convened its first-ever meetings of its representatives from around the world.**

the company has a presence. “While international grant-making has become more strategic since the program was launched formally in 2001, there is more work to be done.”

In support of the shift from charity to philanthropy and to increase flexibility in grant-making internationally, C&ER is expanding the number of focus areas from the current two (Health and Human Services and Primary/Secondary Education) to five, mirroring those available to community investors in the United States.

“Boeing’s community involvement efforts internationally are sometimes the company’s only face to the greater community due to a smaller employee presence than in the United States,” Martin said. “Given that and the fact that our global footprint is only expected to increase, the role that the international C&ER focals play in supporting the business outside the United States is a pivotal one.”

As evidence of this statement, Boeing country presidents Yves Galland and David Wang, from Boeing France and Boeing China respectively, attended the C&ER meetings to talk about Boeing’s business presence in each country and to share their perspective on how good corporate citizenship adds value to the business.

### NEW VISION FOR C&ER

Related to the discussions about the ongoing shift from charity to philanthropy, Roosevelt discussed a draft of the function’s new vision and mission, and she asked for the thoughts and opinions of the participants. “It was important for me to get the entire U.S. and international C&ER network involved in the development of the new vision and mission for the function,” said Roosevelt.

“It is good to have something to guide our efforts moving forward,” said Caroline Hugon, C&ER focal in Boeing’s Paris office. Added Jessie Li, C&ER focal for Boeing China: “I know I speak for my fellow focals when I say how much we appreciated being included in the development process.” ■

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Fruits and vegetables are grown in one of the gardens owned by Les Restaurants du Coeur, in Montreuil, France, a suburb of Paris, to help feed the hungry in the area. Picking Batavia lettuce are Stéphane Seys (left) and Elbekkaye Nahi. Boeing France supports Les Restaurants du Coeur.

GILLES ROLLE / REA

### Site visits bring grants to life

In conjunction with the recent international Community and Education Relations team meetings, representatives of the Corporate C&ER team visited several organizations Boeing supports in each country.

“The site visits were an integral part of our trips because they gave us a chance to assess the impact of Boeing support and better understand how different (non-governmental organizations) operate,” said Carol Cella, Corporate C&ER specialist. “We learned much from meeting the leaders of these organizations and hearing about the issues they face and how our support helps them achieve their goals.”

In France, the team visited Les Restaurants du Coeur (“Restaurants of the Heart”), a volunteer-run organization that assists about 630,000 of France’s homeless and working poor population each year through a network of food distribution centers around the country. In addition to these centers, the organization owns gardens in which participants can work and grow vegetables for themselves and their families. Boeing was the first non-French company to support this organization, helping to fund its 2005 winter campaign, a seasonal program created to respond to emergency needs of the poor during the coldest months.

In China, the team visited the offices of Junior Achievement China and then traveled to a local school to hear about a student-run recycling business to which Boeing provided seed money. JA China’s mission is to promote an entrepreneurial spirit among China’s young people and help them appreciate and better understand the role of business in society. The JA programs supplement the school’s existing curriculum and can be implemented in many flexible ways.

“Boeing China’s involvement with JA China makes sense, considering that the organization can help young people navigate an economy based on capitalism,” said Bridget Sweeney, the Corporate C&ER specialist who supports Boeing China.