

Philanthropy Boosts the Bottom Line, Advisors Say

Seminar on the “ROI of Giving” Planned

Atlanta (January 2008) – Panelists at a unique upcoming event will teach business leaders how giving to others can actually make their companies more profitable. Respected advisers in tax law, finance, accounting and consulting will show how aligning philanthropy and social responsibility with business strategies can bring a strong return on investment (ROI).

The ROI of Giving: Expert Advice for Executives, Business Owners and Investors will be held Wednesday, January 30 at 103 West in Buckhead. Breakfast starts at 7:30 a.m., followed by the panel discussion from 8:00 to 9:00.

Anita Sharpe, a Pulitzer-prize winning journalist and founder of Motto magazine, will moderate the discussion. The panelists will be Cass Brewer, a Partner in the Tax Group of Morris, Manning & Martin, LLP; Jennifer Hartz, President of Corporate Hartz, LLC; Mike Skrynecki, a Certified Financial Planner with Morgan Stanley; and Greg Wilder, Southeast Region Practice Leader of Grant Thornton LLP’s Family Wealth Planning Services.

Topics will include:

- Simple, effective ways to generate profit and support good causes
- Ten profitable ideas for giving
- How to establish a company-related community involvement program or foundation
- New strategies for philanthropy and social responsibility
- The impact of corporate giving on employee morale, retention and training
- The connection between giving, branding and customer loyalty

“Businesses account for only 4.3 percent of all private donations to nonprofit organizations,” says Jennifer Hartz, President of Corporate Hartz, LLC. “Many business leaders may be inclined to give to a good cause, but fear it’s a one-way street. In reality, research shows that philanthropically-minded companies outperform the S&P 500 index,” she added.

103 West is located at 103 West Paces Ferry Rd. in Buckhead. Executives and business owners interested in attending should RSVP by Jan. 25 to Carly Hartwick at 404-504-5471, or e-mail chartwick@mmmlaw.com

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