

Welcome to the third issue of *Hartz & Minds*, a vehicle for us to share useful ideas and expert opinions on topics related to corporate social responsibility (CSR), impact investing, diversity, family philanthropy, nonprofit strategy, and social entrepreneurship!

In the launch of *Hartz & Minds*, we shared the history and philosophy of Corporate Hartz, LLC. The second issue discussed the why, how, and who of influencing employee diversity. Feel free to access these thought pieces via [www.corporatehartz.com](http://www.corporatehartz.com).

Issue #3 describes **PHASE ONE** of improving the way your company leverages Corporate Social Responsibility (CSR): the professional **CSR AUDIT**.

**First, WHY** do businesses **invest** in community relationships?

FACT: Some portion of revenue is shaped by consumer demand for social investment. In which direction this goes is up to the company's leadership.

FACT: Some portion of productivity is determined by employee demand for responsible leadership and civic engagement.

Creativity, efficiency, turnover, and training can all be improved with the right program.

FACT: Social networks increase access, throughput, and attention of advocacy groups.

A company can quickly grow brand and customers if these groups are energized.

**Second, HOW** can executives thoroughly understand what **activities already** exist in the many (or few) divisions and departments of their company? **A CSR AUDIT!**

Most businesses are already engaged in community giving – volunteering at a nearby school or park, collecting cans or toys at the holidays, sponsoring local nonprofits. Some companies have stated programs, target areas of impact, and processes for charities to access their resources. Few get the full benefit of integrated strategic involvement.

A Corporate Social Responsibility Audit will define the broad meaning of the space – from women and minority vendors, to training via nonprofit service, from ethics policies, to environmental impact, and everything around a company's civic connection. Step one finds how much money, product, and service does the business provide to charitable organizations. Step two learns how these (often disconnected) decisions get made. Step three probes how and where impact is measured. A snapshot is created.

**Third, WHAT** can executives do to improve the **efficiency and effectiveness** of their CSR program? A good CSR Audit will next uncover overlaps and gaps which indicate areas for cost reduction and strategic investment, based on the company's business plan.

**Fourth, CAN** community partnerships provide a real **ROI**? Yes!

FACT: American companies donate over \$15 billion yearly, according to Giving USA.

FACT: Socially responsible companies outperform those who are not, on all measures.

Please let us know if we can conduct a Corporate Social Responsibility Audit for you!

As a friend of Corporate Hartz, you are invited to receive this occasional communication and are welcome to forward it to other interested people. Our intention is to reach out to you no more than monthly with RELEVANT insight and USEFUL information. If you prefer not to take advantage of this free counsel, please email [corporatehartz@yahoo.com](mailto:corporatehartz@yahoo.com); we will (reluctantly) remove you from this distinctive group.

Thank you, Jennifer Levine Hartz, President, Corporate Hartz, LLC, 404-285-4725