

IRVINE WORLD NEWS

AN EDITION OF THE ORANGE COUNTY REGISTER TUESDAY, OCT. 1, 2013 OCREGISTER.COM/IRVINE



FILE PHOTO: JEBB HARRIS, ORANGE COUNTY REGISTER

Carrie Bentley, left, a volunteer with Silicon Valley Bank, high-fives students at Eastshore Elementary School in Irvine before setting to work building a garden for the school with other volunteers.

Philanthropy is good business

The topic of corporate philanthropy raises an abundance of questions. How do I align my corporate vision with a worthy cause? How do I motivate my staff to get involved? How much should I give? Is it a matter of time, money or both?

Haskell & White has a unique relationship with the nonprofit sector. In addition to our philanthropy program – which encompasses more than 20 local and national organizations – we also provide services to a robust list of nonprofit clients.

What we have learned is that a successful corporate-philanthropy program is a vital mix of art and science that needs to be cen-

tral to your business objectives. Here are some things to consider:

- **Make service part of your corporate mission.**

One of the core components of Haskell & White's mission statement is "to support our communities through our service in charitable endeavors and as role models for ethical business practices." Philanthropy should not simply be the icing on your corporate cake; it should be



WAYNE PINNELL
GUEST COLUMNIST

an essential part of the batter.

- **Philanthropy starts at the top.** Haskell & White's partners serve on a combined 20 nonprofit boards of directors. If employees see an executive team that is enthusiastic

about giving back, the spirit will spread throughout the entire organization.

- **Find causes that are of interest to you.** Volunteerism should not be viewed first and foremost as a networking opportunity. You should volunteer to support a cause. If your passion for the cause is not apparent, it will show. Aligning yourself with a cause you are passionate about will enliven your giving spirit and reflect positively on you and your company.

- **Recruit like-minded people.** If philanthropy is ingrained in your corporate mission, it should also translate to your hiring practices. Hiring people who share the company's philanthropic vision will lead to a vibrant philanthropic culture.

No two organizations are alike, and your approach to giving back should be unique to your corporate culture.

By placing service at the heart of your business practices and setting a sound example at the top, you can make significant progress toward both serving your community and building a thriving business.

– Wayne R. Pinnell, CPA, is the managing partner of Haskell & White LLP, one of the largest independently owned accounting, auditing and tax consulting firms in Southern California, serving public and private middle-market companies. Haskell & White will receive the National Philanthropy Day Orange County award in the Outstanding Mid-sized Business category in November.