

BACKGROUND:

Your company has become successful. Started by a motivated entrepreneur and his partner, it and now has just over 200 employees and is still growing. The owner wishes to support a philanthropic program and asks you to conduct research and report back, with your brief recommendation of a philanthropic program/charity to support. For this assignment, you may choose the field of your company (e.g., accounting, marketing, insurance).

ASSIGNMENT

I: Your assignment is to investigate possible philanthropic organizations and projects you think your company should support and to write a persuasive, concise, and businesslike essay. Make a strong and convincing case for your choice. Be sure you support your recommendation with specific evidence concerning why it's the best choice for your company (e.g., how financially efficient it is—how much of every dollar goes to its programs; how it fits the type of work and/or culture of your business).

II. Next, write out a brief one-paragraph description of your business—what it does, where it is located, etc. Provide enough information so I can see how you tied your company's ethical policies to the philanthropic organization that you chose to support.