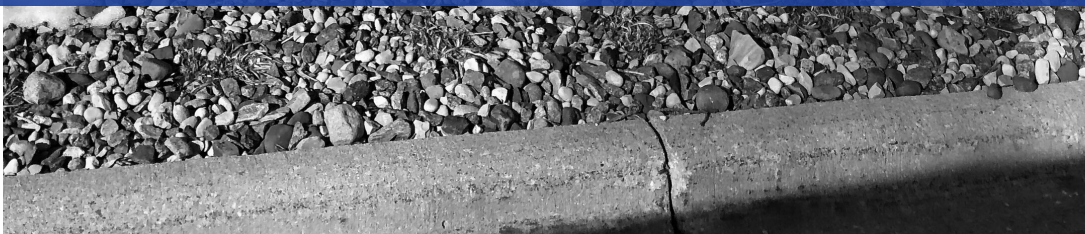


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INTERTERM CAPSTONE REPORT

American Cancer Society



*Prepared by Notre Dame MBA Candidates: Jacob Bigger,
John Hawekotte, Nicholas Tawse, & Kevin Zhou*

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EXECUTIVE SUMMARY

This report provides an analysis and evaluation of the CSR efforts of Wisconsin-based Fortune 1000 and privately owned companies as well as their corporate social responsibility (CSR) efforts. The goal of this engagement is to uncover commonly occurring traits among nonprofits these companies partner with as well as what kind of programs they are most likely to support and the programs to which they devote the greatest financial effort. Additionally, the corporate partnership opportunities offered by American Cancer Society (ACS) that are most promising have been identified along with any CSR market segments that ACS is failing to address.

Research was conducted on Fortune 1000 and other relevant companies located within the state. Current CSR campaigns and opportunities were

explored and identified via corporate websites and CSR reports from the individual companies. Industry trends and data were also gathered and analyzed to support findings. All sources are linked within the document.

Results of the analysis reveal significant recent trends in charitable giving, both individual and corporate, that will impact the way ACS approaches partners and marketing campaigns going forward. In particular, the charitable giving habits of the younger workforce were found to vary significantly from all others.

This report finds a significant number of opportunities to strengthen and create targeted volunteer opportunities as well as effectively engage companies and individuals through a variety of platforms.

WHERE WE'RE GOING

1. To employ industry research to distill the most prominent commonalities within Wisconsin-based Fortune 1000 companies' corporate social responsibility efforts.

- What traits occur most commonly among nonprofits they choose to partner with?
- What are common characteristics of the programs to which they devote the greatest financial support?
- What kinds of programs would they like to support that they have not yet come across?

2. To develop a corporate engagement strategy that responds directly to what these companies are seeking.

- Become well-acquainted with the corporate partnership opportunities offered by ACS in Wisconsin, and identify the most promising opportunities given the trends uncovered in step 1.
- Additionally, identify any CSR market segments that the American Cancer Society is neglecting to address, and thus missing out on promising opportunities.

THE TRENDS OF GIVING

There are many changes occurring to charitable giving in the United States. Changing demographics, organizations, channels, and incentives & motivations are shifting the way individuals and corporations give to charities. These changes mean that nonprofits will need to adapt to the new giving climate to maintain and grow revenue.

Early reports indicate that charitable giving in the United States grew 1% in 2019. The three-year trend shows overall giving is up 5%, with online donations increasing 10%. Fundraising from online giving was up nearly 7% for the year, a significant increase from the 1.2% seen in 2018. However, online fundraising among large organizations (\$10M+ revenue) was down 0.7% in 2019, and that marks the second straight year of decline.

Individual giving saw a significant decline in 2018 of 1.1% overall, and 3.4% when adjusted for inflation. This was the first decline in five years, and was a sharp contrast to the near 6% growth experienced in 2017. Many attribute this decline to the Tax Cuts Jobs Act of 2017 (TCJA) which doubled the standard deduction amount and disincentivized millions of Americans from donating to charity because of the reduced tax benefits. The full impact of the TCJA is not completely known at this time, however, and The Philanthropy Outlook has predicted individual giving to increase by 4.4% and 4.7% in 2020 and 2021, respectively.

Although individual giving was down, corporate donations reached an all-time high of \$20.5 billion in 2018. As expected, the TCJA had the opposite effect due to the 14% decrease in the top corporate tax rate from 35% to 21%. However, it is unknown whether or not this trend will continue, and growth in corporate giving is projected to be modest at 0.4% and 1.4% over the next two years.

There are numerous trends to be aware of that will impact and provide opportunities for nonprofits in the coming years. The two biggest trends that will impact charitable giving are the rapid increase in the amount of donations made using online platforms and the growing popularity of matching-gift and paid-volunteer programs being used to increase employee involvement in corporate philanthropy.



+7%

**INCREASE IN
ONLINE GIVING
DURING 2019**



-0.7%

**DECREASE IN
ONLINE GIVING
FOR LARGE ORGS**



75%

**PORTION OF
WORKFORCE THAT
IS MILLENNIALS IN
2025**

DONATIONS MADE USING ONLINE PLATFORMS

GROWING POPULARITY OF MATCHING-GIFT AND PAID-VOLUNTEER PROGRAMS TO INCREASE EMPLOYEE INVOLVEMENT

MORE DELIBERATE GIVING AND DONATE TO CAUSES WHERE A DIRECT IMPACT IS SEEN/REALIZED

Online fundraising experienced growth of 6.8% in 2019 and made up 8.7% of all giving. This is an upward trend experienced for several years that will continue for the foreseeable future. The growth in online giving is a result of the habits of the younger workforce who are more deliberate in their giving and prefer to donate to causes where a direct impact is seen/realized. This is further evidenced by the fact that online donations to small and medium-sized organizations both increased by over 7% while those to large organizations grew at a significantly smaller rate of 4.9%.

The younger generation is also influencing the way employers are approaching corporate giving. With 63% of millennials and the younger half of Generation X preferring to work somewhere that supports social causes, companies are changing the way they demonstrate their commitment to charity. By implementing programs such as Volunteer Time Off (VTO), automatic payroll deductions, and matching gift programs, employers have found successful ways of meeting demands of the new generations while increasing giving and participation rates of their employees.

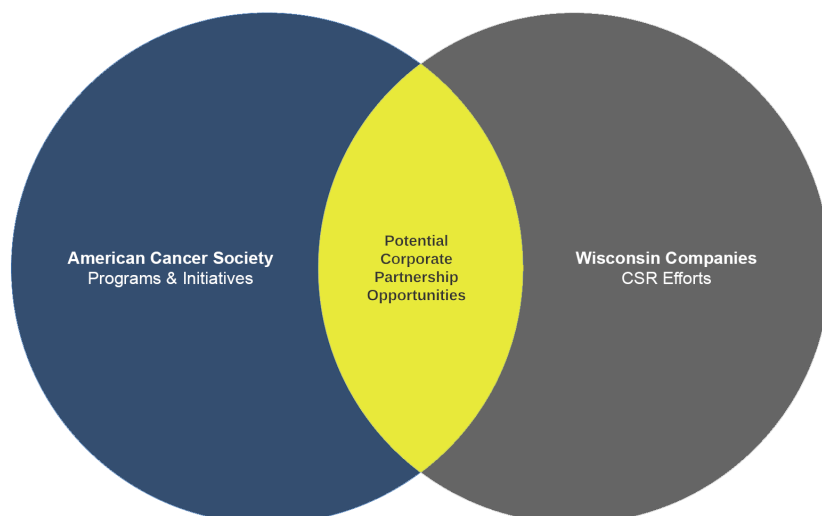
Millennials will make up half of all workers in 2020, and that number will reach 75% within five years. Among millennials in the workforce now, roughly 84% have donated to charitable causes and 40% contribute on a recurring basis. Although these trends will change the ways nonprofits strategize and market themselves, it also provides a tremendous opportunity to increase current revenue by mobilizing the employees of their partners, sponsors, and donors.

ANALYSIS OF CSR RELATIONSHIPS

"...CREATING SYMBIOSIS BETWEEN WISCONSIN FORTUNE 1000 COMPANIES AND THE AMERICAN CANCER SOCIETY..."

To begin our research, we curated a list of Fortune 1000 companies and some larger privately owned companies whose headquarters are in Wisconsin. From there, we combed through their company websites, corporate social responsibility annual reports, press releases, and other news articles to determine the level of emphasis each company places towards Corporate Social Responsibility (CSR) initiatives. We cross-checked the information we gathered against CSRHub, which determines the CSR effectiveness of the largest companies around the world. We focused not only on how much each company emphasized CSR,

but also in which areas they were primarily focused. Based on where they focused their CSR initiatives and budget, we placed each company in a specific customer segment group. These customer segments were determined based on the most common traits between the nonprofit organizations they elected to partner with and any common characteristics between the specific programs they provided financial support to. Lastly, we looked for any type of programs each company was likely to support and how current ACS programs could potentially provide them an avenue towards.



WISCONSIN COMPANIES

GROUPING BASED ON CURRENT CSR EFFORTS AND COMMON CHARACTERISTICS

TO RESEARCH AND IDENTIFY
THE MOST COMMON
CHARACTERISTICS OF
NONPROFIT PROGRAMS
SUPPORTED BY FORTUNE
1000 COMPANIES IN WI.

GENERAL CHARACTERISTICS*

No clear distinction for philanthropic giving or strategy for corporate responsibility

EQUITY

Focused on the removing the barriers and disparate difference between people

S.T.E.M. PROGRAMS

Targeted towards Science, Technology, Engineering, and Math subjects and programs

WELLNESS

Understanding the impact of public health, medical advancements, and targeted programs.

SUSTAINABILITY*

Focused on the company's environmental impact and sustainability of its products



GROUPING BASED ON CURRENT CSR EFFORTS AND COMMON CHARACTERISTICS

general

- Northwestern Mutual
- Manpower
- Spectrum
- Schneider National
- CUNA
- Rev-Group
- Johnson Financial Group
- Johnsonville Foods
- Lands End
- MGIC

equity

- Harley-Davidson
- American Family Insurance
- Baird
- Snap-On
- Regal Beloit
- Modine
- Rexnord
- Culvers
- Epic Systems
- Briggs & Stratton
- Associated Banc Corp

s.t.e.m.

- WEC Energy Group
- Rockwell Automation
- Plexus
- Ashley Furniture
- GE Healthcare
- Brady Corporation

wellness

- Kohl's
- A. O. Smith
- ABC Supply
- HJ Martin & Son

sustainability

- Fiserv
- Quad/Graphics
- Bemis Co.
- Gardner Denver
- S.C. Johnson & Son
- Kohler
- Sensient Technology

Once the groups were created and expanded with the list of Fortune 1000 and privately owned companies, our team determined the most influential and beneficial for the American Cancer Society was Equity, S.T.E.M. Programs, and Wellness. These groupings allow for ACS to expand their existing programming or leverage the foundation to welcome new and rewarding opportunities.

Our team decided to not expand on the General and Sustainability groupings because we felt the companies that fit within these groups, though worked hard in their respective CSR activities, were not as beneficial to the American Cancer Society since these companies either don't have a distinct CSR platform or focused on an ACS platform.

WHAT WE HIGHLIGHTED

IDENTIFYING THE MOST PROMISING OPPORTUNITIES GIVEN THE CSR TRENDS



After grouping the companies within STEM, Equity, Wellness, Sustainability, or General, we prioritized a subset of these companies based on each company's CSR mission, CSR activities they are already involved with, the partnerships they have already established, and how well they fit under the ACS umbrella.

When deciding which companies ACS should devote more effort to signing on, we determined STEM, Equity, and Wellness aligns best with what ACS currently offers. As a result, it may yield a higher conversion rate if ACS approaches these companies either through an executive, corporate engagement program, or employee engagement program.

Within the STEM group, we have a variety of companies from a variety of industries, but they all share a similar CSR vision. Each of the companies within this group are involved in some way with a STEM organization that focuses primarily on education for young people and inspiring a love for one of the STEM disciplines.

Companies falling under our equity group all believe in closing the gap between the bottom and top ends of the community spectrum. The equity they focus on ranges from providing everyone with a standard level of medical care to providing everyone in a community with an adequate amount of food.

Companies that emphasize its employees wellness or medical advancements fall under the wellness category of corporate social responsibility. This category typically involves providing financial support to the charitable organization of their choice.

Lastly, we selected one company which we categorized as a "General" CSR organization. These companies don't necessarily support just one type of CSR initiative. These organizations generally have a broad range of CSR interests. And in the case of CUNA, they prioritize the interests of their employees rather than the interest of the organization as a whole.



Where we are right now

COMPANY HIGHLIGHTS



HARLEY-DAVIDSON

Culture is the largest and most influential aspect of Harley-Davidson's operation and corporate responsibility strategy, and thus, needs to be leveraged to develop a long-lasting relationship with the American Cancer Society. The goal of this initiative would be to become an extension of the Harley-Davidson team and the community service and social activities they offer. With an overall mission designed to "ensure a sustainable future," Harley-Davidson extends its business to also be socially responsible stating they want to "increase

our social responsibility impact by focusing on creating positive change in the communities that are home to Harley-Davidson operations" through "Employee Well-Being, Community Involvement and Cause Marketing."

We believe a partnership with Harley-Davidson would benefit both parties due to its involvement with the nonprofits who meet the criteria below (which the American Cancer Society meets):

- Programs focused on at least one of the factors below
- Organizations located in and/or serving the communities where Harley-Davidson has facilities with a preference for serving programs in our designated neighborhoods.

Health & Wellness

Much of Harley-Davidson's drive is around its motorcycles and the feeling that you have behind the handlebars. Even in a world of constant noise, Harley-Davidson is using their motorcycles as an avenue for wellness (i.e. "Breathe" campaign created in 2020). Currently, Harley-Davidson also echoes its mission of Well-Being through its Employees by focusing on access to tools and resources, including Healthy Behavior Rewards, Occupational Health Centers, Fitness Centers and disease and injury prevention activities.

American Cancer Society can leverage Harley-Davidson's passion for Well-Being to influence and partner for many of the ACS programs/initiatives. For example, with the Fit2Be Cancer Free initiative, it could be a worthwhile targeted company as Harley-Davidson could work with its new CEO - Jochen Zeitz. As of February 28, 2020 - the Board of Harley-Davidson appointed Jochen Zeitz as the interim CEO and Chairman. This is an interesting opportunity for ACS as Zeitz is a very involved community activist in combining commerce, community, culture, and conservation. He founded and operates the Zeitz Foundation, a nonprofit to "create and support sustainable, ecologically and socially responsible projects and destinations around the world to achieve long-lasting impact and sustainability." With Zeitz being very involved in community service and culture, ACS could influence his participation in the Fit2Be Cancer Free initiative as he is new to his position and the initiative is an easy-to-navigate process to track steps and compete.

Additionally, since Zeitz is new to the hot seat, this could be a very approachable partnership as he begins to form his major Harley-Davidson initiatives and involvement.

Community Involvement

In addition to the internal well-being of its employees, Harley-Davidson is also focused on providing resources and support in the communities in which it operates. Much of this work is within the operating strategy of the Harley-Davidson Foundation and is focused on the following three cylinders:

Enable Student Success: Within Harley-Davidson's community involvement, the company focuses on educating and growing the younger generation of the Milwaukee and greater-Wisconsin communities. Within this education initiative, Harley-Davidson focuses on STEAM (STEM + Arts) education and has recently provided support to the Boys & Girls Club of Milwaukee and the creation of the Milwaukee Academy of Science (MAS), an after-school program for 6-12th graders to learn about science, technology, engineering, arts and mathematics. Through a \$1M grant on behalf of the Harley-Davidson Foundation, MAS is able to renovate and open the Innovation Lab and College and Career Center in order to provide accessibility to higher quality STEAM education and programs. In a similar mission, the American Cancer Society could leverage Harley-Davidson's already strong mission around improving STEAM education to throttle the ACS ResearchHERS and other similar programs.

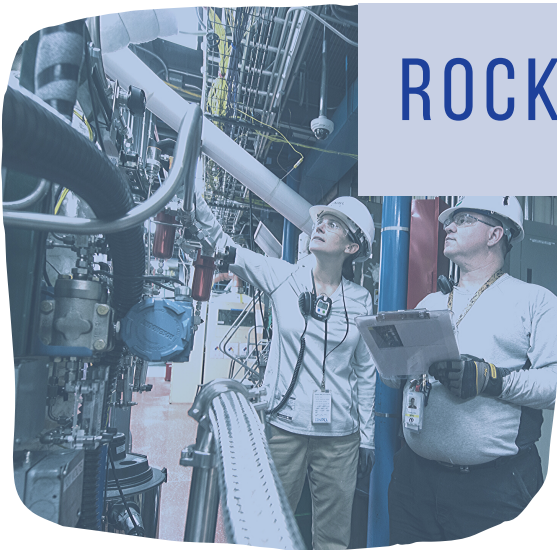
Additionally, Harley-Davidson focuses on creating accessibility to healthcare for younger generations - specifically physical and mental health care.

Vibrancy of Community: This area of Harley-Davidson's sustainability focuses on driving "meaningful growth that ensures our broader community has access to connect through diverse, healthy, and inspiring collaborations." The concept of making Milwaukee a 'prominent destination' could align with the American Cancer Society's hope to grow and develop additional Hope Lodges around the MKE area.

Healthy and Sustainable Neighborhood: The largest area of potential partnership opportunities comes from within Harley-Davidson's attention to provide and encourage access to healthy food and locally sourced options. Within its Sustainability Report, Harley-Davidson recommends to "support initiatives that strive to fight hunger issues through adequate food sources" as well as "provide individuals with a set of skills and knowledge that allows them to make informed and effective financial decisions, so they can reach their full potential."

One of its largest investments in this campaign is Harley-Davidson's investment in the Hunger Task Force Farm, a 208-acre urban farm in MKE. This farm produces 4.2M lbs. of grown produce that is distributed to families in need free-of-charge. The Hunger Task Force Farm boasts that it has helped educate healthy-eating and eating techniques to over 11,000 low-income children - all through a support function of 25,000+ volunteers.

Within this farm, the American Cancer Society has recently focused on its Health Equity initiative - addressing health inequalities and a focus on the benefits of eating healthy as it relates to cancer prevention. Rather than creating its own 'growing gardens', ACS could join this existing partnership/work to grow the Hunger Task Force Farm's focus on eating healthy and marketing its positive effects on cancer.



ROCKWELL AUTOMATION

Rockwell Automation has a new brand promise of "Expanding Human Possibility". Which reinforces the role that humans play in Rockwell's business and industry, and this messaging comes directly from the CEO who has renewed the company's focus on people: customers, community members, and employees. Rockwell has shown it's making a significant financial investment in doing so, contributing approximately \$10M to nonprofits and academic institutions in 2018 - creating a potential partnership between Rockwell

Automation and the American Cancer Society beyond what already takes place. The goal is to add to Rockwell's current employee-enabled activities and its work with other non-profit STEM organizations.

STEM Education

Rockwell Automation puts a strong emphasis on philanthropy and spent around 64% of its entire 2018 philanthropic donation budget towards academic institution partnerships that "expand human possibility" in the communities where it operates, and most of Rockwell's philanthropic support is focused on human development from school children to college students. Rockwell wants to inspire innovative thinkers and problem solvers through the next generation of STEM leaders.

Through this mission revolving around human development, Rockwell has participated in many programs that spark interest in STEM with an emphasis on underrepresented students (especially young women). Some of the partners Rockwell has partnered with in the past have been the following nonprofits: FIRST® (For Inspiration and Recognition of Science and Technology), Project Lead the Way, and MIND Research Institute (ST Math).

Rockwell also focuses heavily on local communities where it operates in an effort to make sure that the education initiatives are getting into Rockwell's communities and reaching kids at younger ages to encourage their curiosity in STEM majors, careers, and programs.

Employee & Community Involvement

Rockwell has a rich history in the Milwaukee community, and in 2019, they opened the Harbor View Plaza just a block from its headquarters in the Harbor District of Milwaukee. Additionally, Rockwell encourages and honors its employees who selflessly donate their time to their communities, which shows the emphasis Rockwell puts on employee-activated activities and most likely the reason behind its current partnership in the Strides program in Milwaukee. In 2018, one of the "Engineering our Future" awards was given to Emily Ralph (from Mequon, Wisconsin) as she volunteered with FIRST (non-profit STEM-focused organization).

ACS Leverage

American Cancer Society can leverage both of the above CSR elements that Rockwell shows interest and investment towards. The ResearchHERS initiative funds women-led cancer research and works to inspire future scientists, which pairs perfectly with Rockwell's concentration in STEM education.

Additionally, Rockwell encourages its employees to be active in their communities and honors those employees who go above and beyond to donate their time with different activities or programs. This would suggest that an ACS employee-engagement program may be very appealing to the employees of Rockwell (i.e. Relay for Life, employee fundraising competitions, etc.) In any case, employee fundraising towards a STEM mission may have the greatest impact and most employee engagement considering the industry they work in and its mission towards "Expanding Human Possibility".



WEC ENERGY GROUP

Headquartered in Milwaukee and having donated \$17M to nonprofit organizations in 2018 and over \$164M since 1982, WEC Energy Group supports education, community and neighborhood development, arts and culture, health and human services, and environmental sustainability. The company strongly promotes volunteer opportunities for both current and former employees and strives "to develop ongoing relationships with these nonprofit organizations." WEC Energy Group states three main goals of its

charitable outreach:

- To "pursue a sustained, consistent approach to funding within the focus areas, better enabling the organizations to achieve lasting results
- To "foster mutually beneficial relationships between our subsidiaries and community organizations
- To fully leverage company resources

Additionally, WEC Energy Group is strongly committed to providing help specifically to the communities in which the company operates/serves. With these stated goals and a desire to build ongoing and lasting relationships to whom it donates, WEC Energy Group is a natural partner for the American Cancer Society.

STEM

The majority of donations by WEC Energy Group went to education in 2018. This consisted of a \$1M pledge to support STEM education in northeast Wisconsin for the development of a new School of Engineering at University of Wisconsin. Additionally, the donation supported the Phoenix Innovation Park, a place for entrepreneurship and private-public research on university land. WEC Energy Group is also committed to individual students and has given nearly \$5M in scholarships, stating on its foundation website that "we believe that building on the tremendous potential of our young people is well worth the investment."

WEC Energy Group is also focused on Advancing Value in Education for families in Milwaukee by giving children in low-income households access to college-preparatory educational programs. A specific focus of this initiative is preparing young women to be leaders and to serve in a global society as well as succeed in the workforce and become productive citizens. This is a great opportunity for ACS to develop a relationship with WEC Energy Group around its ResearchHERS program.

Matching Gifts

Another significant part of WEC Energy Group's community support is its Matching Gifts program. Through Matching Gifts, current and retired employees support nonprofits within their communities by donating their own money to the organizations of their choosing and Wisconsin Public Service Foundation matches their contributions dollar for dollar up to \$5,000 per employee. This gives employees a voice in determining where WEC Energy Group's efforts are focused and can be given to any 501(c)(3) that falls into any one of the following categories: arts and culture, community and neighborhood development, education, environment, or human services and health.

WEC Energy Corp donated nearly \$1.5 million in 2017 alone when matching the charitable gifts of over 790 donors. This makes the company especially attractive as a potential partner for employee giving, event participation, and individual campaign opportunities.



CUNA MUTUAL GROUP

CUNA Mutual Group embraces the following core elements as corporate values: work with passion, maintain focus, generate innovation, uphold integrity, foster collaboration, promote inclusion, and act with courage. Many of these values align well with the American Cancer Society. CUNA's tagline for CSR is "Doing the right thing and making a difference". CUNA also stresses that it is "committed to doing the right things for our customers, our employees and the communities we call home". Though the CSR mission statement

is generic without any specific focus, this may indicate a good opportunity for the American Cancer Society to introduce a partnership or focus on ACS initiatives. Additionally, CUNA's overall CSR approach seems to be scattered, local, and more employee driven with an overall highlight on collaboration and inclusion.

Additionally, ASC has an interesting opportunity to work directly with the CUNA CEO, Robert (Bob) N. Trunzo. Trunzo is an active supporter in the well-being of the Wisconsin community. Trunzo is an active member of the business community and insurance industry and was recognized as a 2018 Best of Madison Business honoree for the positive impact he and CUNA Mutual Group made in the Madison community. Trunzo served as chair of the 2017 United Way of Dane County campaign. It is practical to approach Trunzo for the ASC executive engagement initiatives, such as Fit2Be Cancer Free. With Trunzo's focus on community involvement, this initiative would directly allow him to work with CUNA to raise money for ASC and cancer research as well as focus on the inclusive culture and well-being CUNA boasts.

CUNA CSR Focus

The following details how ASC's offerings can relate to CUNA Mutual Group's CSR pillars.

Giving Back: CUNA is involved with many employee-activated initiatives and activities, such as providing legal services in the community and providing Cheeriodicals to local veterans' hospitals. As a force for its giving-back campaigns, CUNA has created the

CUNA Mutual Group Foundation for employees to support the “sustainable development of our communities.” CUNA stated that since the forming of the CUNA Mutual Group Foundation 50 years ago, it has invested more than \$30 million dollars into the local Madison (and greater-Wisconsin) communities. The Foundation focuses its intentions on improving the equity of the community by investing in education, economic security, and emergency aid. However, currently, community health is missing from CUNA CSR’s strategy. The American Cancer Society can power this Foundation’s offerings by partnering and enhancing ACS’s Workplace Solutions - providing health education to the community and CUNA employees. Additionally, since CUNA is a national company and its current community involvement has only local presence, partnering with ASC can offer CUNA a national-level partnership and recognition.

Diversity and Inclusivity: CUNA is devoted to fostering a culture of inclusion, connectedness, support and value across all employees. In practice, CUNA keeps attracting and retaining a diverse workforce. CUNA supports equity and inclusion in both the workplace and community as well as values giving back to the community. With this interest in inclusion, ASC’s ResearchHERS initiative aligns well with CUNA’s core value in fostering inclusion - specifically focused on women in medicine and research. American Cancer Society’s campaigns, such as Strides and Real Men Wear Pink, also promote inclusion and community awareness of breast cancer survivors.



A. O. SMITH CORPORATION

A. O. Smith emphasizes its mission as a business but also as a force for corporate responsibility: focusing on operating its business “honestly and ethically, and in being socially responsible corporate citizens”. A. O. Smith has a long history of focusing on being “a good place to work” and “a good citizen” – stating: “Beyond providing clean, safe and heated water, we have a history of giving back to the communities in which we operate, live and work.” Implementing and living by the following values”

- Achieve profitable growth
- Emphasize innovation
- Preserve its good name
- Good place to work
- Be a good citizen

In general, there is a promising opportunity for the American Cancer Society to approach A. O. Smith by strengthening its family & health centered brand image and adding value to ensuring the healthiness of its employees. A. O. Smith highly values employee well-being, diversity & inclusion, and community giving-back. A. O. Smith Foundation also had a previous relationship with the American Cancer Society, and we believe it is possible for ASC to renew and strengthen this partnership.

CSR Focus

A. O. Smith has primarily focused at an intersection of business (innovation/sustainability for its products) and people.

A Good Place to Work: A. O. Smith cares about the wellbeing of its employees in the aspects of safety, healthiness, inclusion, and equity. It promotes the female presence in its workforce resulting in 26% in U.S. and 53% in Asia. 20% of its board seats are represented by females. ASC can add value by enhancing the health equity in A. O. Smith workplace and ACS workplace solutions.

A Good Citizenship: Furthermore, for its people and the community, in 1955, the A. O. Smith Foundation was created, and it has donated over \$42M to nonprofits and institutions. The A. O. Smith Foundation focuses on the positively affecting the companies in which A. O. Smith operates, encouraging “employees around the world to live the company’s values through volunteerism and community involvement.” \$1.6M was donated in 2017 to 183 organization amongst Education (31%), Human Services (29%), Health (16%), Arts & Culture (12%), and United Way (12%). It achieves its mission to make communities a better place to live and work by partnering with and supporting higher education, cultural and social welfare, medical research, and improved health services in the communities in which it operates. Some of its key partners include the Medical College of Wisconsin, Children's Hospital of Wisconsin, Alverno College, Boys & Girls Club, Grand River Conservation Authority, Habitat for Humanity, the Water Council, United Way, and the Zoological Society.

Besides, A. O. Smith encourages employees to live the company’s value through volunteering and community involvement. A. O. Smith has a natural alignment with ASC. It currently supports medical research in the aspect of cardiovascular illness and newborns but missing the contribution to cancer research. ASC can also offer more volunteer opportunities to A. O. Smith employees.

Executive Involvement

Within A. O. Smith, Ajita Rajendra, the Executive Chairmen of the Board, should be a leverage point for the American Cancer Society to renew the partnership. During his tenure as CEO (2013-2018), Rajendra was very active in the Milwaukee and Greater-Wisconsin communities - even being named the 2017 Bene Award recipient from Alverno College. Rajendra was active with Alverno College, the largest Catholic women’s college in the United States. This award is given to a recipient who “demonstrated an outstanding commitment to Alverno College through gift support of the College’s programs, operations, and capital endeavors.” Even though Rajendra did not attend Alverno, he and the A. O. Smith Foundation approved a campaign to enhance nursing education with simulation laboratories, technology-enabled classrooms and equipment, as well as other enhancements for advising, counseling, and teaching methods. This is a great leverage point for ACS with the focus on inclusivity of women representation in STEM programs as well as an outlet to focus their ResearchHERS and inclusivity initiatives.

Additionally, if the American Cancer Society can leverage the connection with Rajendra, then ACS could also begin to implement the other Executive initiatives (Fit2Be Cancer Free, Real Men Wear Pink, etc.) amongst the current CEO.



ASHLEY FURNITURE

Ashley Furniture Industries has an eclectic group of nonprofit partnerships ranging from underserved children to the armed forces and everywhere in between. Ashley champions social, educational, environmental and health issues by devoting meaningful resources to each of the partnerships that it has formed. This includes partnerships with a variety of medical nonprofits as well as STEM education.

We believe that Ashley Furniture would be a natural fit as a partner with the American Cancer Society based on its willingness to support the advancement of medicine (in multiple areas) as well as the advancement of STEM education within the younger population.

Educational Funding (STEM)

Currently, Ashley Furniture does not have any visible partnerships with nonprofits working in STEM. However, Ashley has its own educational scholarships that are awarded to students pursuing a career in Science, Technology, Engineering, or Math for business and industry. With the American Cancer Society's involvement and creation of ResearchER, this could be an opportunity for Ashley to expand their STEM education portfolio and go beyond the scholarships.

Health & Wellness

Illustrating its focus on corporate responsibility, Ashley has many partnerships with health & wellness related nonprofits:

- City of Hope: Ashley's financial support with City of Hope is primarily focused on finding the cure to Type-1 diabetes in the next 6 years
- American Heart Association: Its fundraising efforts are in support of the American Heart Association's mission to raising awareness about the fight against cardiovascular disease
- Mayo Clinic: Ashley's investments are working towards the development of a cell-based treatment that will delay the advancement of many types of heart defects

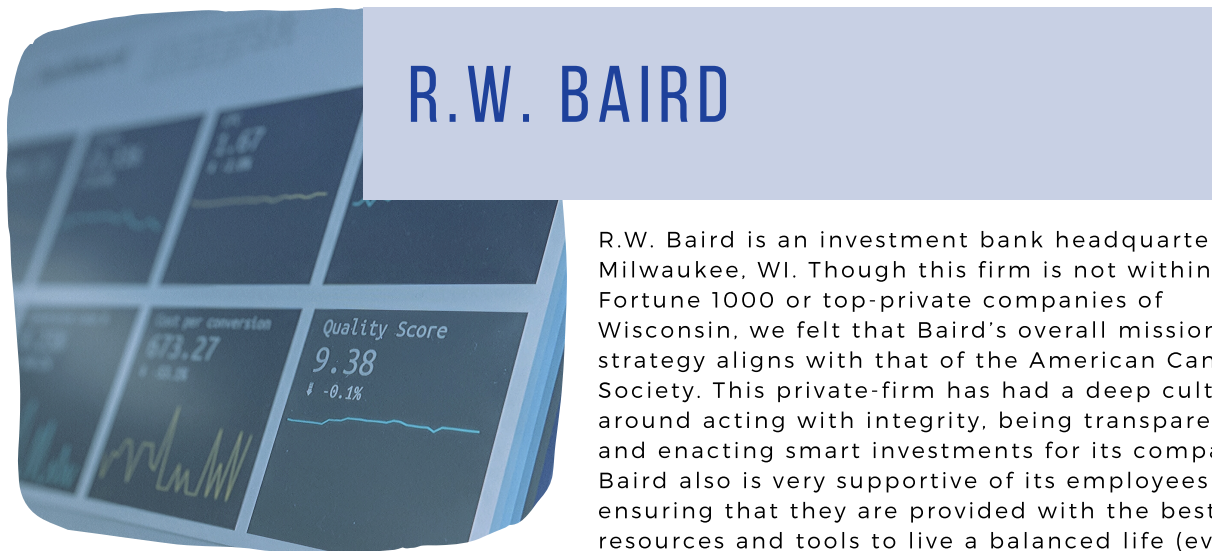
While already partnering with a wide variety of health and wellness type nonprofits, we feel there is room for the American Cancer Society within Ashley's CSR portfolio. Two of their current partners are focused primarily on heart-related illnesses and diseases, which ACS could relate its offerings. Both the Fit2Be Cancer Free and ACS Workplace solutions not only fight against cancer but could also be positioned as a fight against heart disease as well. Additionally, the idea of cancer prevention and awareness naturally fits with the offerings Ashley Furniture seems to be invested in.

The CEO of Ashley Furniture is Todd Wanek and he was presented with an award for his donations by the City of Hope, which shows some promise in his beliefs about these types of social campaigns. Having him on board for the Fit2Be Cancer Free CEO Day on April 22, 2020 of this year may be a quick turnaround but would be a fun way of onboarding Wanek and Ashley into the ACS network.

Another opportunity that ACS has with Ashley Furniture is a partnership with the ACS Workplace Solutions. In addition to the non-profit partnerships they have, Ashley has also

created the Ashley Wellness Center, which offers employees medical care. The ACS Workplace Solution could be a nice complement to this wellness center and save on medical costs for the other 23,000 employees (both for the employees and the company itself).

While we were unable to determine the number of truck drivers that Ashley had, we did determine that 54% of commercial drivers smoke cigarettes and only 8% exercise regularly. This is far under the general adult population where 21% smoke and 49% exercise regularly (presented in the same article). ACS could position its Workplace Solutions as a way for them to help their employees.



R.W. Baird is an investment bank headquartered in Milwaukee, WI. Though this firm is not within the Fortune 1000 or top-private companies of Wisconsin, we felt that Baird's overall mission and strategy aligns with that of the American Cancer Society. This private-firm has had a deep culture around acting with integrity, being transparent, and enacting smart investments for its companies. Baird also is very supportive of its employees ensuring that they are provided with the best resources and tools to live a balanced life (even

through the many tough hours of investment resources and tools to live a balanced life (even through the many tough hours of investment banking)- "support[-ing] those who share our passion for giving back". Baird's mission illustrates its dedication to the idea that it is only as successful as its employees and community as it states "We know that when our people and our communities thrive, our business thrives, and we know our associates are passionate about all three."

Similar to many other Wisconsin-based companies, Baird has a foundation focused on providing social and corporate responsible programs: the Baird Foundation. The Baird Foundation focuses is proud to support and partner with "nonprofit organizations aligned with our [its] focus on health and human services, education, the arts and diversity".

Baird Foundation

Baird's community service also provides a week-long community service project: Baird Gives Back Week. During this initiative, Baird boasts over 6,000 donated hours amongst 1,700 volunteers across 130 nonprofits. However, since Baird is from Milwaukee and they have a deep interest in helping its community, the American Cancer Society has a great opportunity to leverage Baird volunteers at one of its many initiatives, specifically one of the Employee Event Participation initiatives or the Volunteer Hour-Based Contributions. Additionally, Baird donates approximately \$4.1M to qualified nonprofit organizations as well as over \$1M in employee-matching donations; thus, Baird could also be a great partner to leverage for the Event Sponsorship opportunities, especially based on its past donations. In 2018 it was determined that Baird donated 35% of its contributions to Health and Human Services, 30% to Education, and 9% to Arts. Since Baird only donates/works with nonprofits that are based in the United States, this creates an opportunity for ACS.

Due to Baird's investment in its employees, much of the donations are made on an individual level; thus, Baird's only main partner is with United Way.

ADDITIONAL COMPANIES THAT COULD ALSO BE BENEFICIAL TO DETERMINE IF ANY OPPORTUNITIES ARISE



EPIC SYSTEMS

Epic Systems believes in giving back through volunteering, company-wide initiatives, and annual donations to hundreds of nonprofits. These donations focus on education, healthcare, and at-risk populations. While there isn't a lot of public information on where they've donated to in the past, the American Cancer Society checks all the boxes for what Epic Systems is looking for in a non-profit organization.

We feel that ACS could leverage their Health Equity expertise to win over their support. In addition to health equity, we believe there is a good fit for an Adopt a Mission. Epic Systems supports health equity the most and a partnership alongside the Road to Recovery mission or the Hope Lodge mission seems like an obvious fit.



HJ MARTIN AND SON

HJ Martin takes great pride in helping the communities where it operates its business. They do this through volunteer work, corporate giving, and partnerships with other organizations. The CEO, Edward Martin, and his wife are very involved in these charitable givings and particularly support furthering quality healthcare in their community. They do their charitable work mostly in the Green Bay area and other parts of Northeast Wisconsin. The American Cancer Society could partner with HJ Martin in a variety of areas, but

mostly focusing on medical advancement. This could be an opportunity for an event sponsorship where the proceeds go to cancer research and/or employee participation even where the proceeds would also go to cancer research. And since Martin seems to be involved in some of the decision making, HJ Martin might be a target for the Fit2Be Cancer Free initiative. This is a good way to get a company into the ACS network where you can begin building a relationship and expand that relationship overtime as well as involve HJ Martin in other corporate sponsorship opportunities.



GE HEALTHCARE

GE Healthcare has been ingrained in the Milwaukee manufacturing sector since 1947. The company has about 6,000 employees across southeast Wisconsin with its largest campus in Waukesha. Currently, GE Healthcare has a large office in the Milwaukee County Research Park in Wauwatosa, facilities in Wauwatosa, Milwaukee, Oak Creek, and Madison as well as a global training center in Pewaukee. Comprehensively, GE Healthcare provides many avenues for partnerships across Milwaukee and Greater-

Wisconsin due to GEHC's focus on STEM-related activities, healthcare, and healthcare research. GE Healthcare has a large focus on community volunteerism, including GE Community Service Day—the largest single-day volunteer event within GE worldwide. During GE Community Service Day, thousands of GEHC employees volunteer in miscellaneous activities within multiple Milwaukee schools, helping them prepare for the upcoming school year. Additionally, in 2010, the GE Foundation announced a \$20 million, multi-year grant to Milwaukee Public Schools. This donation will allow the Milwaukee public schools to improve STEM academic achievement in math and science as well as aid in the development of their existing and future teachers. Currently, GE Healthcare's community involvement is largely focused on education equity through volunteering and financial support. It would be beneficial if the American Cancer Society could further develop STEM-equity campaigns besides the ResearchER initiative which could add value to GE Healthcare's community involvement. It is also possible that ASC could indirectly help GE Healthcare expand its efforts to a broader community equity by leveraging ASC's signature events such as ASC CAN volunteering, public health campaign, training to community health workers, and employee event (i.e. Sole Burners, Strides, etc.).

**"...ANALYZED THE PROGRAMS AND
ENGAGEMENT STRATEGY OF ACS TO
STRENGTHEN CSR ENGAGEMENT WITH
FORTUNE 1000 COMPANIES IN WI."**

RECOMMENDED FUTURE ACS PROGRAMMING

**"...IDENTIFYING CSR MARKET SEGMENTS
THE AMERICAN CANCER SOCIETY SHOULD
ADDRESS TO CAPITALIZE ON
OPPORTUNITIES ...**

Throughout our research, we determined that the CSR initiatives that are of most interest to possible partners and connects to an offering that ACS currently provides are health & wellness, community equity, and STEM education programs.

For those companies focused on health & wellness, ACS has an opportunity to sell a variety of their programs like Fit2Be Cancer Free, ACS Workplace Solutions, or any other type of program that puts health and wellness at the forefront. In each of the first two, this offers the companies more than just a CSR campaign, but an opportunity for company-wide health benefits that may end up saving the company money in the end. Additionally, through the types of volunteer programs, we believe ACS could provide more targeted volunteer opportunities that directly impact areas of the community.

Companies focused on community equity will require ACS to market a different message. These companies are focused on closing the gap between the top and bottom of certain communities and ensure that everyone has the opportunity to receive adequate education, medical care, and other basic human necessities. ACS also has a variety of programs focused around these types of initiatives. Road to Recovery helps people travel to their medical appointments and makes medical care more accessible to more people. The Hope Lodge provides lodging to those getting cancer treatments to help cover those painful costs. NCIC and the Hotel Partners program are other options that help close this gap in types of care people are able to afford themselves.

ACS also has great potential to partner with companies that already have existing platforms in order to effectively enact change in their target areas. For example, with the Harley-Davidson Hunger Task Force Farm, rather than ACS also creating and growing a farm, it has a perfect opportunity to sponsor or partner with these existing organizations to also provide healthy alternatives to low-income areas.

STEM education programs are another initiative type that companies seek. Most of the companies that we researched had some volunteer element to the STEM program as well. Currently, ACS only offers the ResearchER program. And for this reason, we see the largest opportunity for growth within the ACS offerings in the area of STEM education. Through our research, we've seen many companies show interest and involvement in young students and the growth of their STEM education and interest. While the ResearchER program does focus on STEM education for women, it doesn't necessarily target the younger demographic of students. We recommend creating a new program focused on STEM or expanding upon ResearchER that incorporates this younger audience.

Additionally, adding volunteer elements that either work directly with Harley-Davidson's Farm, active programs targeting wellness and community equity, or even an added STEM education program may encourage companies to donate to the ACS cause. As mentioned through the trends and current corporate activities, many companies are interested in the concepts, but do not simply write a check. These companies and employees want to also give their time to help with the cause and really see and feel the impact their donation has in the community.



**JACOB
BIGGER**
JBIGGER@ND.EDU



**JOHN
HAWEKOTTE**
JHAWEKOT@ND.EDU



**NICHOLAS
TAWSE**
NTAWSE@ND.EDU



**KEVIN
ZHOU**
KZHOU1@ND.EDU

MEET THE TEAM

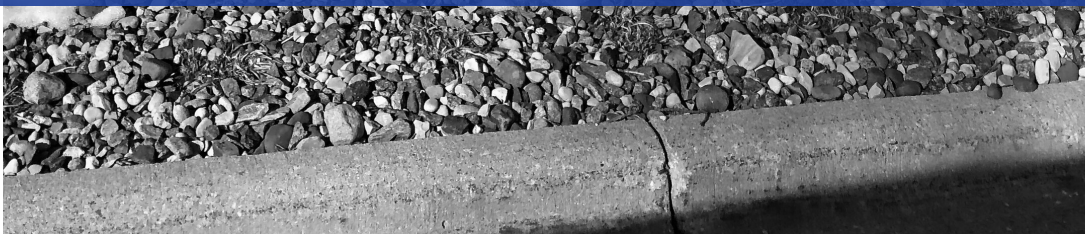
OUR TEAM IS COMPRISED OF MBA STUDENTS FROM THE UNIVERSITY OF NOTRE DAME PARTICIPATING WITH THE AMERICAN CANCER SOCIETY THROUGH SPRING 2020 INTERTERM.



**THANK
YOU!**



APPENDIX



Company	Comp Website	Location	F1000 Rank (2018)	F1000 Rank (2019)	CSR Mission Statement	Current Partner?	CSR Rating
Northwestern Mutual Life Insurance Co.	https://www.northwesternmutual.com/philanthropy/	Milwaukee, WI		111	"Making a lasting impact on people and communities" Together with our partners we're improving education; revitalizing neighborhoods; enhancing our hometown by ensuring it is an inviting and exciting place to live, work and play; and accelerating the search for cures for childhood cancer.		100
ManpowerGroup	https://www.manpower.us/en/About-Us/Social-Responsibility.htm	Milwaukee, WI		141	"We work to change lives and communities for the better" Since 1953, the ManpowerGroup Foundation has been dedicated to supporting job training and education initiatives for our nation's underemployed and youth. Through monetary contributions, volunteerism and other donations, the Foundation supports programs and organizations that focus on two key areas: creating paths to employment and promoting youth education and development.		92
Kohl's Corp.	https://corporate.kohls.com/corporate-responsibility	Menomonee Falls, WI	157	156	"To inspire and Empower Families to Lead Fulfill" At Kohl's, we are all about family health and well-being. Through partnerships with children's hospitals across the country, we help address the needs of local communities so families can lead healthier and safer lifestyles. Our local programs support healthy development, safety, wellness, chronic disease management, and mental health.		70
American Family Insurance Group	https://www.amfam.com/about/corporate-responsibility	Madison, WI	311	306	"Protecting What Matters Most" At American Family Insurance, we recognize that social and environmental challenges are complex and require transformation at all levels of business and government. Through our Corporate Responsibility, American Family Insurance serves as a catalyst for conversation and innovation in these areas, transcending traditional norms and sparking ideas with the mission of protecting dreams. We firmly believe in the dreams of our customers, our employees and the communities we serve. We are proud to protect those dreams today and work to ensure all are empowered to dream tomorrow. Promote social equity (focus on money, housing, incarceration)		
Oshkosh Corp.	https://www.oshkoshcorp.com https://www.oshkoshcorp.com/impact/volunteering	Oshkosh, WI	414	395	1. The foundation is committed to helping people move out of poverty, working closely with community organizations like United Way, Habitat for Humanity, food pantries and homeless shelters to help those in need. 2. We're focused on providing life and job skills training for youth across our communities, partnering with groups like the Boys and Girls Club, Big Brothers Big Sisters and Junior Achievement to prepare young people for their future careers. 3. Foundation supports the Oshkosh Excellence Awards program, recognizing team members who make an impact within the company and awarding their charity of choice Foundation grants. (2019 - Children's Hospital of Wisconsin to receive a \$17,500 grant from the Oshkosh Corporation Foundation. In 2019, the OEAs gave \$147,500 to charities selected by winners across all categories.) 4. National Fallen Firefighters Foundation (hosts a 9/11 Memorial Stair Climb at Lambeau Field in Green Bay, Wisconsin)	The Oshkosh Corporation Foundation	78
WEC Energy Group	https://www.wecenergygroup.com/csr/	Milwaukee, WI	372	398	Supporting a clean energy future WEC Energy Group companies are customer-focused, prioritizing safety, reliability and efficiency. Our employees work every day to support the communities we serve. (Supporting our communities) Discovery World is developing a new science, technology, engineering and math (STEM)-based energy curriculum with We Energies and other community partners to complement the experience.	United Way (10% of all donations ~1.7M) Habitat for Humanity Boys & Girls Club Special Olympics	86
Rockwell Automation Inc.	www.rockwellautomation.com/en_NA/about-us/overview.page?pagetitle=Corporate-Responsibility-Report&docid=b6a362cfd3ef6dc0a45cacd3fa8c2908	Milwaukee, WI	445	452	"Expanding Human Possibility" AAM (Academy of Advanced Manufacturing) reflects our worldwide commitment and investment to lifelong learning and STEM education. Safety and sustainability (Environmental Performance)	FIRST® (For Inspiration and Recognition of Science and Technology), Project Lead the Way, and MIND Research Institute (ST Math) We partner with nonprofits and academic institutions to expand human possibility in our communities	83
Fiserv Inc.	https://www.fiserv.com/en.html	Brookfield, WI	487	488	https://www.fiserv.com/en/about-fiserv/the-point/2015-archive/environmental-sustainability-highlighted-at-forum-through-arbor-day-foundation-partnership.html	- Sustainability - Financial literacy program at the Boys & Girls Clubs - Arbor Day Foundation	48

Company	Comp Website	Location	F1000 Rank (2018)	F1000 Rank (2019)	CSR Mission Statement	Current Partner?	CSR Rating
Harley-Davidson Inc.	https://www.harley-davidson.com/us/en/about-us/sustainability.html https://www.hungertaskforce.org/what-we-do/the-farm/	Milwaukee, WI	488	492	"At Harley-Davidson, sustainability is inclusive of all we do to ensure a sustainable future for the company, from our environmental and social impact to how we govern the business." Harley-Davidson is a leader in health and safety programs and is committed to providing tools and resources to assist employees in supporting activities that improve their health and well-being. Harley-Davidson Foundation & Hunger Task Force Farm - 208-acre urban farm in MKE, produces 4.2M lbs of food	Harley Davidson Foundation - Donated 2.87M in grant money to 131 - 24 organizations in matching program - Donated 1.28M to United Way (816K in employee & retiree contributions).	65
Spectrum Brands Holdings	https://spectrumbrands.com/about-us/our-company/global-sustainability-statement.html	Madison, WI	unranked	505	Spectrum Brands supports local and national causes to positively affect the communities where we operate. Our employees also select specific causes to support.	- American Red Cross - supporting disaster relief, \$1.7M - #ZapZika - building Zika awareness - Alliance of Consumer Education (ACE) - educates consumers on proper use, storage, and disposal of household and institutional products.	14
Schneider National Inc.	https://schneider.com/about-schneider/corporate-social-responsibility	Green Bay, WI	567	542	Social responsibility is deeply ingrained in the Schneider Way. Through the Schneider Foundation, we wholeheartedly support the communities where our associates and customers work and live. We believe in a sustainable future and want to leave our world better than we found it.	- 501(c)(3) and 509(a) individuals and non-profit organizations - Capital campaigns - Disaster relief - Memorial funds for associates or family members - Customer and vendor requests	15
Quad/Graphics Inc.	https://www.quad.com/company/sustainability/	Sussex, WI	593	608	Quad builds sustainability into every aspect of our business because we know that it's possible — and necessary — to do what's good for business and for the environment.		24
Bemis Co. Inc.	http://www.bemis.com/	Neenah, WI	597	618	More sustainable packaging today and for the future In 2018 we pledged to develop all our packaging to be recyclable or reusable by 2025. Our path to this future is by helping our customers today. Find out how you can make your packaging more sustainable:	Ellen MacArthur Foundation Ocean Conservancy's Trash Free Seas Alliance	67
Snap-on Inc.	https://www.snapon.com/EN/Investors/Sustainability-Commitment/Social-Responsibility	Keosha, WI	602	619	Snap-on has focused its philanthropic priorities on non-profits in communities where we have a significant presence. We work diligently to give back to the communities in which we operate. Snap-on encourages internships for early career and job training, as well as internal development and outside educational programs for associates.	United Way Homeless Shelters	41
CUNA Mutual Group	https://www.cunamutual.com/about-us/cuna-mutual-group-foundation	Madison, WI	660	662	"Doing the right thing and making a difference"		
Regal Beloit Corp.	https://www.regalbeloit.com/About-Regal/Sustainability/Regal-Sustainability-Reports	Beloit, WI	688	670	OUR SUSTAINABILITY PROMISE At Regal, we are committed every year to increase the impact of our handprint and reduce the impact of our footprint.	United Way: Regal will be a fundamental supporter of the United Way. The United Way fights for health, education and financial stability of every person in every community, aligning well with Regal's mission to create a better tomorrow. As a result, Regal will encourage and support Corporate campaigns, United Way Days of Caring and other financial or volunteer initiatives sponsored by the United Way. Health and Human Services: Regal will support organizations that support the health and wellness of all and provide essential human services for children, families and the local communities. Education: Regal will support organizations which provide educational opportunities and experiences which help to develop both children and adults. Civic and Disaster Relief: Regal will provide financial support for local infrastructure and other community needs as they arise.	69
Alliant Energy Corp.	https://www.alliantenergy.com/CommunityAndStewardship/CommunitySupport/GrantsAndCommunityPrograms	Madison, WI	682	680			76
Sentry Insurance Group	https://www.sentry.com/	Stevens Point, WI	694	685	No clear CSR mission statement	Sentry Tournament of Champions, Maui United Way, Maui public high school student scholarship, University of Hawaii scholarship, Project SEARCH (a program designed to help students with disabilities find regular employment)	

Company	Comp Website	Location	F1000 Rank (2018)	F1000 Rank (2019)	CSR Mission Statement	Current Partner?	CSR Rating
A.O. Smith Corp.	https://www.aosmith.com/	Milwaukee, WI	732	731	1. innovative and customer centric, efficient product; 2. operational discipline; 3. a good place to work; 4. a good citizenship (AO Smith foundation, support communities, employ giving & volunteering, industry engagement) The A. O. Smith Foundation is committed to make our communities a better place to live and to work. We achieve this by partnering with and supporting higher education, cultural and social welfare, medical research, and improved health services in the communities in which we operate. At the same time, the Foundation encourages A. O. Smith employees around the world to live the company's values through volunteerism and community involvement.	Milwaukee County Zoo, Boys and Girls Club, Medical College of Wisconsin, Medical College of Wisconsin Cardiovascular Center, Children's hospital of Wisconsin, Milwaukee Public Museum, Milwaukee Art Museum, Carroll University, Empower Me Day Camp, Make a difference-Wisconsin, Safe Haven Family Shelter of Cheatham County, Johnsons Park, Journey House, Mustard Seed Ranch, Johnson City Radiation and Oncology Department, Brightstone, St. Joan Antida High School	44
Plexus Corp.	https://www.plexus.com/en-us/social-impact/community-steward	Neenah, WI	825	784	Helping to improve the communities where we do business has a positive impact on everything we do. It supports a continuous cycle of well-being that neither begins nor ends at our facilities. Giving to local charities, enhancing technology-related educational programs (STEM), improving green spaces—what's important to our employees is important to us. And it gives us all a chance to work together to achieve something better.	1. Plexus engineers in Malaysia collaborated with university students to create the "PlexWheel," an intelligent wheelchair prototype that uses wireless gesture recognition software. 2. Winning team members of a Plexus continuous improvement competition selected a local animal shelter to receive a monetary contribution. 3. Plexus employees assembled bicycles that were donated to a local Boys and Girls' Brigade, an organization that helps youth acquire skills such as teamwork, creativity, responsibility and self-direction.	45
Gardner Denver Holdings Inc.	https://www.gardnerdenver.com/en-us	Milwaukee, WI	854	822	This unwavering pledge to improve our planet and transform our community stems from our Purpose and Values, the very fabric of our company. We recognize, own and take pride in the impact we have in the world, and our emphasis is on making resource investments that lead to measurable, observable changes in people, communities and our environment.	-	21
REV Group Inc.	https://www.revgroup.com/rev-sustainability	Milwaukee, WI	887	883	We have a passion for giving back and we develop charitable partnerships that strengthen and enrich our communities. Our employees go above and beyond to make the world a better place.		6
Modine Manufacturing Co.	http://www.modine.com/web/en/environmental.htm#Xl04IqbKhPY	Racine, WI	unranked	958	Working to decrease toxic chemical usage and minimize waste Modine has always been proud to foster relationships and invest in the communities we work and live in, and the Higher Expectations program is a perfect example	Higher Expectations for Racine County	46
Rexnord Corp.	https://rexnordcorporation.com/en-US/About-Us/CSR	Milwaukee, WI	982	970	"Solving Smarter" Rexnord Foundation grants and associate volunteerism focus on these areas: Basic Needs – supporting organizations that provide basic support services in the areas of food, housing and care for those in need. Education – supporting experiences, events and organizations that give educational opportunities, expand horizons and promote culture diversity while encouraging the pursuit of excellence. Environment – supporting local and global organizations that promote a viable world for current and future generations, provide environmental education, protect natural resources, and foster conservation and innovation.		35
Generac Holdings Inc.	https://www.generac.com/	Waukesha, WI	unranked	979			28
GE Healthcare	https://www.gehealthcare.com/ https://emke.uwm.edu/entry/ge-healthcare/	Milwaukee, WI	unranked		GEHC has been a leading member of the Milwaukee manufacturing community since 1947. 6000 employee in WI. GEHC has facilities in Waukesha, Wauwatosa, Milwaukee, Oak Creek, and Madison as well as a global training center in Pewaukee. GEHC has a long history of community volunteerism, including GE Community Service Day—the largest single-day volunteer event within GE worldwide—when thousands of employees volunteer to help spruce up multiple Milwaukee schools for the upcoming school year. In addition to employee and corporate giving, in 2010 the GE Foundation announced a \$20 million, multi-year grant to Milwaukee Public Schools. The money is being used to improve academic achievement, especially in math and science, and added professional development of teachers.		
The Manitowoc Company, Inc.	https://www.manitowoccranes.com/en	Milwaukee, WI	591	600			31

Company	Comp Website	Location	F1000 Rank (2018)	F1000 Rank (2019)	CSR Mission Statement	Current Partner?	CSR Rating
Briggs & Stratton Corporation	https://www.basco.com/community-commitment.html https://www.sensient.com/flipbook/	Wauwatosa, WI		1000	The Company centers its giving efforts predominantly around three core initiatives - Education, Community Enrichment and Cultural Assets - in order to be purposeful in its giving and have a deeper impact through employee involvement. Many of the organizations below help fulfill the basic needs of those who are less fortunate within the Milwaukee community. Some also promote diversity and inclusion, empowerment, leadership and networking opportunities. Briggs & Stratton partners with these and other organizations throughout each year.	Children's hospital of Wisconsin Summerfest Marquette University	62
Lands' End, Inc.	https://www.landsend.com/aboutus/values/	Dodgeville, WI			Helping Neighbors Around the World To Our Employees, Balance is Everything	the Breast Cancer Awareness Foundation (BCRF) GO ORANGE DAY TO COMBAT HUNGER HODAN COMMUNITY SERVICES OF MINERAL POINT, WISCONSIN: Lands' End works with Hodan Community Services, which provides support and work for disabled adults so they can achieve individual life goals, and various religious groups to provide them with rejected products, returned clothing and discarded hemming fabric.	62
Sensient Technologies Corporation	https://www.sensient.com/corporate-responsibility https://www.sensient.com/flipbook/	Milwaukee, WI			Energy reduction, water reduction Safe and inclusion workplace		64
MGIC Investment Corporation	https://www.mgic.com/about-mgic	Milwaukee, WI		910	At the core of what drives our company is a desire to do what is right. One way we accomplish this is by serving as a responsible corporate citizen. By supporting local charities, we work to help make Milwaukee a strong community.	United Way United Performing Arts Fund Matching gifts to learning institutions Secure Futures Jeans Fund Junior Achievement Public Television Channel 10/36 Auction Habitat for Humanity	21
Associated Banc-Corp	https://www.associatedbank.com/about-us/community-commitment	Green Bay, WI		998	Since its inception, Associated Bank has had a rich tradition of providing superior financial services to the communities in which we do business. As an extension of that commitment, Associated is dedicated to strengthening our communities through focused corporate giving and employee volunteerism efforts that help our friends, our colleagues and our neighbors. Associated community development Volunteer program Charitable giving Community Reinvestment Act Programs		41
Brady Corporation	https://www.bradyid.com/corporate/community http://bradyeducationfoundation.org/	Milwaukee, WI			Brady has always given back to the communities where our employees live, work and play. We support initiatives that make our communities stronger and causes that our employees are passionate about. We have a thriving Employee Volunteer Program where our employees volunteer at local shelters, hold gift and food drives, and more. Each year, the Brady Walk raises \$100,000+ for charities in the U.S. communities selected by employees. Additionally, our matching gift program encourages employees. The Brady Corporation Foundation supports not-for-profit organizations in the communities where our employees live and work by granting approximately \$500,000 each year. Organizations may apply for grants for projects and programs that align with the Brady values of unlocking potential, protecting our future or differentiating through innovation and should focus on developing leadership, strengthening communities and educational programming . Could be a good fit for the ResearchHERS initiative	W.H. Brady Foundation Brady Corporation Foundation	54

Company	Comp Website	Location	CSR Mission Statement	Current Partner?	CSR Rating
ABC Supply	https://www.abcsupply.com/	Beloit, WI	ABC encourages its associates to make contributions of their time and talents and to give financial support to the countless organizations that make a difference in America and in the world. These contributions allow us to perpetuate the opportunities we have enjoyed. Giving back not only expresses gratitude for our blessings, it makes our communities better places to live, work and grow.	Stand Up 2 Hunger; Team Jack Foundation, which raises funds for pediatric brain cancer research;	
Ashley Furniture Industries	https://www.ashleyfurniture.com/social-responsibility/	Arcadia, WI	Ashley champions social, educational, environmental and health issues by devoting meaningful resources to a variety of initiatives throughout our communities. Here are a few of our partnerships: Education In addition to initiating training projects, we're awarding scholarships so students can pursue multiple careers in Science, Technology, Engineering and Math (STEM) for business and industry.	Hope To Dream Ashley for the Arts City of Hope American Heart Association Mayo Clinic	
Culver's	https://www.culvers.com/about-culvers/charitable-giving	Sauk City, WI	Serving friends and neighbors is our passion. Our independently owned restaurants and Support Center are proud to support education, smart farming and community-building programs that strengthen our friends and neighbors today—and tomorrow. Culver's does a lot of in-house charities and focuses very heavily on the local communities of Wisconsin. Providing basic needs to those in need.	Thank You Farmers Project Give Local Culvers Foundation	
Epic Systems	https://www.epic.com/giving/index	Verona, WI	We give back to the community through volunteering, company-wide drives, and annual donations to hundreds of nonprofits. They focus on Education, Healthcare, and Safety Net. Epic does partner with hundreds of nonprofits, but could be a good target for ACS as the landscape shifts to more focused donations to less non-profits.		
HJ Martin and Son	https://www.hjmartin.com/company/about-hj/community/	Green Bay, WI	We take great pride in helping the communities where we do business — through volunteering, corporate giving and partnerships with other organizations. Reaching out to help others is a fundamental way in which H. J. Martin and Son does business. Heavy involvement in the Green Bay area (NE Wisconsin). Have done golf tournaments in the past so that may be a good angle to start with. It also appears that the CEO is very involved so getting him involved in the Fit2Be CEO day might be another good tool.		
Johnson Financial Group	https://www.johnsonfinancialgroup.com/about-us/community-involvement/	Racine, WI	Since 1970, we have dedicated ourselves to the communities where we live and work. Through progressive investments, philanthropic contributions and the volunteer service of our employees, we actively work to improve people's lives and build thriving communities. The firm gives back through a ski race in Hayward, WI and the company hosts an annual service day where more than 1,000 of their employees volunteer there time. There is a very philanthropic spirit within the company.	United Way (employee match program)	
S. C. Johnson & Son	http://scjohnson.com	Racine, WI	Since 1970, we have dedicated ourselves to the communities where we live and work. Through progressive investments, philanthropic contributions and the volunteer service of our employees, we actively work to improve people's lives and build thriving communities. The mission of SC Johnson's Base of the Pyramid program is to enable mosquito-borne disease prevention in global communities by delivering affordable offerings that are tailored to the world's poorest 4 billion people.	United Way (employee match program)	74
Johnsonville Foods	https://www.johnsonville.com/	Sheboygan Falls, WI	Providing more than just tasty tailgate sausages at special events and retail locations across the country, the Big Taste Grill also raises money for local charities. At each event, the Big Taste Grill partners with a non-profit organization to raise money for their cause through product sales. Already a partner and seems like this one event might be the only thing they really do.	ACS United Way USO March of Dimes, etc.	

Company	Comp Website	Location	CSR Mission Statement	Current Partner?	CSR Rating
Kohler Co.	https://www.us.kohler.com/us/	Kohler, WI	<p>Kohler's social impact efforts cover three key areas: Stewardship, Innovation for GoodSM (IfG) and Sustainability. Through these, our goals are to strengthen the communities where our associates live and work, bring innovative solutions to the UN Sustainable Development Goals and to reduce the environmental impact of our products throughout their entire life cycles.</p> <p>\$13.5M in-kind and cash donations annually - focused on education, health, and well-being</p> <p>Could be a fit with some of the employee event participation events and maybe even the ACS Workplace Solutions</p>	United Way	79
R.W. Baird	http://www.rwbaird.com	Milwaukee, WI	<p>Baird Foundation supports nonprofit organizations aligned with our focus on health and human services, education, the arts and diversity. We believe in sharing our strong commitment to equality and opportunity for all, and we seek to support organizations where our associates are actively engaged in order to maximize our impact.</p>	<p>Projects such as preparing and serving food, tutoring students, working with seniors, building homes, and cleaning up parks.</p> <p>Baird supports and recognizes associates' passion for giving in various ways, including:</p> <ul style="list-style-type: none"> - Baird Cares: provides associates with an extra paid day off each year to volunteer in their communities. - Baird Foundation Matching Gift Program: matches a portion of Baird associates' nonprofit contributions. - Brenton H. Ruppel Citizenship Award: presented annually to an associate who makes outstanding contributions to civic, charitable and academic organizations. 	N/A