How to Create a More Charitable Business to Benefit Those Around You by Jake Edmund

Article published on February 21st 2012 | Society

Most of us are familiar with the word philanthropy. But not as many people know what it is and how it works in conjunction with businesses. Lots of business owners feel they have a contribution to make to the world around them â€“ more specifically their local area. For example charitable giving Gibraltar will be important to businesses that are based in Gibraltar.

But if you own a business and you donâ€™t currently get involved in any charitable activities at all, it might be difficult to find a place to begin. Many businesses like the idea of getting involved in charities though, because it can provide them with publicity as well as the chance to give something back to their community. Charitable giving Gibraltar â€“ or anywhere else in the world â€“ can mean you have the ability to make a real difference. You just have to know how to begin.

For some businesses the answer does not necessarily lie in traditional philanthropic methods. These are all very well but you cannot hope to help everyone. However some businesses are trying what is called strategic philanthropy. This is a form of philanthropy which allows the business to get something out of the process as well as the person or charity they are helping. Furthermore it usually means you can spread the net wider and help more people than you would with traditional charitable giving.

There are lots of ways in which you can use this form of strategic philanthropy to improve your community. For example if you own a store of some kind, you can offer that store as the place to hold charitable fundraising events. You might be able to organise some kind of event that can be held during store hours for example, so the public are aware of it and can come along to see what is happening. This gets more people through your doors and thus more chance of making more sales. And yet you are also doing something worthwhile to bring more attention to your chosen charity.

Many businesses decide to partner up with one particular charity they really believe in. This gives the best results because you can focus on all the different ways to help one charity instead of trying to spread the generosity too thinly. Of course different businesses go about this in different ways, but you can see that there are lots of ideas you can use to get the best possible results in your own situation. Your business could be a major part of the local community, no matter where you are based. This is the way ahead for many people, and it is the way ahead for socially conscious businesses too.

For more information visit : http://www.flip.gi

Article Source:
http://www.articleside.com/society-articles/how-to-create-a-more-charitable-business-to-benefit-those-around-you.htm - Article Side

Jake Edmund - About Author:
a FLIP Project successfully organized a a corporate fundraising quiz night to raise funds for Happy Faces Charitable Trust aiming chronic illness support. Visit http://www.flip.gi for more information.

Article Keywords:
charitable giving Gibraltar , strategic philanthropy , FLIP Project corporate fundraising

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!