



CHECKLIST

Checklist for Employers: Philanthropy

When developing a program of philanthropy to support HR practices for the recruitment of veterans, consider the following:

- ▶ Consider and develop philanthropic opportunities based in financial and non-financial (in-kind) support. Programs of support may focus on wrap-around services and supports, such as housing, healthcare, transportation, education, community reintegration, employment preparedness, and volunteer service.
- ▶ Seek opportunities to leverage the firm's core competencies, in the context of where/how these strengths can be most effective and applied to impact the employment situation of veterans.
- ▶ Focus philanthropic support for veterans to align with the company's non-veteran and veteran-related goals. Find alignment between the company's goals and opportunities to integrate veterans and veteran-issues into existing initiatives. Engage the veteran community to identify overlapping goals.
- ▶ Understand key issues for veterans in each of the company's philanthropic activities. For instance, if the focus is on educating youth, create opportunities for veterans to mentor and engage with youth.
- ▶ Engage with community organizations, aligned with corporate goals and involved with veterans.
- ▶ Leverage multiple communication channels, including collaborations with VSOs and other organizations serving veterans, to create awareness of financial and non-financial (in-kind) giving.
- ▶ Collaborate with other private sector firms to encourage information sharing, resource leveraging, and focused expertise. In turn, this will enable a more focused philanthropic effort, avoiding missed opportunities owing to a lack of understanding and knowledge about other programs and needs.
- ▶ Develop strategic goals for veteran philanthropy that produce tangible outcomes for veterans and for the firm.
- ▶ Support veteran-run organizations, those specific to veterans, and organizations not specific to veterans or run by veterans, where appropriate.
- ▶ Develop robust metrics and assessment tools to evaluate the efficacy of philanthropic efforts both during and at the conclusion of the grant period.



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