



# CSR and the Corporate Foundation Case Study

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## Highlighted Results

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*Corporate social  
responsibility taken to  
the next level*

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*Common ground for  
measuring and  
evaluating programs*

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*Dialog and consensus in  
making grant decisions*

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*Increased employee  
involvement in your  
corporate philanthropy*

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*Enhanced public  
awareness and  
perception of your  
company*

### **Featured Project: Brady Corporate Foundation**

The Brady Corporation, a Fortune 500 company headquartered in Milwaukee, Wisconsin, is a world leader in supplying high performance identification products to original equipment manufacturers. Brady Corporation employs more than 8,000 people worldwide, and operates in 24 countries.

### **The Challenge**

The Brady Corporation was seeking to increase the impact of its social responsibility efforts in the communities in which it operates. It had established a foundation to build the leadership capacity of children and youth at all stages of their development. The challenge for the grants review committee was to

- 1) Measure each grant's potential to meet the foundation's mission, strategic and program objectives, while recognizing that individual programs, audiences, and objectives are diverse; and
- 2) Create a process that does not require full time staff resources to implement and maintain.

### **The Legacy Group Execution**

Brady engaged The Legacy Group and KDM Consultants to design a grant application process that would reflect the leadership values of the company, and allow for simple but robust screening and monitoring of grants. The consulting team included experts in foundation and grants management, research, leadership development, and evaluation.

The approach included:

- Conducting in-depth interviews of senior leadership and foundation board members to identify leadership values and how these could be assessed among potential grantees.
- Development of a grant identification, application, and evaluation process that provides a simple, meaningful screen to evaluate a broad range of programs.
- Piloting and refining the process through the first grant cycle.

### **The Legacy Group Impact**

The Legacy Group created a grant evaluation process that:

- Encourages dialog and consensus building in making funding decisions.
- Builds effective partnerships with high-impact community organizations.
- Uses specific, measurable grants outcomes, mutually agreed upon with grantees, which can be easily monitored throughout a three-year grants cycle.
- Finds new ways for Brady to build its leadership values in the communities it serves, and increases the leadership capacity within those communities.
- Encourages employee involvement in its philanthropic activities, and increases public perception of the Brady Corporation as a good place to work.