

THE STATE OF

Sioux Falls Philanthropy, Uncovered

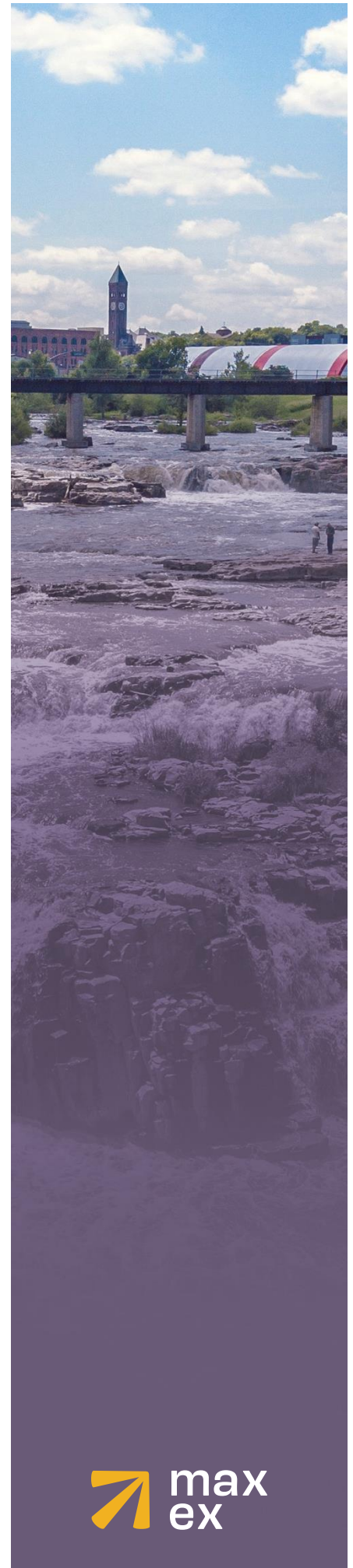
BY MAXIMIZING EXCELLENCE, LLC

Summary

- Philanthropy is the competitive advantage of Sioux Falls.
- It is a significant contributor to our community's economic engine. Community growth, economic development, and quality of life can be linked and partly credited to philanthropy.
- This growth also creates more needs which are met mainly by nonprofits. The growing nonprofit sector is currently straining philanthropy.
- Three entities influence Sioux Falls' philanthropic culture: established leaders, emerging philanthropists, and nonprofits. Each plays an important role, visualized as a three-legged stool.

Our Response

- It is most important we safeguard the integrity and impact of Sioux Falls philanthropy.
- Our trusted relationships with each leg of the stool position MaxEx as the ideal philanthropic culture influencer to usher in a new era of philanthropy in Sioux Falls.
- Each influencer audience can be approached uniquely while prioritizing increased synergies.
 - **AN ADVOCATE** of nonprofits.
 - **A RESOURCE** to emerging philanthropic leaders.
 - **A PARTNER** for our established philanthropists.





Build a Philanthropic Strategy for Your Company

AS PART OF ITS COMPETITIVE ADVANTAGE

How To

- Align company values and corporate objectives to philanthropic behaviors.
- Give for maximum impact.
- Engage employees' time, talent, and treasure activity to:
 - Differentiate from competitors.
 - Leverage personal and professional social capital.
 - Strengthen employee engagement and workplace culture.
 - Elevate employee skill development and business development.
 - Expand brand recognition without deploying marketing dollars.

Doing So Leads To

- Attracting the ideal customer/client.
- Improved/increased employee retention.
- Influencing perception of the company and its people through value-based decisions and action.
- A positive reputation as a philanthropic culture builder and influencer.
- A seat at "the table" designated to shaping the future of Sioux Falls.