



## What's Next for Philanthropy in the 2020s

Flipping Orthodoxies: **Corporate philanthropy expansion deck**

# About this Document

This document is intended to accompany the [Flipping Orthodoxies overview](#), which was created as part of the field-wide “What’s Next for Philanthropy in the 2020s” initiative supported by **Deloitte Tax LLP**, the **Robert Wood Johnson Foundation**, the **John D. and Catherine T. MacArthur Foundation**, the **W.K. Kellogg Foundation**, and the **McConnell Foundation**. The initiative engaged more than 200 philanthropy executives, professionals, donors, board members, experts, and grantees in a dialogue about the current state of philanthropic practice and where it might be headed in the coming years. To learn more about What’s Next for Philanthropy in the 2020s, visit [www.futureofphilanthropy.org](http://www.futureofphilanthropy.org).

For more information on the Flipping Orthodoxy exercise, please review the instructions in the [overview](#) document.

To produce your own customized Orthodoxy Card Deck, print the following pages, double-sided, “Actual size” on heavy card stock. Combine those pages with the [General Philanthropy Card Deck](#) and any additional Expansion Packs that are relevant to your philanthropy (e.g., Community Philanthropy, Family Philanthropy, etc.), which can be downloaded separately from the [website](#).

Once you’ve printed the relevant additional pages onto card stock, cut the combined set of cards to size (eight cards to a page) to create your full deck. Most copy centers or print shops can print and cut the cards for you. Make sure to print one deck for each small group participating in the exercise.

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**Flipping Orthodoxies**  
Corporate Philanthropy Expansion

Monitor Institute  
by **Deloitte.**

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Our company's  
primary purpose  
is generating  
profit

We aren't  
responsible for  
living wages

CSR activities are  
the way we create  
social impact

CSR efforts  
should only focus  
externally

Impact work is  
only executed  
by the corporate  
foundation

Social impact is  
a "cost of doing  
business"

We aren't  
interested in  
partnering with  
nonprofits

#### INSTRUCTIONS

**Deal out the full deck of cards around your table.** It doesn't matter if people have a slightly different number of cards in their hands.

**Look at your hand of cards.** For each card, think about the orthodoxy described and consider: Does it still make sense? What would it look like if you flipped it — partially or completely? What impact would flipping this orthodoxy have on your organization or community?

**Choose the card with the orthodoxy that is most interesting to you.** Why is it interesting? What would it look like if you flipped it — partially or completely?

**"Play" the card at the center of the table.** In 30 seconds or less, explain the orthodoxy to your colleagues, telling them why you chose it and what it might look like if it were flipped. Go around the whole table, with each person playing his or her orthodoxy.

**Discuss the cards on the table.** Choose or vote on one orthodoxy that the table finds most appealing. Write one sentence directly on the card about why it was so interesting to the group.

Share back with the full group in 30 seconds or less.

This exercise is part of the *What's Next for Philanthropy in the 2020s* initiative. For more information, visit [www.futureofphilanthropy.org](http://www.futureofphilanthropy.org).

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Our best  
instrument  
for impact is  
donations

Social problems  
can all be solved  
through business  
approaches

Experts know  
best what needs  
to be done

Answers  
come from  
analysis of hard,  
quantitative data

Corporations  
should stay out  
of politics and  
public policy

Corporations  
shouldn't take  
controversial  
positions

Corporate  
interests are  
always in  
opposition to  
labor interests

Corporate-  
nonprofit  
partnership is  
just a branding  
exercise

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Our staff should  
all be “in-house”

We make grants

We operate  
independently  
from other  
funders

We should  
keep our  
administrative  
costs to an  
absolute  
minimum

Add your own orthodoxy

Add your own orthodoxy

Our grantees  
give us honest  
feedback

Our philanthropy  
is really about  
marketing and PR