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**MPA 430**

**Assignment #4**

**Summer 2023**

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Choose one of the following organizations/businesses/products that utilizes an embedded philanthropy model (giving-through-buying). Once you have chosen your organization, construct a short (two-page) essay that answers the questions that follow.

Organizations/Businesses:

Equal Exchange (Massachusetts)

Newman’s Own (Westport)

Girl Scout’s of America (Girl Scout Cookies)

Ten Thousand Villages

Patagonia (Benefits Corporation)

**Questions:**

-Explain the mechanism by which the organization/firm is both an operating business and a philanthropic endeavor

-Detail the business model utilized -> Is the business retail, wholesale, informal?

-Who benefits from the money raised and donated by the organization?

-How does the entity reach its customers? Comment on the level of complexity in each instance

-Explain why embedded philanthropy works in each case. What does the customer want out of the transaction?