

Case Study – Nipro Diagnostics



Client: Nipro Diagnostics, Fort Lauderdale, FL

Number of Employees: 600

Client Goal:

In 2010 Nipro Diagnostics, a leading developer and manufacturer of diabetes management solutions hired a new CEO to run their US headquarters based in Fort Lauderdale, Florida. As Nipro Diagnostics continued to grow, the company wanted to become more visible in the community. They hired Strategic Philanthropy in 2012 for an on-going project to establish recommendations for giving, and serve as the liaison/contact for all community requests. As a result, this shifted the corporate philanthropy/community relations responsibilities away from the senior leadership team allowing them to focus on key business objectives.

Project Elements:

In 2013, Strategic Philanthropy developed a comprehensive corporate philanthropy strategy for Nipro Diagnostics aimed at strengthening the company's commitment to health & wellness, healthcare education & research, and employee volunteerism.

The project established an online system to manage all sponsorship/in-kind requests as well as a communication strategy and reward system to engage their employees in various volunteer efforts.

Upon the full launch of the corporate philanthropy initiative, measurements of success have been established to track the program's overall success.