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Landmark Ventures Announces "Doing IT For Good": A New Model for Corporate Philanthropy

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Landmark Ventures, a venture development and strategic advisory firm, today announced a new philanthropy model that connects nonprofit organizations with senior executives at Fortune 500 and top organizations, to promote the advancement of technology and education. Called "Doing IT For Good," the model applies a solid "venture capital strategy" to raise awareness in the community about emerging non-profits seeking to advance their cause through corporate and individual partnerships.

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"The Doing IT For Good model was developed as a platform to show corporations that the most effective way to give back is to focus on what you do best," says Zeev Klein, General Partner, Landmark Ventures. "At a time when corporations may be quick to cut back on philanthropy initiatives, it's important to demonstrate that alternative models based on giving time, knowledge and resources can be just as influential as financial contributions."

The Changing Role of Corporate Philanthropy

According to Philanthropy Journal, almost nine in 10 corporate CEOs say it is important to have plans in place to continue contributions during periods of poor financial performance.

"In today's economy, the role of corporate philanthropy is changing," says David Fike, Chief Technology Officer at Marsh & McLennan. "Corporations want their philanthropic investments to go further, but they are also now looking for creative ways to give back. One of the best ways to make that happen is to keep contributions within the core competencies of a business, and Doing IT For Good is a great illustration of this model in action."

Accessing Partners, Improving Lives

The core of the Doing IT For Good model rests on building bridges between the non-profit and for-profit communities, and synergies for investing in the future of technology and education.

Landmark chose to create the program after identifying an unmet need in both the non-profit and

business community: namely, how to best connect executives and corporations that share a passion for advancing a social cause, with a non-profit that may lack visibility in the community.

Each non-profit chosen for the Doing IT for Good program is vetted through an extensive due diligence process, providing corporate participants with the confidence that the non-profits are operating effective and sustainable operations.

Each year, Landmark Ventures will choose a new non-profit organization to support as part of the Doing IT For Good Program. The first charity selected under the Doing IT For Good umbrella is YearUp, an intensive training program that provides urban young adults, ages 18-24, with a unique combination of technical and professional skills, college credits, educational stipends and corporate apprenticeships.

"We are thrilled Landmark has chosen YearUp as its first Doing IT For Good partner," says Gerald Chertavian, Founder, YearUp. "This program will help us open doors, make connections, build communities, and bridge the Opportunity Divide. Corporate Partnerships are the cornerstones of our apprenticeship programs and gaining more awareness in the community is key for helping us to develop the next generation of IT leaders in America."

About Landmark Ventures

Landmark Ventures is an established venture development and strategic advisory firm working with a diversified set of cutting-edge technology companies, leading corporations, and venture capital funds. With hundreds of years of combined management and entrepreneurial experience, the firm leverages deep domain expertise to identify emerging technology companies that offer proven, innovative and market-ready solutions.

Sitting on the critical seam between technology, business and capital, Landmark ensures a balanced flow of resources while building a catalytic foundation for venture growth.