Although this may look like a journal article, look for the signs that indicate it is actually a chapter in a book.

Note: Chapter 4

High-Impact Nonprofit-Corporate Partnerships
EUGENIA V. COLÓN

Over the past 40 years, the U.S. economy has experienced six recessions that have lasted 10.7 months on average. Although the end of the 2008–2009 recession is much discussed, the most skeptical economists believe the magnitude of this recession could be the most severe in decades. The gravity of the economic downturn is driving sweeping change in the public sector as well as in the marketplace. Nonprofits and corporations alike are struggling to survive the disappearance of wealth from capital markets and the resulting reductions in their budgets and staff.

While philanthropy has become a critical component of corporate citizenship that is deeply embedded throughout a company's operations, in the current climate, issues related to the economic downturn dominate the concerns of corporate giving officers. In a 2009 survey of philanthropic drivers, the shift toward more critical business issues and an increased emphasis on measuring giving...