

## **New Corporate Social Responsibility Consulting Practice Aims to be a Catalyst for Social Change**

WASHINGTON, Jan. 21 /CSRwire/ - Corporations looking to better use their resources to achieve greater social impact have a new partner: Raffa, P.C. Long known as a leading accounting and consulting firm for nonprofit organizations, Raffa was built more than 30 years ago on the belief that corporations thrive when they are doing more to support their communities.

“I have never paid lip service to ‘giving back’ and to corporate philanthropy. It’s part of my core belief that it’s just good business to be a good corporate neighbor,” said Tom Raffa, CEO and Managing Partner of Raffa, P.C. “We believe the end goal of any corporate social responsibility effort should be to leverage corporate resources – be it in the form of employee talent, financial capital, specialized services or product offerings – to help improve our world. It is not about the hours of service you provide or even the dollars you may donate. It is all about the impact it has.”

In response to the corporate sector asking how it’s done, Raffa has established a new Corporate Social Responsibility (CSR) Consulting practice to support other like-minded companies who are looking to begin or bolster their own social impact efforts.

Clifford Yee joined the firm as Managing Director to lead the practice area. Prior to joining Raffa, Yee was Senior Director of Community Affairs and Market President Network at Capital One Financial Corporation, where he led the community relations teams charged with developing and implementing Capital One’s Investing for Good strategy through philanthropic grant-making, employee volunteerism and community programming. Yee earned a Master of Business Administration degree from the Peter F. Drucker School of Management at Claremont Graduate University and a Bachelor of Science in Business Administration degree cum laude from the E. Claiborne Robins School of Management at the University of Richmond. He also holds a Certificate in Nonprofit Management from the University of Illinois-Chicago.

“My background in financial services, consulting, and designing and implementing CSR programs made for a good fit with Raffa, but it was the corporate history and firm-wide dedication to ‘doing more’ that convinced me to join the team,” said Yee. “We are excited to share our knowledge with other corporate partners to make a lasting difference in our communities.”

“Our hope is to drive new donations of time and money to the nonprofit sector from companies that have been interested in CSR but simply want to do it better,” added Raffa.

Raffa’s CSR Consulting services include: CSR Strategy Design, Assessment and Reporting; Volunteerism and Employee Engagement Programs; Corporate Philanthropy and Community Investments ; Nonprofit Board Placements and Training; Cause Marketing, Branding, and Communications; and B Corporation Certification. Learn more: <https://www.raffa.com/professionalservices/consulting/pages/csr-consulting.aspx>

Forward-thinking companies have successfully integrated CSR into the core of their operations to create value for their business and to affect social improvements. A properly implemented CSR strategy can provide a variety of competitive advantages, such as increased sales, operational cost savings, better risk management processes, improved productivity, healthier brand reputation and enhanced customer and employee loyalty.

## About Raffa

Founded in 1984, Raffa is an accounting, consulting and technology firm based in Washington, D.C. dedicated to service and community. As a B-Corp certified, national Top 100, "Best of the Best" CPA advisory firm specializing in nonprofits and socially-responsible businesses, Raffa provides support to help organizations across the country effectively and efficiently manage their most critical processes. The firm's highly specialized professionals provide planning, consulting and compliance services to corporations, entrepreneurs, families, nonprofits and social enterprises. Offering a deep bench of expertise across an array of services, including accounting and tax, human resources, technology and consulting, Raffa's client-centric, customized approach helps each client meet its potential and ensures each client's success is sustained and maintained. Learn more at [www.raffa.com](http://www.raffa.com).

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