Corporate Social Responsibility Partnerships: What Every Fundraiser Needs To Know

with

Jennifer Forman
agenda

- What is CSR / ESG?
  - How does it influence Corporate Philanthropy?
- Nonprofit’s role as an effective CSR partner
- Making the case
  - Mapping alignment
  - UN SDGs
  - Creative strategies
- Case studies
CSR umbrella

Social impact (philanthropy, education)
Ethical business practices
Employee engagement (volunteering, upskilling, ERGs)
Diversity, Equity and Inclusion
Environmental Sustainability
Human rights, social and environmental justice
→ Environmental, Social and Governance (ESG) data
ESG definitions
environmental

Emissions (Greenhouse Gases)
Energy
Waste
Water
Materials (Toxic Chemicals)
Biodiversity
Human Capital (employees)
Diversity, Equity & Inclusion
Health & Wellness
Local Communities
Living Wage
Human Rights (intersects with E)
Cyber Security / Customer Privacy
Public Policy
governance

Oversight & Accountability
Leadership Diversity
Transparency
Internal Policies
Compensation
ESG pressures must be factored in to Corporate Social Responsibility plans and corporate philanthropy
making the case

CONSUMERS
70% of millennials say they have changed their purchasing habits in support of causes or social issues of interest, while 72% of Gen Z consider a company’s purpose when deciding what to buy. [Achieve and the Case Foundation, 2020]

EMPLOYEES
88% of employees believe companies must focus on purpose and not just profit. [Cone Communications, 2020]

PROFITABILITY
Companies with the highest ESG ratings outperformed the lowest-rated firms by as much as 40% [Harvard Business Review, 2019] and each year there is an increasing correlation between being in the top quartile for diversity and financial performance. [McKinsey, 2020]

CAPITAL
2021 was a record year for ESG, with an estimated $120 billion poured into sustainable investments, more than double the $51 billion of 2020. [Fast Company, 2021]

Tip
Use data when talking with leadership teams, and pair statistics with success stories.
nonprofit partnerships

- Nonprofits know their business
- Nonprofits bring engaged audiences
- Nonprofits create the impact
- A step ahead on leveraging an equity lens
ESG In Practice
1. Materiality
   Rank issues based on stakeholder feedback

2. Strategy & Partnerships
   Design effective environmental, economic and social impact programs.

3. Metrics
   Determine goals and KPIs
   Manage data collection systems
   Study value to the overall business

4. Reporting
   Transparently share progress against goals

5. Evaluate
   Review state of the world and state of the business

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1 Materiality

Where should the company focus time, treasure and talent? What are the ‘material’ issues?
Nestle interviewed 72 key internal and external stakeholders and scored issues by importance.

Identify economic, social and environmental issues most important to the business and stakeholders.
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2 Strategy

What is the company's brand purpose? How can we achieve that purpose in the most positive way?

What global issues do they wish to address? United Nations Sustainable Development Goals
brand purpose

Achieving real beauty, building self-esteem

Helping parents and teachers raise inspired, creative children

Improve people’s lives with the world’s best transportation

Move the world forward — breaking barriers and building community to change the game for all
brand purpose

Improve People's Lives with the World's Best Transportation

Lyft partners with RAINN to provide access to transportation for survivors of domestic violence.

93% of Lyft's employees say they come to work because of Lyft's focus on social and environmental impact.
brand purpose

Move the world forward — breaking barriers and building community to change the game for all.

Nike made $140 million Black Community Commitment, an initiative focused on helping organizations that are focused on social justice, education innovation and economic opportunity for Black people.
THE GLOBAL GOALS
For Sustainable Development
### Goodyear Pillar: Advanced Mobility

<table>
<thead>
<tr>
<th>SUSTAINABLE DEVELOPMENT GOALS</th>
<th>UN SDG Target</th>
<th>3.6 By 2020, halve the number of global deaths and injuries from road traffic accidents</th>
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### Goodyear Pillar: Sustainable Sourcing

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<tr>
<th>SUSTAINABLE DEVELOPMENT GOALS</th>
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<th>12.2 By 2030, achieve the sustainable management and efficient use of natural resources</th>
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### Goodyear Pillar: Responsible Operations

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<tr>
<th>SUSTAINABLE DEVELOPMENT GOALS</th>
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<th>7.3 By 2030, double the global rate of improvement in energy efficiency</th>
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### Goodyear Pillar: Advanced Mobility, Responsible Operations

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<tr>
<th>SUSTAINABLE DEVELOPMENT GOALS</th>
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<th>11.2 By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons</th>
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### Goodyear Pillar: Inspiring Culture

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<th>SUSTAINABLE DEVELOPMENT GOALS</th>
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<th>10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status</th>
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<th>8.4 Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-year framework of programmes on sustainable consumption and production, with developed countries taking the lead</th>
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purpose: Build tech to make life easier

**ISSUE 1**
- DE&I: Gender Balanced Leadership

**ISSUE 2**

**ISSUE 3**

**ISSUE 4**

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<td>Women’s ERG</td>
<td>Nonprofit Girls Who Code</td>
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Informed by materiality assessment
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© Make More Good
3 Metrics

Social impact is challenging for companies to measure.

Provide measurable, time-bound goals up front.

Use logic models to demonstrate impact.
Measuring Social Impact

- What happened in the END?
- How were people positively affected?
- What can be extrapolated from the numbers?
- Instead of “100 hours of volunteer service” try “reading comprehension increased by 30% for 20 children”
- Internal measures:
  - sales, marketing and brand affinity
  - employee satisfaction and retention
Case Studies
Influence on Stakeholder Decisions

- Access to eye care
- Customer experience
- Ethics and integrity
- Inclusion, equity and diversity
- Employee wellness
- Compensation and living wage
- Responsible sourcing
- Community engagement
- Accountable and inclusive governance
- Civic engagement
- Learning, development and training
- Data security and privacy
- Climate change and energy
- Sustainable design
- Tax and economic contribution

Impact on Economy, Environment, and Society

- Moderate
- High
- Very High
OUR IMPACT

DOING GOOD, TOGETHER
We take care of our employees and communities by advancing access to eyecare, providing fair wages, promoting wellness, and driving inclusion, equity, and diversity.

FROM INSIGHT TO EYESIGHT
We enhance customer experience to help our customers see (and look) better.

VISIBLE IMPACT
We aim to use resources responsibly, reduce waste, and maintain a neutral carbon footprint.

FOCUSING ON OUR PROGRESS
We strive to govern ethically, lead with inclusivity, and live our values.

FOCUS AREAS
UN'S SUSTAINABLE DEVELOPMENT GOALS (SDGs)

3 GOOD HEALTH AND WELL-BEING
5 GENDER EQUALITY
6 ECONOMIC GROWTH
10 REDUCE INEQUALITY
11 REASONABLE AND SUSTAINABLE CITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
16 PEACE, JUSTICE, AND STRONG INSTITUTIONS
WARBY PARKER has donated 10 million pairs of glasses.

“According to VisionSpring, a pair of glasses can increase an individual’s productivity by up to 32% and their monthly income by up to 20% in emerging and pre-emerging markets.

It’s estimated that the glasses distributed thus far through the program have unlocked more than $1 billion in earning potential for low-income households.

Johns Hopkins University completed a three-year clinical study as part of Vision for Baltimore that found the impact of a pair of glasses on a student’s education was equivalent to two to four months of additional schooling, and four-to-six months for special education students.”
Vulnerabilities = Opportunities
POLLUTED BY

STOP PUTTING TIGERS ON THE LINE

WIPES OUT DANDRUFF & RAINFORESTS
when profit becomes the bigger risk

In a release announcing the move, Macy’s chairman-CEO Jeff Gennette said, “Over the past two years, we have been closely following consumer and brand trends, listening to our customers and researching alternatives to fur. We’ve listened to our colleagues, including direct feedback from our Go Green Employee Resource Group, and we have met regularly on this topic with the Humane Society of the United States and other NGOs. Macy’s private brands are already fur-free, so expanding this practice across all Macy’s, Inc. is the natural next step.”
<table>
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<th>Acronym</th>
<th>Description</th>
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<td>CSR</td>
<td>Corporate Social Responsibility</td>
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<td>ESG</td>
<td>Environmental, Social &amp; Governance</td>
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<td>DE&amp;I</td>
<td>Diversity, Equity &amp; Inclusion</td>
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<tr>
<td>GHG</td>
<td>Greenhouse Gas (emissions)</td>
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<td>SBTi</td>
<td>Science Based Target Initiative</td>
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<td>GRI</td>
<td>Global Reporting Initiative (see also SASB/CDP/TCFD)</td>
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<td>SDGs</td>
<td>United Nations Sustainable Development Goals</td>
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Ben & Jerry's Purpose:

To advance human rights and dignity, support social and economic justice for historically marginalized communities, and protect and restore the Earth's natural systems.
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<th>Equity</th>
<th>Sustainability</th>
<th>Dairy</th>
<th>Fairtrade</th>
<th>Activism</th>
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GRASSROOTS ORGANIZING

NATIONAL GRANT PROGRAM

The National Grassroots Organizing Program offers one-year general operating support grants of up to $30,000, with an average grant size of $20,000, to small, non-profit grassroots organizations throughout the United States and its territories that are not located in the state of Vermont.

The guiding principle behind this program is our belief that people most affected by a problem are in the best position to determine the solutions. We will consider proposals from grassroots organizations that are working to help themselves and their communities create broad systems change through community organizing and movement-building efforts.

Denver Homeless Out Loud

Denver Homeless Out Loud (DHOL) works with and for people who experience homelessness to solve the issues that arise from that experience. They work to help protect and advocate for dignity, rights and choices for people experiencing homelessness. DHOL's efforts center goals are affirmed and raised by homeless people, within the organization and without.

General operating funds were provided to enable DHOL to continue the work of organizing poor and homeless people to stand up for their rights on the streets, in the courts, and in the legislative buildings, and will allow them to maintain office space, print materials, feed people at meetings and events, document police abuse on camera, and strengthen their infrastructure in order to have a greater reach to the community.

denverhomelessoutloud.org ▶
Thank You!

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