



Corporate Social Responsibility Partnerships: What Every Fundraiser Needs To Know

with

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**Make.
More.
Good.**™



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

social

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 issues

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.

5

Evaluate

Review state of the world and state of the business

*IMPACT
Cycle*

3

Metrics

Determine goals and KPIs

Manage data collection systems

Study value to the overall business

4

Reporting

Transparently share progress against goals

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1 Materiality

Where should the company focus time, treasure and talent? What are the 'material' issues?

IKEA Sustainability Report FY21





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

Nestlé interviewed 72 key internal and external stakeholders and scored issues by importance.



People and pets

Communities

Planet

Maximizing long-term value

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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

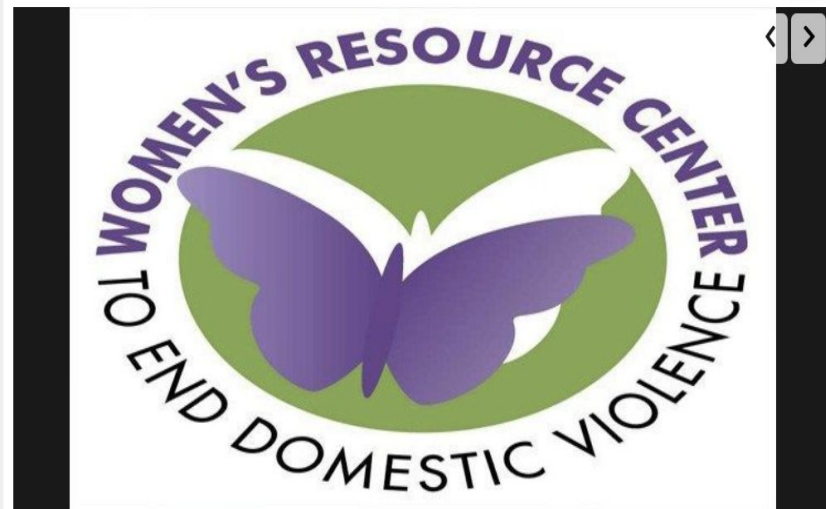
Lyft partners with RAINN to provide access to transportation for survivors of domestic violence.

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

Lyft grant helps domestic violence survivors

By Angelina Velasquez Digital Producer

Posted May 3, 2018



Source: Women's Resource Center to End Domestic Violence



An organization helping women and children start new lives after surviving domestic violence has been chosen as the first recipient of Lyft's new grant program, which provides \$1,000 worth of rides.

brand purpose

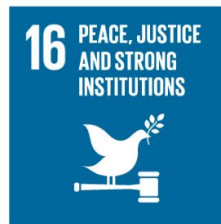
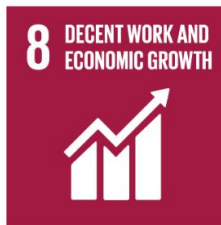
Move the world forward — breaking barriers and building community to change the game for all

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

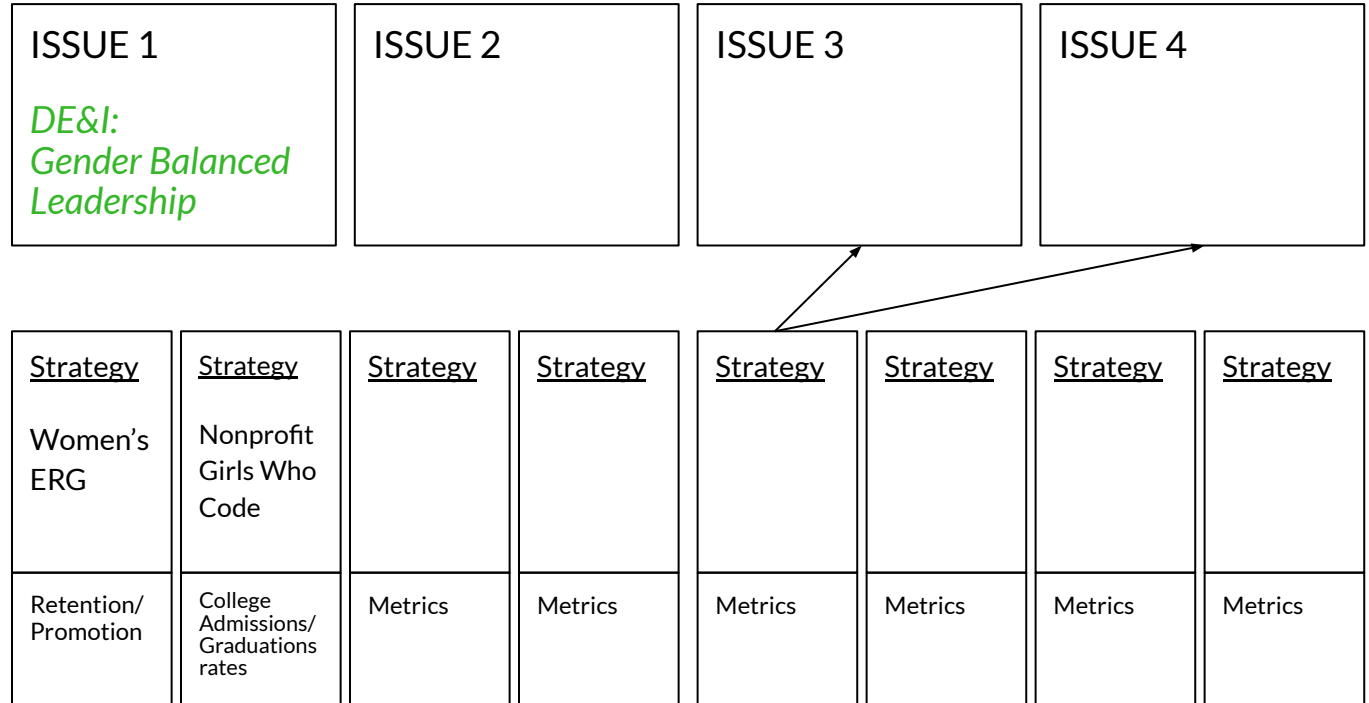


Goodyear Pillar	Advanced Mobility	Sustainable Sourcing	Responsible Operations	Responsible Operations	Responsible Operations, Advanced Mobility
					
UN SDG Target	3.6 By 2020, halve the number of global deaths and injuries from road traffic accidents	4.5 By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations	6.4 By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity	7.3 By 2030, double the global rate of improvement in energy efficiency	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

Goodyear Pillar	Inspiring Culture	Advanced Mobility	Sustainable Sourcing, Advanced Mobility	Responsible Operations	Sustainable Sourcing
					
UN SDG Target	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	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	12.2 By 2030, achieve the sustainable management and efficient use of natural resources	13.2 Integrate climate change measures into national policies, strategies and planning	15.2 By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally

purpose: Build tech to make life easier

Informed by materiality assessment



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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 were 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



WARBY PARKER





WARBY PARKER

OUR IMPACT

FOCUS AREAS

UN'S SUSTAINABLE DEVELOPMENT GOALS (SDGS)*

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



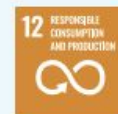
FROM INSIGHT TO EYESIGHT

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





WARBY PARKER

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



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."



valuable acronyms

CSR	Corporate Social Responsibility
ESG	Environmental, Social & Governance
DE&I	Diversity, Equity & Inclusion
GHG	Greenhouse Gas (emissions)
SBTi	Science Based Target Initiative
GRI	Global Reporting Initiative (see also SASB/CDP/TCFD)
SDGs	United Nations Sustainable Development Goals



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.



Ben & Jerry's Social Mission Priority Initiatives

and how they align with the SDGs

EQUITY	SUSTAINABILITY	DAIRY	FAIRTRADE		ACTIVISM	
1 NO POVERTY 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	8 DECENT WORK AND ECONOMIC GROWTH 	1 NO POVERTY 	15 LIFE ON LAND 	1 NO POVERTY 	13 CLIMATE ACTION
5 GENDER EQUALITY 	13 CLIMATE ACTION 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	5 GENDER EQUALITY 	17 PARTNERSHIPS FOR THE GOALS 	5 GENDER EQUALITY 	14 LIFE BELOW WATER
8 DECENT WORK AND ECONOMIC GROWTH 	14 LIFE BELOW WATER 	13 CLIMATE ACTION 	8 DECENT WORK AND ECONOMIC GROWTH 		8 DECENT WORK AND ECONOMIC GROWTH 	15 LIFE ON LAND
10 REDUCED INEQUALITIES 	15 LIFE ON LAND 	15 LIFE ON LAND 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 		10 REDUCED INEQUALITIES 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS
16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	17 PARTNERSHIPS FOR THE GOALS 	13 CLIMATE ACTION 		12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	17 PARTNERSHIPS FOR THE GOALS



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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