

About Taproot Foundation

The Taproot Foundation drives social change by leading, mobilizing, and engaging professionals in pro bono service.

150,000+ professionals have delivered **1.9 million hours** of pro bono consulting valued at over **\$290 million** since 2001.

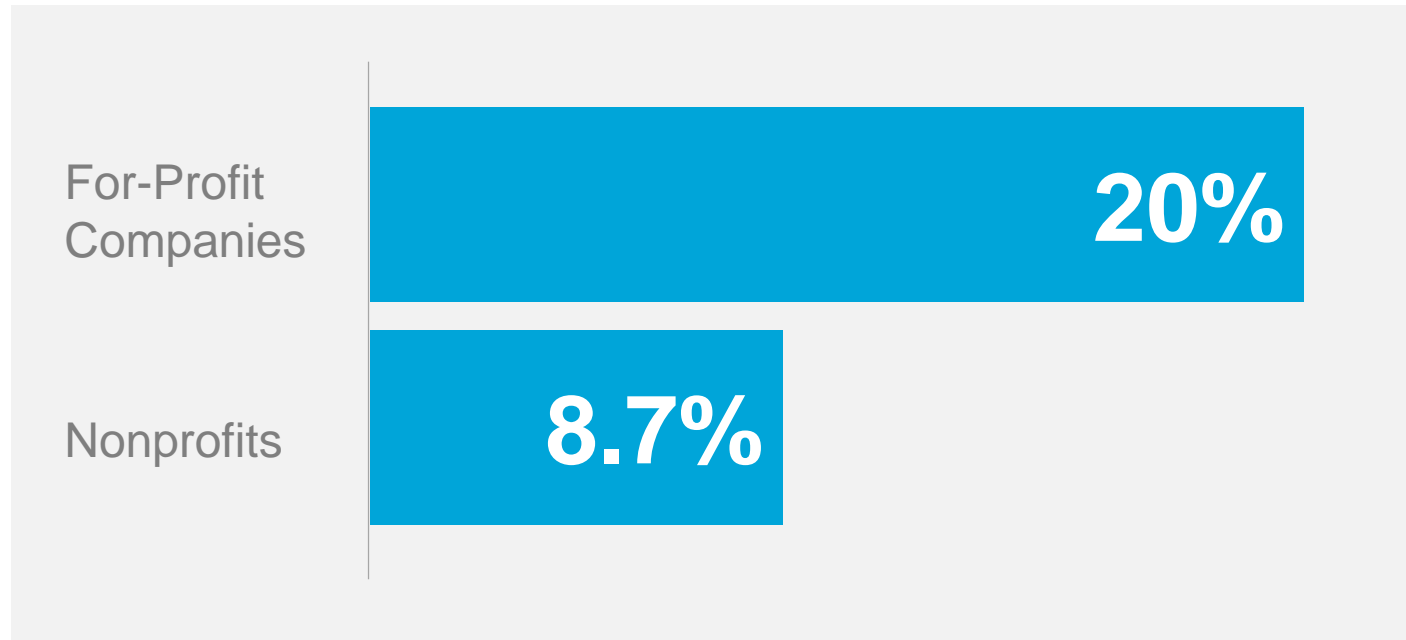
Consulted to **110+** Fortune 500 and other companies to build and advance employee pro bono programs.



The Challenge

On average, nonprofits spend significantly less on their overhead costs than for-profit companies.

Average Spending on Overhead Costs



“Redefining the Solution: Doing More with Less,” Capital One and Common Impact, 2010.

Supporting Nonprofits

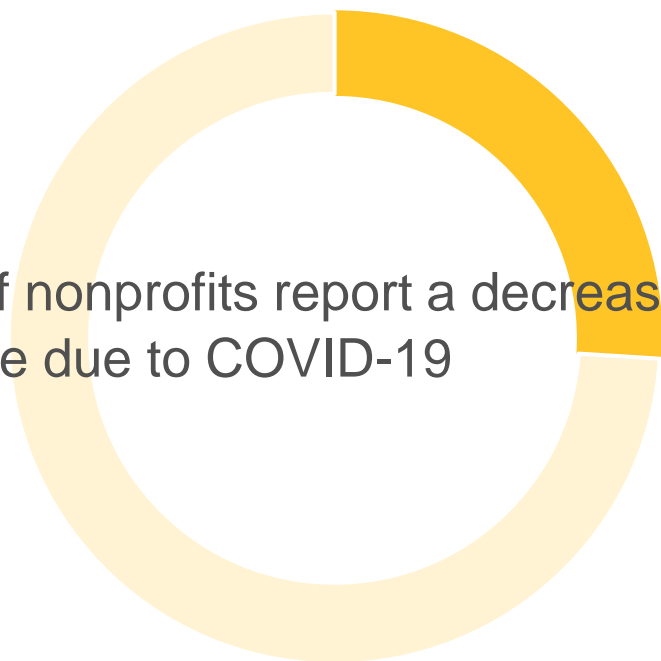
There are a variety of ways that companies can help nonprofit organizations address the resource gap.

Corporate Community Engagement Spectrum

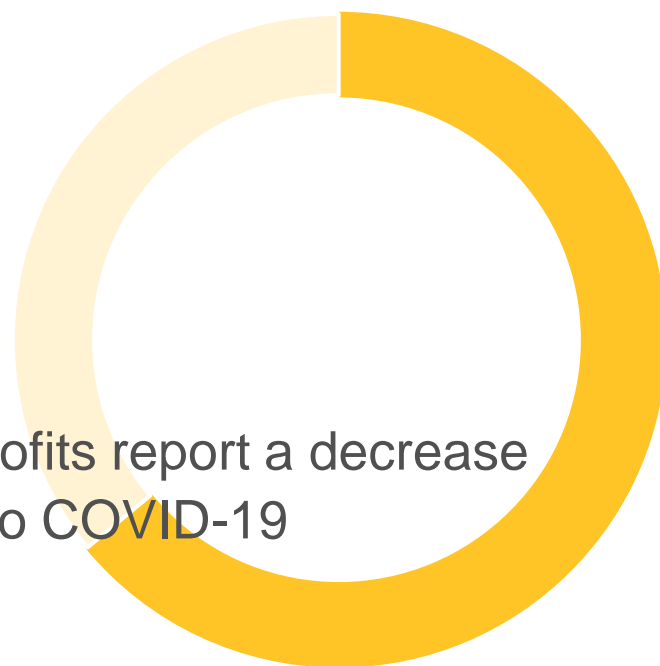
Nonprofits' needs	MAKING BUDGET	"EXTRA HANDS" TO DELIVER SERVICES/PROGRAMS	INFRASTRUCTURE AND LEADERSHIP		
Categories of volunteer support	FINANCIAL SUPPORT	HANDS-ON VOLUNTEERING	SKILLS-BASED VOLUNTEERING		
Examples of common activities	<ul style="list-style-type: none"> ▶ Cash grants ▶ Matching gifts 	<ul style="list-style-type: none"> ▶ Playground clean-up ▶ Soup kitchen 	<ul style="list-style-type: none"> ▶ Tutoring ▶ Job skills training 	<ul style="list-style-type: none"> ▶ Board placement ▶ Board member training 	<ul style="list-style-type: none"> ▶ IT assistance ▶ Collateral design ▶ HR consulting

Now More Than Ever

26% of nonprofits report a decrease in staff size due to COVID-19



64% of nonprofits report a decrease in funding due to COVID-19



Nonprofits Want Access to Skills-Based Volunteering

“So far this year we have received \$100,000 in pro bono services, accomplishing things that have been on my wish list that I either didn’t have the skill, time, or money to tackle. It is an invaluable resource.”

- *Velma Gentsch, Administrative Director,
Hand in Hand Parenting*

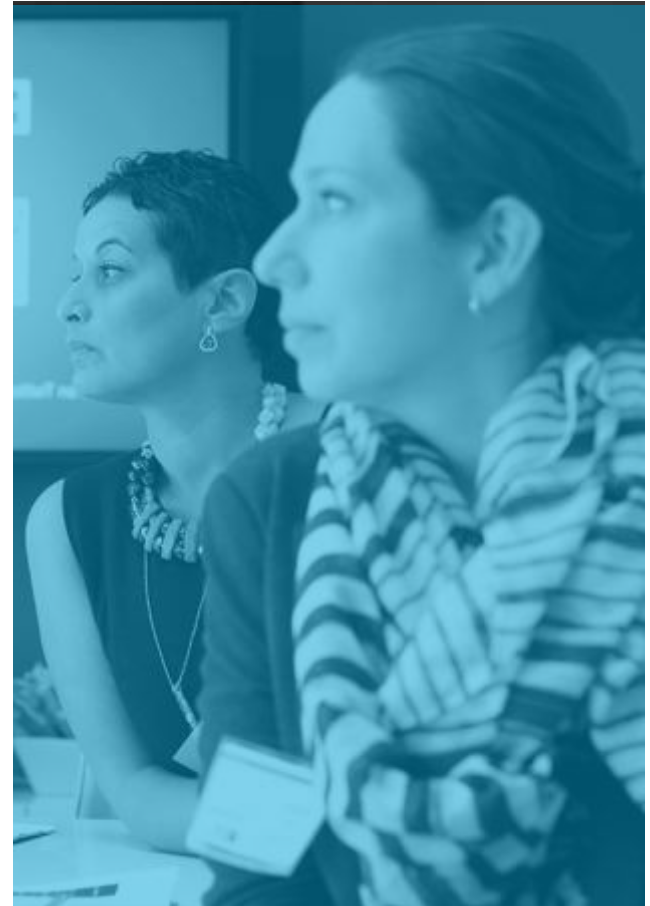
Areas of Need

- ▶ Marketing/communications
- ▶ Social media strategy
- ▶ Creative fundraising campaigns
- ▶ HR policy updates
- ▶ Financial reforecasting
- ▶ Risk resilience planning
- ▶ Operations/process improvement

Employees Want to Provide Support

“Grateful to have an opportunity to serve and give back in a time of crisis that is affecting so many people. It was wonderful to be able to lend an ear to an organization who is facing unprecedented times.”

- Employee participant



Barriers to Maximizing Impact

We think too small.

“We want a done-in-a-day skills-based volunteering program.”

“We need to log 1,000 hours of service in year one.”

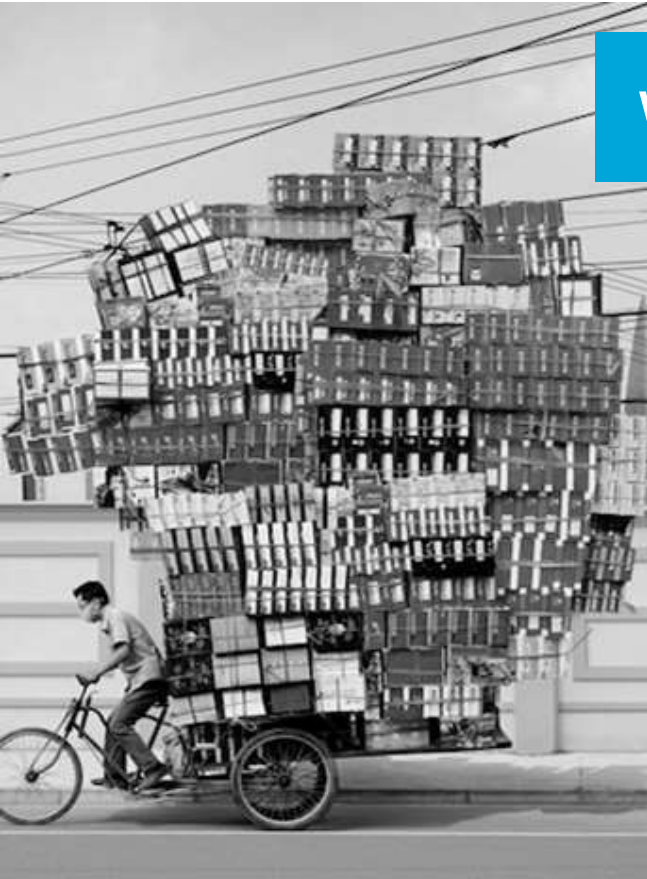


Barriers to Maximizing Impact

We think too **BIG**.

“Let’s pilot in all 30 offices around the globe at the same time.”

“Let’s cure cancer.”



Barriers to Maximizing Impact



We don't consider tradeoffs.

“We want 200 employees to participate.”

“The program must engage our junior analysts.”

Barriers to Maximizing Impact

We avoid risk.

“We don’t want to be the first to try this model.”



The Pro Bono Sweet Spot



Pro Bono Sweet Spot

**Social
Sector
Need**

What social impact can you make with a pro bono program?

- ▶ Offer support to a **broader pool** of beneficiaries
- ▶ **Support one or more issue areas** important to your company
- ▶ **Deepen investment in communities** across geographies
- ▶ Meet beneficiaries **where they are**

Pro Bono Sweet Spot



Skills & Expertise

What skills and expertise compliment a pro bono program?

- ▶ Engage **additional skill sets** you don't normally tap into
- ▶ Double down on engaging **common skill areas** that your company is known for
- ▶ Tap into skill sets and expertise areas that may be prevalent among employees in **harder-to-engage offices and locations**

Pro Bono Sweet Spot



Business Objectives

How might a pro bono program contribute to your company's business objectives?

- ▶ Prepare leaders for a **new work environment**
- ▶ Effectively **navigate change** and **stimulate innovation**
- ▶ Foster an **inclusive and interconnected workforce**
- ▶ Connect people to **purpose and community**
- ▶ Build your company's **reputation**
- ▶ **Maximize the impact** of existing initiatives

Pro Bono Sweet Spot

Context & Constraints

What context and constraints do companies need to consider when developing a virtual pro bono program?

- ▶ **Logistics** (e.g. it's not just the videoconferencing platform, enabling effective collaboration)
- ▶ **Expectation setting** (e.g. program objectives, scope)
- ▶ **Team building and team structure** (e.g. roles and responsibilities, building rapport)
- ▶ **Bandwidth** (e.g. of both the nonprofit partner and employees engaged in the program)

Envisioning What's Possible

What is your vision for pro bono service at the company?

*If we were
wildly
successful,
our program
would...*

Making the Business Case

How might you make the case for pro bono service internally?



Developing a Strategy



What are some of the key considerations and design parameters you will need to keep in mind?

