

FACT SHEET

Mission

The Taproot Foundation strengthens nonprofits by engaging business professionals in service.

Summary

Nonprofits have the greatest potential for addressing our society's most challenging social and environmental problems, but often lack the operational resources to fulfill their potential. The Taproot Foundation exists to close this gap and ensure all nonprofits have the infrastructure they need to thrive.

The Taproot Foundation works to engage the business community in pro bono service, building the infrastructure of nonprofit organizations we rely on to support our communities. Our pro bono model leverages the best practices of leading professional services firms to reliably provide nonprofits with high-quality marketing, human resources, strategy management, and technology services at no cost to the nonprofit clients.

Community Focus

Nonprofit organizations with budgets between \$350,000 and \$10 million working in the areas of:

Education ▪ Health ▪ Environment ▪ Social Services

Pro Bono Services

For nonprofit clients, Taproot Foundation pro bono teams develop:

Brand Strategies ▪ Visual Identities ▪ Organizational Names ▪ Brochures ▪ Annual Reports ▪
Basic and Advanced Web Sites ▪ Databases ▪ Human Resources Capacity Assessments ▪
Performance Management Systems ▪ Strategic Planning Preparation ▪ Strategic Scorecards

We will soon be expanding to offer more services in Human Resources and Strategy Management.

Offices

The Taproot Foundation is a national organization with programs in San Francisco, New York, Chicago, Boston, and Seattle. We will soon be expanding to Washington DC and Los Angeles.

Key Accomplishments	Taproot Foundation Factoids
<ul style="list-style-type: none"> ▪ Over 10,000 professionals have applied to volunteer their skills on our pro bono projects ▪ Over 600 projects have been awarded to nonprofits to date ▪ Market value of services awarded to date tops \$25 million ▪ Elected to the prestigious international Ashoka Fellowship for social entrepreneurship in 2005 ▪ Recognized by Fast Company as a 2006 rising star - a "social capitalist with extraordinary potential" ▪ Became the largest nonprofit marketing agency in the country in 2006 (based on number of clients) 	<ul style="list-style-type: none"> ▪ 100% of nonprofit clients report that our projects strengthened their infrastructure ▪ 97% of nonprofit clients report that they would recommend Taproot to their peer organizations ▪ Estimated market value of each volunteer's contribution on a Service Grant is \$8,000 ▪ Volunteers give about 100 hours over a 5-6 month project ▪ 97% of volunteers say they'd like to work on another project ▪ The volunteer screening process is thorough; ~ 60% of applicants are accepted

Who Funds the Taproot Foundation?

The Taproot Foundation is funded by 60+ family, community and corporate foundations, including:

- Silicon Valley Community Foundation
- Evelyn and Walter Haas, Jr. Foundation
- California Endowment
- United Way of New York City
- Blue Ridge Foundation of New York
- Robin Hood Foundation
- Wm. Wrigley Jr. Company Foundation
- Joyce Foundation
- Lehman Brothers
- Time Warner
- Microsoft
- Deloitte