

The U.S. Pro Bono Summit is an annual gathering of leaders from across sectors and industries with a shared vision to make the talents and skills of the business community accessible to social change organizations.

The 5th Annual U.S. Pro Bono Summit was hosted in Santa Monica, California April 13-14. Taproot convened 39 leaders from 27 companies from across the country whose experience with pro bono service ranged from seasoned pro bono practitioners to early-stage explorers. Each participant brought a unique perspective and knowledge to the event and made it an invaluable learning experience for all. Taproot also convened leading pro bono service providers on April 13 for Intermediary Day (see page 3 for more information).

THE STATE OF CORPORATE PRO BONO

According to CECP's annual survey, pro bono and board service have been the fastest growing corporate social responsibility programs for more than three years. Each year, more and more corporations are building pro bono into their community engagement strategies.

32 million

LinkedIn members are interested in skilled volunteering or board service

Average value of pro bono services:
\$150/hr

92% of nonprofits want more pro bono

97% of recent MBA grads would be willing to forgo up to **12%** of their expected income to work at a company with a better reputation for CSR



Amy Sulzman
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32 million professionals are interested- what're we going to do about it? [#Probono](#)
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EVENING RECEPTION

We kicked off the Summit with Pro Bon Appétit, a celebratory reception that brought our intermediary and corporate participants together.



CORPORATE DAY


Agenda highlights:

- 1. Where Pro Bono Fits: The Community Engagement Spectrum and Nonprofit Impact
- 2. How to Boost the Talent Development Benefits of Your Pro Bono Program
- 3. Taking Your Program to the Next Level: Scaling with Lean Bandwidth
- 4. The “E” Word: Pro Bono Evaluation Demystified




1. WHERE PRO BONO FITS: THE COMMUNITY ENGAGEMENT SPECTRUM AND NONPROFIT IMPACT

There’s a whole spectrum of ways in which companies can support nonprofit organizations in their community from financial support to traditional hands-on volunteering to skills-based volunteering. Where does your company fall?



Cheryl Timoney
@CherylTimoney



Our work should nurture the world, and our work should nurture us [#PBSummit16](#)

MAKING BUDGET	EXTRA HANDS		INFRASTRUCTURE & LEADERSHIP	
FINANCIAL SUPPORT	HANDS-ON VOLUNTEERING	SKILLS-BASED VOLUNTEERING		
		GENERAL SKILLS	BOARD SERVICE	PRO BONO EXPERTISE
<ul style="list-style-type: none">• Cash grants• Dollars for Doers• Matching gifts	<ul style="list-style-type: none">• Playground clean-up• Soup kitchen• Habitat for Humanity	<ul style="list-style-type: none">• Tutoring• Literacy programs• Science fair judge	<ul style="list-style-type: none">• Board placement• Board member training	<ul style="list-style-type: none">• IT assistance• Collateral design• HR consulting

Four local Los Angeles nonprofit leaders shared their pro bono stories and experiences. Insights include:

- **Listen.** Listen closely to what your nonprofit client really needs. Don’t start with what you can offer.
- **Understand constraints.** Nonprofit leaders wear many hats and are often resource-constrained – make sure the nonprofit has capacity to take on pro bono help.
- **Establish trust.** Ask for transparency from the nonprofit in describing challenges, problems, and mistakes. In turn, be transparent about what your employees can and cannot deliver.

2. HOW TO BOOST THE TALENT DEVELOPMENT BENEFITS OF YOUR PRO BONO PROGRAM

Participants explored the business case for pro bono, particularly around HR. Interested in learning what pro bono can do to support your company's HR goals? Some examples below:

- Attract and retain new talent
- Develop existing talent and emerging leaders
- Cut costs through combining CSR and HR strategies
- Build culture and community

For more resources on this topic, explore Taproot's Talent Development Roadmap featuring:

- A 5-step guide to maximize your talent development strategy by integrating pro bono service
- A simple framework for goal setting
- Tools, templates and best practices that will help you get the pro bono conversation started at your company!

INTERMEDIARY DAY

What if pro bono service was as clear and prevalent as food drives and charity runs? What if business professionals and nonprofit professionals knew exactly how to go about giving and receiving high-impact pro bono service? This year, leading pro bono intermediaries (organizations that connect skilled business professionals to social change organizations) who are members of the Pro Bono Collaborative received pro bono resources, as marketing and communications professionals helped them set a strategy to develop a campaign to build awareness of pro bono service. The seeds were planted for a future campaign!

Thanks to CreateAthon for facilitating Intermediary Day and to Acento for generously hosting!



3. TAKING YOUR PROGRAM TO THE NEXT LEVEL: SCALING WITH LEAN BANDWIDTH

Your manager says to scale the pro bono service program at your company. Here are the five questions you should be asking in reply:

- Are we expanding nationally? Internationally?
- Are we increasing the volume of nonprofits served?
- Are we increasing the volume of employee participation?
- Are we increasing the diversity of the nonprofit needs we address?
- Should we engage more departments or lines of business?



Faith Lin
@seed_of_faith



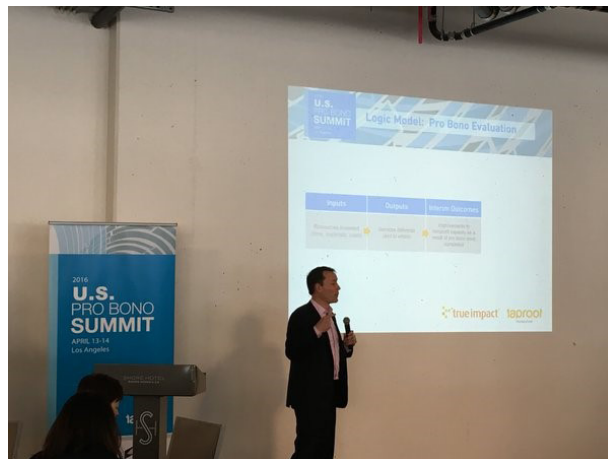
What does "scale" mean? 5 definitions to guide pro bono program planning [#PBSummit16](#)



4. THE “E” WORD: PRO BONO EVALUATION DEMYSTIFIED

Evaluation or ‘The “E” Word’ can be challenging for most companies. This session focused in on the four key outcome metrics that matter most when measuring how your pro bono programs increase the capacity for nonprofit organizations to serve their constituents. They are:

- Increased effectiveness
- Increased service reach
- Increased revenues
- Reduced costs



Farron Levy, President & Founder of True Impact, co-lead this session to help companies rethink pro bono program evaluation.

Summit participants received a sneak preview of *Measuring the Success of Pro Bono Capacity-Building Projects on Nonprofit Organizations*, a report co-authored by the Taproot Foundation and True Impact, and sponsored by MasterCard. Release date: Fall 2016

ABOUT TAPROOT FOUNDATION

Taproot Foundation, a national nonprofit, connects nonprofits and social change organizations with skilled volunteers through pro bono service. Taproot is creating a world where organizations dedicated to social change have full access—through pro bono service—to the marketing, strategy, HR, and IT resources they need to be most effective. Since 2001, Taproot has worked with over 60 Fortune 500 and other organizations to develop best-in-class pro bono programs. Over 4,000 social change organizations have been served through 1.4 million hours of work worth over \$150 million in value. Taproot is located in New York, San Francisco, Chicago, Los Angeles and Washington, D.C. and is leading a network of global pro bono providers in over 30 countries around the world. For more information contact pr@taprootfoundation.org or visit www.taprootfoundation.org

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