

2015

**U.S.
PRO BONO
SUMMIT**JUNE 2-4
Chicago**ANNUAL U.S. PRO BONO SUMMIT****THE UPSHOT****JUNE 2-4, 2015**

Since 2013, the Taproot Foundation and BMW Foundation have convened the leaders of the pro bono movement to share challenges and best practices among peers. These gatherings help the field increase our collective impact and hold each other accountable to doing everything we can to deliver and facilitate pro bono work that drives social change.



This year, we hosted the Summit in the heart of downtown Chicago June 2-4, where 65 leaders of the pro bono movement participated. The Summit was generously supported by long-time pro bono advocates HP and PwC as well as BMW Foundation, Taproot's partner in founding the Global Pro Bono Network.

INTERMEDIARY DAY, JUNE 3**22 Organizations**

Intermediary Day brings together nonprofit organizations dedicated to increasing, deploying, and managing pro bono resources for social change organizations (referred to as intermediaries). Participants convene to share best practices, increase effectiveness for individual organizations, and partner on shared initiatives that will bring the pro bono movement forward.

CORPORATE DAY, JUNE 4**27 Corporations**

Corporate Day is a targeted gathering of companies who are currently engaging employees in pro bono service. Participants discuss trends, best practices, and challenges in order to advance their own programs and elevate the field of corporate pro bono as a whole.

PRO BON APPÉTIT!

*An evening to network with CSR leaders
and pro bono enthusiasts!*

JOIN US!

Wednesday
JUNE 3
4:30pm- 6:30pm

STEVE KOCH
Deputy Mayor of the City of Chicago

LIZ HAMBURG
President & CEO,
Taproot Foundation

GEORGIA GILLETTE
Vice President,
Corporate Initiatives
and Lead Catalyst,
A Billion + Change



TYSON FOODS ROOFTOP TERRACE
400 S Jefferson St
Chicago, IL 60607

A pro bono celebration brought our intermediary and corporate participants together for an evening on the rooftop garden at Tyson Foods. Steven Koch, Deputy Mayor of Chicago shared a few words and toasted to pro bono service!



Partners in the development of Pro Bono Summits

BMW Stiftung
Herbert Quandt

taproot
FOUNDATION

INTERMEDIARY DAY, JUNE 3

A Closer Look

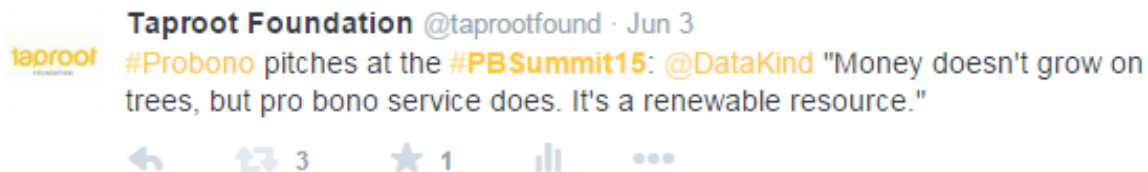
Agenda highlights:

- State of Intermediary Pro Bono (US and globally)
- How Board Engagement Can Boost Pro Bono
- Tech-Based Progress for the Sector

LinkedIn reports that there are **6 million professionals** who say they want to use their business skills for social good, but **only 50,000 pro bono opportunities** have been posted by social change organizations. The leading organizations and corporations in pro bono and skills-based volunteering service are committed to finding out why.

What's your pitch on the value of pro bono?

transformative for company
build relationships gets stronger with use
instills values team building
transformative for individual strategic
keeps you engaged in community go further faster
opens the door and turns on the light
develops leadership competencies retention
triple win transformative for community
renewable resource untapped give you expertise
puts heat on a project



Gayle Schneider Loving from the Pearn Group, in partnership with Cornerstone On Demand, delivered a terrific pre-event session—entirely pro bono—on Leveraging Performance Management to Increase Volunteer Engagement.

“GREAT conference. I have already shared some great take-a-ways with our Board and am engaging deeply in what you all taught us!”

– Kim Lanphear, Executive Director,
Apparo

“This two-day Summit reinforced that I am part of a global movement, educated me on the continuing impact of pro bono, reinforced that my successes and challenges are on par with other intermediaries, and most importantly allowed me to connect and meet other professionals that were more than willing to share their experiences.”

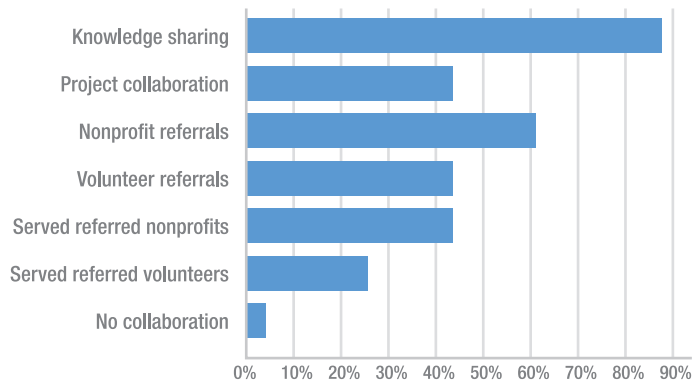
– Amy Klein, Executive Director,
VolunteerConnect

THANK YOU!



Capital One graciously hosted our kick-off reception for Intermediary Day while giving us a glimpse of the Chicago skyline!

Survey asked, how have you collaborated with another pro bono service provider during 2014?



“The *Under-40* board members want to get deeply engaged with the work of the organization. Asking them to bring professional expertise, in addition to a monetary contribution, is a really effective strategy to advance on mission.”

– **Maureen Scherrer,**
Associate Director,
Strategic Development and Partnerships,
BoardSource

Learners and Doers:

This session encouraged participants to self-identify as teachers or learners for on-the-spot Q&A for some of our most challenging issues:

- Evaluating your work (how can you tell you’re successful? What metrics are you using?)
- Storytelling
- Innovation
- Building partnerships

Board Engagement: How might board members facilitate access and delivery of pro bono service?

- Bringing in resources is one of BoardSource’s 10 basic roles and responsibilities for board members. Pro bono resources need to become top of mind.
- Boards are typically well-networked. Tap them for connections to pro bono service providers.
- Seeking high-potential pro bono contributors is an excellent strategy to diversify boards.
- Consider pro bono as a recruitment criterion. What would that do for an organization?
- LinkedIn’s Volunteer Marketplace is an online tool for organizations to source board candidates.



Early in 2015, the Global Pro Bono Summit convened pro bono service providers from 23 nations in Berlin, Germany.

Here are some key trends:

- Growth and diversity of the Global Fellows Network *
- International pro bono organizations are developing:
 - knowledge to share
 - desire to collaborate
 - ability to build common tools and resources
- Bridging legal pro bono with non-legal pro bono
- Public Sector is largely untapped pro bono partner

* The Global Pro Bono Network (the Network) is a select group of pro bono intermediaries from around the world who actively participate in a collaborative effort to share best practices and learnings to drive the pro bono movement forward. This Network was created by the joint partnership of Taproot Foundation and BMW Foundation.

Connecting business professionals and social change organizations – LIVE!

Taproot and LinkedIn presented live demonstrations of their online platforms that connect experienced business professionals with nonprofits and social change organizations for high-impact pro bono projects.



taprootplus.org



volunteer.linkedin.com

Wrapping the Day with Commitments:

Teams formed to commit to advancing three key issues:

- Rebranding “pro bono”
- Increasing nonprofit readiness
- Exploring data that captures the multiplier effect of pro bono service from end to end

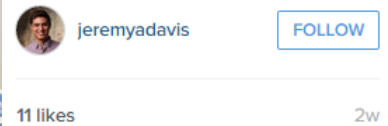
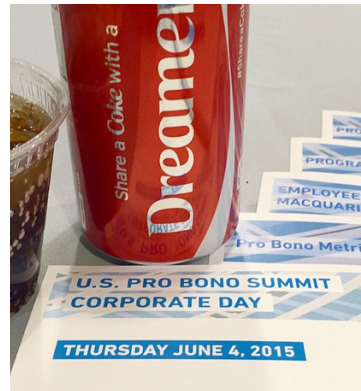


CORPORATE DAY, JUNE 4

A Closer Look

Agenda highlights:

- The State of Corporate Pro Bono
- The Right Program Model for You
- Meeting Nonprofits' Greatest Needs
- Pro Bono as an Employee Development Strategy
- The Metrics of Pro Bono



“Ask me about _____”

The U.S. Pro Bono Summit convenes companies from across the country who are engaged in pro bono—some companies are seasoned pro bono practitioners, while others are just starting out on their pro bono service journey. However, each participant brings a unique perspective and knowledge to the event. We asked participants to complete this sentence and share what others could learn from them. Here's just a snapshot of what some said:

- Pro bono in a tech company
- How to get buy-in from line managers
- International program expansion
- How to get HR to buy-in
- Formalizing an RFP for pro bono services
- Skills-based volunteering at a manufacturing company



Priority challenge addressed at the Summit as reported by Corporations¹:

- 93% Tracking, reporting, evaluating program
- 87% Increasing the employee development benefit
- 73% Lean program management bandwidth
- 60% Understanding the relevant pro bono program models

¹U.S. Pro Bono Summit Corporate Day Benchmarking Survey, Taproot Foundation



The Right Program Model for You:

There's one variable for companies that is top priority when designing pro bono programs: “high-impact for the nonprofits we serve.” But, after that, corporations have different objectives and different priorities. We facilitated a discussion of the variables below. Then, tapping into participant experience, attendees had the chance to learn about the ways different approaches to program design can help achieve the various desired objectives.

High volume of employees

Optimize for employee development

Low-time commitment of participants required

High visibility

Volume of nonprofits

Less program management bandwidth required

Global/non-primary market program reach

Ability to use a variety of skills

Creating the Win-Win-Win Scenario: Pro Bono as an Employee Development Strategy

What are the steps to maximize the talent development potential of your pro bono program? This session identified key issues and discussion questions. Jumping into action, we left participants with a hands-on road map, which was an exclusive preview of upcoming research that we will be releasing later this summer.

Key Steps:

- Define your objective
- Define HR's role
- Identify target participants
- Determine employee development approach
- Pick the right model



Fireside chat with first-hand pro bono users, our nonprofit clients, Christine Feiner, Manager, Corporate Partnerships at Feeding America and Carolyn Nopar, Director of Development, Family Focus.

"Best opportunity to get tactical knowledge from other pro bono experts. Also, a very small, well curated event."

"Useful if you are looking to build a network of colleagues focused on pro bono and get ideas about how to make your program better."

Generate, Ideate, Evaluate, Repeat: Uncovering the Metrics of Pro Bono

Whether they are looking to expand their current programs or grow a new one, companies express a significant interest to learn from benchmarking data about other programs and track and report on their own. When it comes to putting this into practice, many companies have historically gotten stuck identifying what to track and measure, and knowing how to do it. In fact, over 90% of our Corporate Day attendees indicated that better understanding how to track and report on their pro bono program was a high priority challenge to tackle in the coming year.

Through this interactive session, led in collaboration with Georgia Gillette of A Billion+Change, companies discussed and ranked their top priority program metrics, identified the current barriers preventing them from gathering that data, and shared recommendations for resources and approaches that can help make tracking and reporting more accessible.



About Taproot Foundation:

Taproot Foundation connects nonprofits and social change organizations with skilled volunteers through pro bono service. Since 2001, Taproot's skilled volunteers have served 3,300 social change organizations representing 1.5 million hours of work and over \$141 million in value.

www.taprootfoundation.org

pro bono WEEK

OCTOBER 25-31, 2015

SAVE THE DATE!

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