ABOUT THE GLOBAL PRO BONO SUMMIT

Since 2013, the Taproot Foundation and BMW Foundation have convened the leaders of the pro bono movement resulting in the creation of the rapidly growing (30% annually!) Global Pro Bono Network. This vibrant network of 42 organizations from 30 countries exists to promote knowledge sharing, mutual support and collaboration among pro bono providers (or “intermediaries”) from around the world.

Intermediaries are often the sole provider of pro bono services in their entire country. These are social entrepreneurs who are navigating start-ups in challenging environments. Membership in the Network and participation at the Summit affords them the opportunity to bounce ideas, share challenges and develop best practices that strengthen not only their own organization but also the entire Network both regionally and globally. The more effective and efficient pro bono services are for the NGOs in our communities, the better we’re helping to solve more of society’s greatest needs.

The Corporate Day portion of our program is designed for executives who are leading or exploring pro bono service programs at their companies. Corporate Social Responsibility (CSR) professionals take part in the Summit to learn about pro bono service and what type of programming might work for their organization given the needs of their communities, their CSR and business objectives and the talent of their employees.

SUMMIT RECAP

The Global Pro Bono Summit is an annual invitation-only gathering of leaders across sectors and from around the world with a shared vision to make the talents and skills of the entire business community accessible to organizations serving our collective good.

Together with the local host, Conjunct Consulting, the Taproot Foundation and BMW Foundation convened 80 participants including representatives from pro bono intermediaries, corporations, and local Asian foundations.

Agenda Highlights

- Best Practice Sharing
- Demonstrating the Business Value of Pro Bono
- How to Design the Right Program for Your Company
- Site Visits: How Six Singapore Nonprofit Organizations Use Pro Bono Service
- Bar Camp: Small Group Sessions Tackle Participant-Generated Topics
Network members from the USA and France co-facilitated a session illustrating how pro bono adds value to a company’s Corporate Social Responsibility (CSR) practices while supporting business objectives in a multi-national context. Discussions centered on key benefits of pro bono service including bolstering employee morale, developing skills, improving the company’s reputation, and driving internal innovation.

![Global Pro Bono Summit](#)

The Network is the confluence of some of the leading minds on pro bono models that are developing across the world.

*Shalabh Sahai, iVolunteer, India*

### Business Value of Pro Bono

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<th>Business Drivers</th>
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<td>Human Resources</td>
<td>Innovative Professional Development</td>
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<td>Increased Employee Satisfaction</td>
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<td>Enhanced Recruitment</td>
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<td>More Inter-Connected Workplace</td>
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<td>Reputation</td>
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<td>Stronger Relationships and Network</td>
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<td>Sustained License to Operate</td>
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<td>Innovation</td>
<td>Fostered Climate of Innovation</td>
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<td>New or Improved Products</td>
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<td>New Markets or Enhanced Penetration</td>
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Taproot facilitated a half-day session for Corporate Social Responsibility professionals from countries around Asia. One session focused on how to design a custom pro bono program that would work at their company. We explored 5 design considerations to guide their thinking.

### Designing Your Program

**Program design considerations**

- **TIME COMMITMENT**
  - How much time do employees have to dedicate to pro bono service?

- **TYPE OF PRO BONO SUPPORT**
  - What type of pro bono support will be provided?

- **PROGRAM SCALE**
  - How extensive is the pro bono program’s reach?

- **TALENT DEVELOPMENT**
  - To what degree does the program integrate with the company’s HR objectives?

- **PROGRAM MANAGEMENT**
  - What resources are needed to run the program at the company?

### Spectrum of Corporate and Community Engagement

Companies were able to map the various ways they support the social sector across Taproot’s Spectrum of Corporate and Community Engagement. They found it helpful to see how a comprehensive effort—from cash donations to hands-on volunteering to pro bono service—can add value to the social sector.

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<th><strong>MAKING BUDGET</strong></th>
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<th><strong>INFRASTRUCTURE AND LEADERSHIP</strong></th>
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<td><strong>Financial Support</strong></td>
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<td>• UNICEF</td>
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<td>• Disaster Aid and Response</td>
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The Summit included visits to 6 local community organizations that have successfully engaged pro bono services. This was an opportunity to talk to our primary clients and get a first-hand appreciation for their work in issue areas including disadvantaged youth, abused teenage girls, employment services and the elderly.

**SITE VISITS**

**Bettr Barista**

founder Pamela Chng was one of five social entrepreneurs matched to C-suite mentors from corporations in the 8-month long Pilot Social Enterprise Mentoring Programme (an initiative of the Ministry of the Social and Family Development, MSF). Among other areas of growth, sales and marketing were identified as key areas to be enhanced. Subsequently, Bettr Barista was a recipient of pro bono support from Procter & Gamble (P&G). The volunteer team developed plans for a marketing strategy which aimed to create more awareness and drive sales for their coffee training. Bettr Barista then received coaching from two senior managers of Barclays, who helped to further fine-tune the business proposition and pitch to potential funders.

**Dayspring Residential Treatment Centre**’s first pro bono consulting project happened at a time when Dayspring was facing funding constraints due to expanded operations, increasing demand, and a decreasing pool of private donors, and were looking for help in becoming more financially sustainable. The project team provided a series of recommendations for a model for sustainability. They were then connected to Deutsche Bank for a one-day event called a Scalathon, run by Conjunct Consulting, during which Deutsche Bank employees helped Dayspring to develop a pitch, provided sales tips, and presented recommendations for a 3-year phased approach in donor relationship building, awareness building and community engagement strategies. The combination of projects helped Dayspring double their funding from $500,000 in 2013 to $1,000,000 in 2014, enabling them to open a brand new care facility and expand their ability to serve more girls at risk in Singapore.

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**Pro bono engagement: Who is using pro bono service in Singapore?**

**Check out the other site visit locations!**

- Parkinson Society Singapore
- Rainbow Centre Singapore
- Ling Kwang Home for Senior Citizens
- Bizlink
CROWD-SOURCING SESSION: PITCH A TOPIC

How can you make sure session topics are most relevant for your participants? The Bar Camp sessions were small group discussions on topics pitched by participants. Activity: Write your topic, make your case and lead a small group discussion.

The most popular sessions were:

- Measuring the impact of pro bono
- Integrating pro bono service into leadership programs
- Measuring the impact of pro bono
- Integrating pro bono service into leadership programs
- Online pro bono service matching platforms
- Service proposals and pricing
- Pro bono for retired professionals
- Is the Billion+Change corporate campaign right for your culture?
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- Online pro bono service matching platforms
- Service proposals and pricing
- Is the Billion+Change corporate campaign right for your culture?
Every year, the Global Fellows establish commitments together to strengthen their organizations, the Network, and the pro bono movement regionally, nationally, and globally for the coming year. Here’s what we heard from a few Network members.

Co-organize Pro Bono Week 2016.
**PRO BONO LAB, FRANCE**

Mobilize our model to share with those who want to develop internet-based pro bono.
**PASERELLES & COMPETENCES, FRANCE**

Organize the training and roadshow for Latin American network in Rio.
**PHOMENTA, BRAZIL**

Beta version of the pro bono model catalogue (including franchise opportunities).
**PROBONEO, GERMANY**

‘Paying it forward’—strengthen pro bono in the region of Central & Eastern Europe in funding, scaling, sharing.
**PONTIS FOUNDATION, SLOVAKIA**

Publish more on pro bono @ Hug Business, Forbes, LinkedIn.
**NATIONAL VOLUNTEER CENTRE, HUNGARY**

Beta version of the pro bono model catalogue (including franchise opportunities).
**ASIAN CHARITY SERVICES, HONG KONG**

Leverage an awareness campaign for pro bono to engage 5 new corporates.
**EMPACT, SINGAPORE**

Contribute 5% of our work to the Global Pro Bono Network.
**NEEDEED, THAILAND**

Be part of the global common quality standard working group to work on strawman for pro bono quality standard.
**ASIAN CHARITY SERVICES, HONG KONG**

Hold events across Australia to promote the pro bono movement.
**RESONATE, AUSTRALIA**

The Network represents a unique opportunity to get a sense of where pro bono is going, to learn the new trends, and to test your ideas and get feedback. This is a very generous community so everybody wants to help each other.

*Alberto Alemanno,*
*The Good Lobby, European Union Region*
Taproot Foundation, a US 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’s skilled volunteers have served 4,000 social change organizations providing 1.4 million hours of work worth over $150 million in value. Taproot is located in New York, San Francisco Bay Area, Chicago, Los Angeles, and Washington, D.C. and in partnership with the BMW Foundation is leading a network of global pro bono providers in 30 countries around the world.

www.taprootfoundation.org

BMW Foundation
Herbert Quandt

The BMW Foundation brings together leaders from across communities, cultures and countries to drive Social Innovation, promote the Global Dialogue, and encourage Responsible Leadership. We are convinced that our approach breaks down barriers between politics, business and civil society and allows society to benefit from the creativity and diversity that result from cross-sector collaboration.

www.bmw-stiftung.de/en

Special thanks to our local host:

Conjunct Consulting is Southeast Asia’s first social change consultancy: engaging, mobilising and empowering pro bono talent to strengthen social good organisations in Singapore. They do this through pro bono consulting projects, strategic collaborations, and one-day corporate scalathon events. Since its inception in August 2011, Conjunct Consulting has delivered 100 consulting projects with a total of 70 nonprofit partners serving various community needs, creating over $2 million worth of social impact.

www.conjunctconsulting.org

In-kind event space and support
GLOBAL PRO BONO NETWORK

The Global Pro Bono Network exists to promote knowledge sharing, mutual support and collaboration among pro bono intermediaries from around the world. Through this increased capacity, member organizations are better equipped to drive the movement forward, creating greater global change through meaningful local and regional actions in New York City.

The Global Pro Bono Network was created in 2013 with support from the BMW Foundation and Taproot Foundation who convened intermediaries for the first Global Pro Bono Summit.

The Network is currently composed of:

42 MEMBER ORGANIZATIONS from 30 COUNTRIES

thrives under the guidance of the Taproot Foundation, BMW Foundation, and an Advisory Council of six Network members which was established after the third Global Pro Bono Summit in 2015 in Berlin, Germany.

List of Network Members

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<td>Passerelles Competence</td>
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<td>Prospera Network</td>
<td>Trabajo Voluntario</td>
<td>Social Entrepreneurs Agency</td>
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