

NEW YORK CITY | MAY 7 - 9

UPSHOT

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ABOUT THE GLOBAL PRO BONO SUMMIT

Since 2013, Taproot Foundation and the BMW the rapidly growing Global Pro Bono Network. This vibrant network of 48 organizations from 33 countries exists to promote knowledge sharing, mutual support, and collaboration among pro the world.

Intermediaries 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 develop best practices that strengthen not only their own

Corporate Social Responsibility (CSR) and HR professionals take part in the Summit to share best practices with peers in the field and to explore innovative programming that maximizes the impact their programs have on the communities they serve.

Together we share the belief that effective pro bono services can play a critical role in helping the NGOs in our communities address some of society's greatest challenges.

BRINGING MOVERS AND SHAKERS TOGETHER FROM AROUND THE GLOBE

The Global Pro Bono Summit is an annual invitation-only gathering of leaders from across sectors and 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.

Local host and co-founder Taproot Foundation, Global Pro Bono Network co-founder and supporter the BMW Foundation Herbert Quandt, and Impact Sponsor BNY Mellon convened representatives from pro bono intermediaries, corporations, foundations, and other pro bono champions in New York City from May 7 - 9. In this recap, you'll discover what we learned—and what's next for the pro bono movement.

BY THE NUMBERS



Intermediary Nonprofit

:..... 31 Global Network



industries and

- ✓ Architecture & Construction
- ✓ Consumer Goods
- ✓ Entertainment & Mass Media ✓ Retail
- ✓ Financial Services
- ✓ Insurance
- ✓ Pharmaceutical & Healthcare
- ✓ Professional Services
- ✓ Technology
- ✓ Utilities

issue areas represented

- ✓ Workforce Development
- ✓ Education & Research
- ✓ Health & Human Services
- ✓ Intermediary
- ✓ Civic Engagement



countries represented



AGENDA

- Movement Building:Co-designing the Futureof Pro Bono
- Pro Bono and the Future of Work
- Supporting DisasterPreparedness, Recovery,and Resiliency
- The Real work of Runninga Pro Bono Program atGlobal Scale
- Root Cause Analysis and Needs-Driven Design

CROSS-SECTOR DAY | MAY 8

BUILDING THE GLOBAL MOVEMENT

How has the pro bono movement made an impact across sectors and around the globe? And how can we keep pushing the field forward? Pro bono experts from companies, nonprofits, and intermediary organizations all came together to answer these questions and more. Panels and flash talks offered insight into some of the most pressing challenges facing our sectors, and breakout sessions gave attendees the chance to roll up their sleeves and dig in.

WHAT WE LEARNED

Scaling a pro bono program starts with internal storytelling.

In one of the day's breakout sessions, attendees shared their insights on running and scaling a global pro bono program. One theme emerged across sectors—sharing stories helps to build the essential "pro bono champions" who will fight for stronger programs. One nonprofit reflected on their close collaboration with a corporate partner: "It takes a long time, but the strongest and longest partnerships happen when everyone on the corporate side from the bottom up knows why we're partnering." When employees understand the human impact of their work, they're eager to give their time and skills.

One of the most important intangible benefits of pro bono: empathy.

The importance of empathy played a large role throughout the day, including at the Future of Work panel, revealing a connection between pro bono and our changing economy. Pro bono offers volunteers and nonprofit partners unique perspectives, from opportunities to learn and practice new skills to the chance to unlearn unconscious bias by stepping outside of one's comfort zone. The future of work just may be built on building blocks of empathy, ethics, and problem-solving—three things that are built into pro bono opportunities.

Pro bono can play a key role in the world's most urgent issues—as long as it's delivered in a strategic, community-focused way.

At one of the day's breakout sessions, experts discussed the fact that disasters are on the rise globally, and that delivering support in a strategic, community-focused way is necessary. This imperative is valuable regardless of issue area or crisis. Affected communities—whether they're recovering from massive flooding or experiencing extreme poverty—have the clearest sense of their needs. Leveraging the expertise of nonprofits and NGOs to inform what types of support will be most most impactful is a crucial step in ensuring pro bono programs deliver what the community truly needs.

"Relying on pure altruism to grow the movement isn't going to get us far enough. We need volunteers, nonprofits, city halls, and companies to share what they get out of it."

- Keynote Speaker Myung Lee, Executive Director, Cities of Service



CROSS-SECTOR DAY | MAY 8

WHAT'S NEXT?

The day began with a reflection on just how far the pro bono movement has come—but by the end of the day, attendees were eagerly looking to the future ahead. Here are three takeaways that attendees across sectors can put into action.

By tackling the "correct" challenge, we can make pro bono support as meaningful and impactful as possible. Participants in one breakout session dug into a challenge that continued to be mentioned throughout the Summit: distinguishing between symptoms and root causes. Devoting more time and attention to the discovery and scoping process will allow nonprofits and volunteers to develop mutual trust, learn from one another, and ensure a lasting impact. With root cause analysis, we can scope projects that are client-centric and solve the true need of the nonprofit.

Moving the field forward will depend on building strong partnerships of all sizes. Throughout the day, attendees and presenters all raised partnership-building as a challenge; in the words of Sue Stephenson, IMPACT2030 Interim CEO and panelist, "If collaboration was easy, we would all be doing it all the time." It was clear that attendees were eager to uncover how best to build these stronger collaborative relationships—whether within their own organizations, such as CSR professionals looking to work closer with their HR peers, or externally, like the intermediaries who hope to work closer with government. Attendees were challenged to ask each other one question throughout the day: "How can I help you drive this movement?"

The next stage of this movement? Ensuring it's an ecosystem, not an echo chamber. Sitting in a room full of pro bono experts is a thrilling opportunity, but it's also a challenge. If we're not thoughtful about bringing the right voices to the table, we might find ourselves in an echo chamber, having circular conversations instead of truly leading the movement. We need to be sure to pair our good intentions with intentionality through smart, strategic choices that make programs greater than the sum of their parts and benefit the entire ecosystem.





AGENDA

- State of the Field
- Four Pressing SocialIssues and the NonprofitsTackling Them
- Pro Bono as a Piece of the Philanthropic Puzzle
- Perfecting the Pro BonoPuzzle Piece
- Rapid Ideation: Designing for Issue-based Impact

CORPORATE DAY | MAY 9

PRO BONO AS A PIECE OF THE PHILANTHROPIC PUZZLE

Corporate Day at the Global Pro Bono Summit was built on connections, looking at pro bono as a piece of a company's broader philanthropic puzzle. And through this lens, practitioners across companies and industries collaborated and innovated with their peers on how we can truly maximize the impact pro bono has on the communities they serve.

WHAT WE LEARNED

Corporate pro bono is on the rise. The day kicked off with an inspiring conversation with CECP, taking an in-depth look at the CSR landscape and the role pro bono plays in it. In the field of corporate philanthropy, two-thirds of companies report their philanthropic strategy includes noncash items such as volunteering efforts and pro bono. The number of companies offering pro bono is growing, too. In 2018, pro bono was the third most popular corporate philanthropy offering—and the second-fastest growing employee engagement program at the international level. Key takeaway? "In the case of pro bono, we know it works. We have proof," noted Carmen Perez, Senior Director of Data Insights for CECP.

We know pro bono has an impact, but measuring that impact is a challenge. Companies are eager to see if their CSR work is helping to achieve their business objectives and corporate values—and they need to be able to tell the story of their philanthropy through data. Throughout the day, conversation returned to the importance of storytelling through data with one participant noting that "getting buy-in from leaders is vital—and it's easy to do, if you have data to back up your case." (Tip: if you don't have data over time yet, tap into industry data.)

Building cross-sector understanding is never done. One panelist noted that her company has seen "a true lack of understanding" among their employees regarding how nonprofits work, mentioning funding structures as just one example. When that cross-sector understanding is intentionally developed, it plays a key role in helping employees invest in each phase of a pro bono project and co-create together with their nonprofit partners. VMware shared one approach: when employees choose their issue area themselves, it can inspire the deep dedication that leads to stronger cross-sector relationships.

Storytelling is a "must-do," not a "should do." As one speaker noted when reflecting on the growth of her company's pro bono program, "we have stories that we are constantly pushing out to senior leaders—giving them anecdotes for their back pocket so they are reminded of how powerful this work is." Credibility is key to expansion; the best way to demonstrate the value of pro bono is to regularly showcase the wins, look for external validators, and consider that informal stories are often as valuable as formal communications.



CORPORATE DAY | MAY 9

WHAT'S NEXT?

When it comes to pro bono and corporate philanthropy, attendees were focused on the future—all the potential impact that remains untapped. How can we perfect the pro bono puzzle piece? Together they imagined and innovated on an even brighter future for corporate pro bono. Here are three areas with enormous potential:

Developing stronger partnerships is a top priority for attendees.

Throughout the day, speakers discussed the partnerships that have supported their work, and attendees thoughtfully considered how to bring that ethos of partnership back to work with them. One company highlighted their partnerships with HR— described as "complimenting and complementing"—and how successful they've been approaching HR with the sentiment that they're doing great work and CSR can support their success.

As the pro bono movement grows, there's room to engage employees at all levels. There is a growing appetite for purposeful work at companies, and some have responded by creating pro bono opportunities for all types of employees. Whether it's short or long-term engagements, one-day opportunities, or other virtual pro bono, effective and highly-scalable programs provide opportunity for employees with different constraints and varied levels of experience to participate. And as one company mentioned, engaging a few early career employees with the right skills has been an effective strategy for building in pro bono service as an expectation of career growth and leadership at the firm.

There's a clear need for knowledge-sharing across companies.

Attendees were eager to dig into the nuts and bolts of each other's pro bono programs, and while the Global Pro Bono Summit offers such an opportunity, there's a hunger for more. Takeaway: moving the field forward requires bold, creative problem-solving. Companies must think about how they might partner with other industry leaders to combine forces and approach problems at scale, whether that is scale of breadth, depth, or geography.













INTERMEDIARY DAY | MAY 9

UNIQUE ROLES IN A GROWING FIELD

Intermediary organizations from around the globe came together to explore the unique role they play in the field, sharing best practices and uncovering new opportunities to collaborate. Keynote speaker Danielle Butin, Founder & CEO of Afya Foundation, shared her impactful pro bono experiences (one great reminder: "be resilient and stick to your priorities") and discussed the powerful potential for impact contained in the room and throughout the Summit. Together, attendees embodied the vision of microcollaborations set forth on the first day of the Summit, supporting one another with best practices that maximize the impact of pro bono in their communities, then explored the work of three amazing nonprofit organizations in New York City.

SEEING IMPACT FIRST HAND

Per Scholas is a national nonprofit that drives proven social change in communities across the country. Through rigorous and tuition-free technology training and professional development, they prepare motivated and curious adults who are un- or underemployed for successful careers as technology professionals. One group of global intermediaries visited the newly-renovated Per Scholas headquarters in the South Bronx. The highlight of the visit: hearing from a panel of three students how Per Scholas's pro bono partnerships have directly impacted their educational experience.

The mission of **God's Love We Deliver** is to improve the health and well-being of men, women, and children living with HIV/AIDS, cancer, and other serious illnesses by alleviating hunger and malnutrition. They prepare and deliver nutritious, high-quality meals to people who are unable to provide or prepare meals for themselves. The hunger and food insecurity experts at God's Love We Deliver shared how partnering up pro bono with individuals and companies has positively impacted their ability to serve their community. Intermediaries learned about their work in New York City, and got to see that work happen firsthand with a tour through GLWD's facilities.

Phipps Neighborhoods provides children, youth, and families in low-income neighborhoods the opportunities they need to thrive through comprehensive education and career programs and access to community services. Phipps Neighborhoods serves over 12,000 children, teens, and adults annually in more than 30 programs. Phipps shared their insight on pressing poverty issues in New York City and discussed how pro bono partnerships have resulted in the expansion of their work in the community. Intermediary attendees had the opportunity to take in multiple facets of their work in the Bronx, from their school programs at Wings Academy to the resources available at their Opportunity Center.



OUR NORTH STAR: COMMUNITIES

Communities around the globe are facing critical challenges. For the organizations on the frontlines tackling these issues, pro bono service can be a powerful tool to help them expand their impact. It's not enough, though, for those of us supporting the delivery of pro bono to simply make it available. We must do so responsibly—constantly learning and improving to make sure we can be responsive to the needs of the sector and the unique needs of organizations and the communities they serve.

It's a rare moment where we—intermediaries, corporations, and nonprofits—can come together to reflect, connect, and learn from one another. The Global Pro Bono Summit has always been that moment for us. And as we look to the future and continue to evolve as a field, we know how critical it is that we seek to operate as an ecosystem supporting pro bono service, not an echo chamber. Then, together, we can truly drive social change.

Lindsay Firestone Gruber
President & CEO, Taproot Foundation

CONVENERS OF THE 2019 GLOBAL PRO BONO SUMMIT

LOCAL HOST



Taproot Foundation, a US-based 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 network of skilled volunteers have served over 6,600 social change organizations providing 1.6 million hours of work worth over \$190 million in value. Taproot has offices in New York, Chicago, San Frandisco, and Los Angeles, and founded a network of global pro bono providers in 30 countries around the world.

www.taprootfoundation.org

GLOBAL PRO BONO
NETWORK SUPPORTER

BMW Foundation

Herbert Quandt

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The company's philanthropic work is inspired by a legacy of citizenship and service that date back to its founding in 1784. Today, informed by that same legacy, BNY Mellon mobilizes its resources and talent to make a positive social impact in the communities where its employees live and work.

www.bnymellon.com

GLOBAL PRO BONO NETWORK

Our mission is to promote knowledge sharing, mutual support, and collaboration throughout the Network, acting as a catalyst for social impact through the capacity building of intermediary member organizations, and this in turn works towards social sector organizations further increasing their own capacity. Intermediaries aim to make probono more consistent and effective over the longer term, offering their supportive services to both providers and recipients during all stages of the engagements.

The Network was started in 2013 by its founding partners, BMW Foundation Herbert Quandt and Taproot Foundation. It is organized under the guidance of the Global Council, consisting of members and BMW Foundation – Herbert Quandt, whose role is to manage the Network's activities and projects.

THE NETWORK IS MADE UP OF:

48 from 33 plus 2 and 1 organizations countries global regional organization

NETWORK MEMBERS

AUSTRALIA

Resonate

BELGIUM

The Good Lobby

BRAZIL

ATADOS

Phomenta

BULGARIA

Time Heroes Foundation

CANADA

Endeavor Volunteer Consulting or Nonprofits LEAP Centre for Social Impact Spark/The Canadian CED Network

CHILE

Fundacion Transcender

CHINA

Beijing Pro Bono Foundation Huizeren

COLOMBIA

Moving Worlds

FRANCE

Passerelles Compétence Pro Bono Lab

GEORGIA

The Centre for Strategic Research & Development of Georgia

GERMANY

AMAIDI Youvo

HONG KONG

Asian Charity Services

HUNGARY

Volunteering Hungary

INDIA

iVolunteer

JAPAN

Service Grant Japan

MEXICO

Pro Bono Venture

NORWAY

Prospera Network

PERU

Osmia

PORTUGAL

Social Entrepreneurs Agency

RUSSIA

Impact Hub Moscow todogood

SAUDI ARABIA

Ghadan Foundation

SERBIA

Smart Kolektiv

SINGAPORE

Conjunct Consulting Empact

SLOVAKIA

Pontis Foundation

SOUTH KOREA

SESNet

SPAIN

Hazloposible Work for Social

SWEDEN

Volontärbyran

THAILAND

NEEDeed

Thai Young Philanthropist Network (TYPN)

TURKEY

C@rma — Care Move Act

UKRAINE

Pro Bono Club Ukraine

UNITED KINGDOM

Career Volunteer Inspiring Scotland Reach VSO

UNITED STATES

PILNet PYXERA Global Taproot Foundation

VIETNAM

LIN Center for Community Development