

A woman with short brown hair, wearing a light green cardigan over a blue and white patterned scarf, is smiling and leaning on a blue metal railing. She is standing on a bridge with a red steel truss structure. In the background, a city skyline with various buildings is visible under a clear sky.

THE POWER OF PRO BONO

taproot
FOUNDATION

What if social
organizations
had access to the
same resources as
corporations?



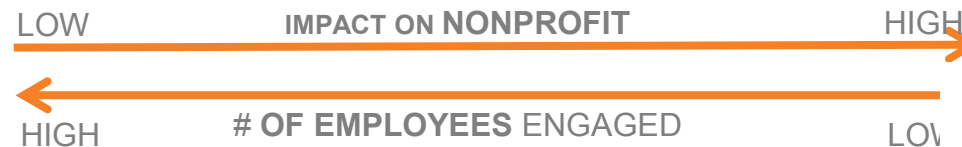
Our **MISSION is to drive social change by leading, mobilizing, and engaging professionals in pro bono service.**

- ▶ Pro Bono Provider: Over **6,000 professionals** delivering **1.5M hours** of pro bono services to **3,000** nonprofit clients valued at over **\$140M**
- ▶ Corporate Consulting: Building employee pro bono programs for **50+ Fortune 500 companies**
- ▶ Trainings & Workshops: Preparing business and nonprofit professionals through **Powered by Pro Bono** and **ScopeAthons**.
- ▶ **NEW: Taproot +:** Online Marketplace connects nonprofit and business professionals for short term high impact pro bono
- ▶ **Field Building:** Building awareness of the pro bono movement
 - ▶ Global Pro Bono Summit
 - ▶ Pro Bono Week
 - ▶ Research and Thought Leadership

PRO BONO DEFINED

Pro bono is **donated professional services benefitting organizations working to improve society.**

Making Budget	Extra Hands		Infrastructure and Leadership	
Financial Support	Hands-on Volunteering	General Skills	Pro Bono Service	Board Service
<ul style="list-style-type: none"> ▶ UNICEF ▶ Disaster Aid and Response 	<ul style="list-style-type: none"> ▶ Habitat for Humanity ▶ Donated manual labor 	<ul style="list-style-type: none"> ▶ Tutoring ▶ Teaching Basic Computer Skills 	<ul style="list-style-type: none"> ▶ HR Assistance ▶ Marketing Support ▶ Strategic Planning 	<ul style="list-style-type: none"> ▶ Board Placement ▶ Board Training





PRO BONO FOR TALENT DEVELOPMENT



DONE-IN-A-DAY INNOVATIONS

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HOSPITALITY + SERVICE LAB

- ▶ 1.5 hour event: interactive tour and coaching session
- ▶ Hotels share their hospitality best practices with nonprofits to improve delivery of direct services



Pilot Specs



10 Hotel Properties



10 Local NGOs

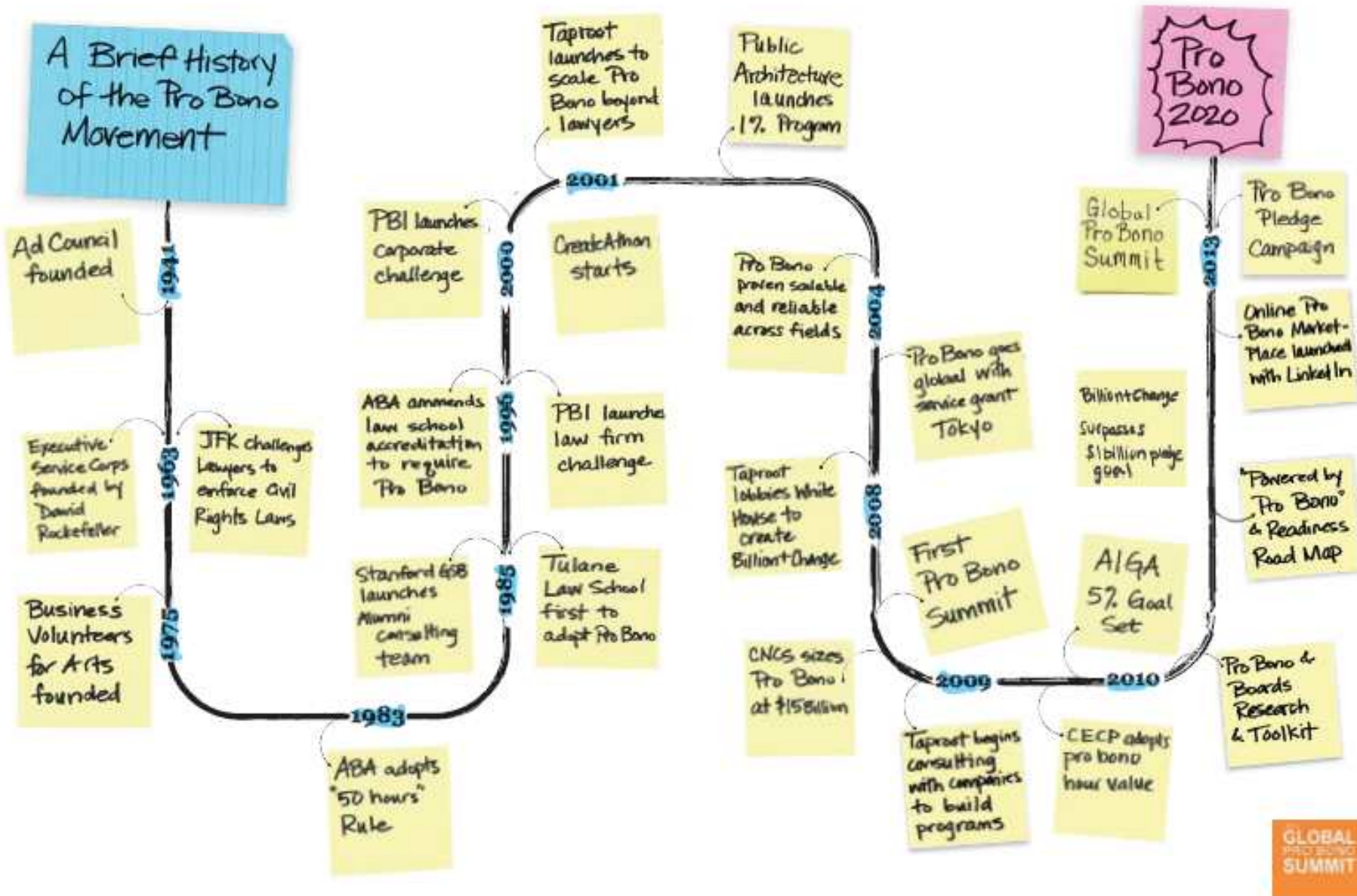


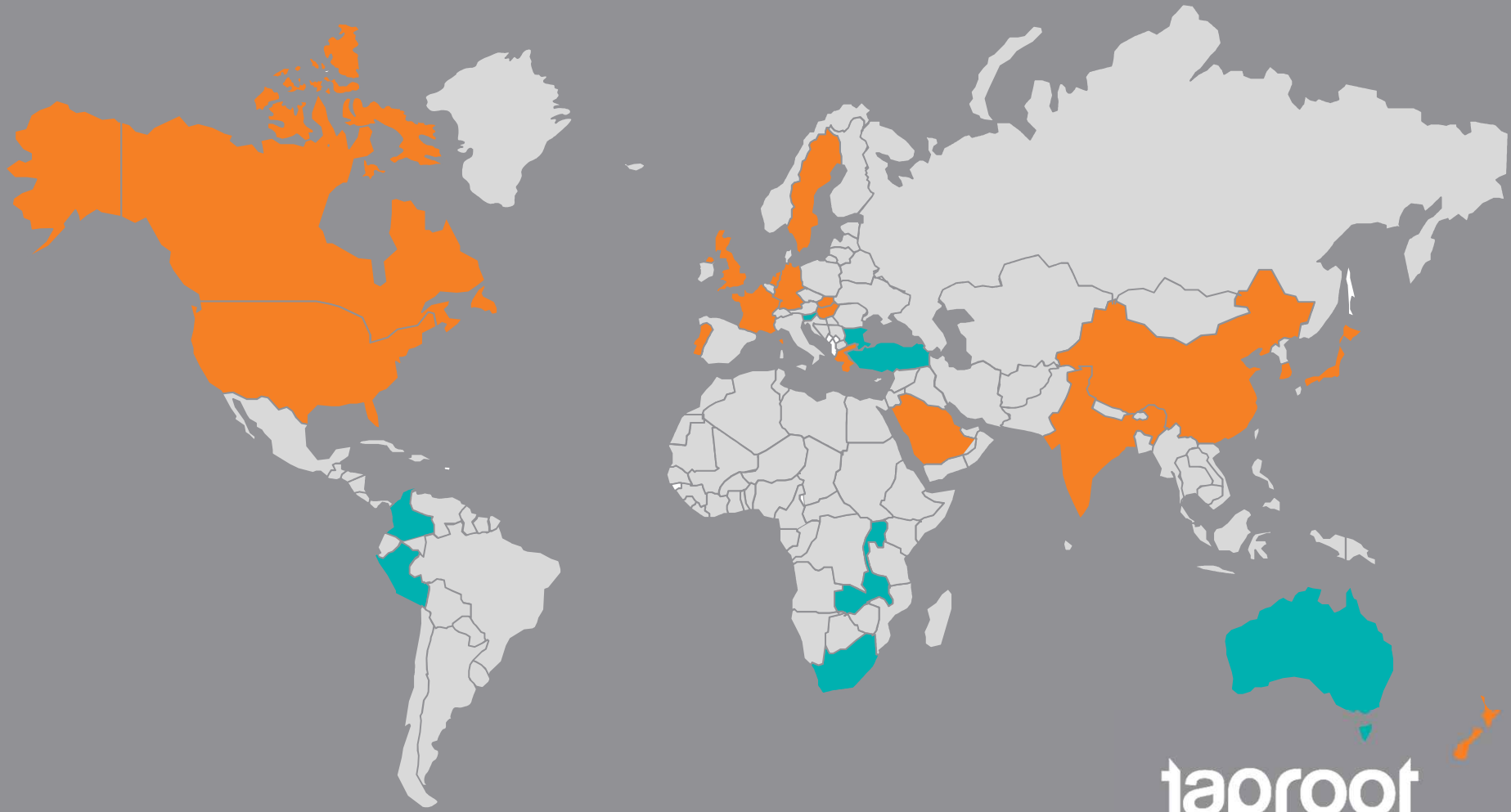
30 Team Members



A Program Built
for Global Scale

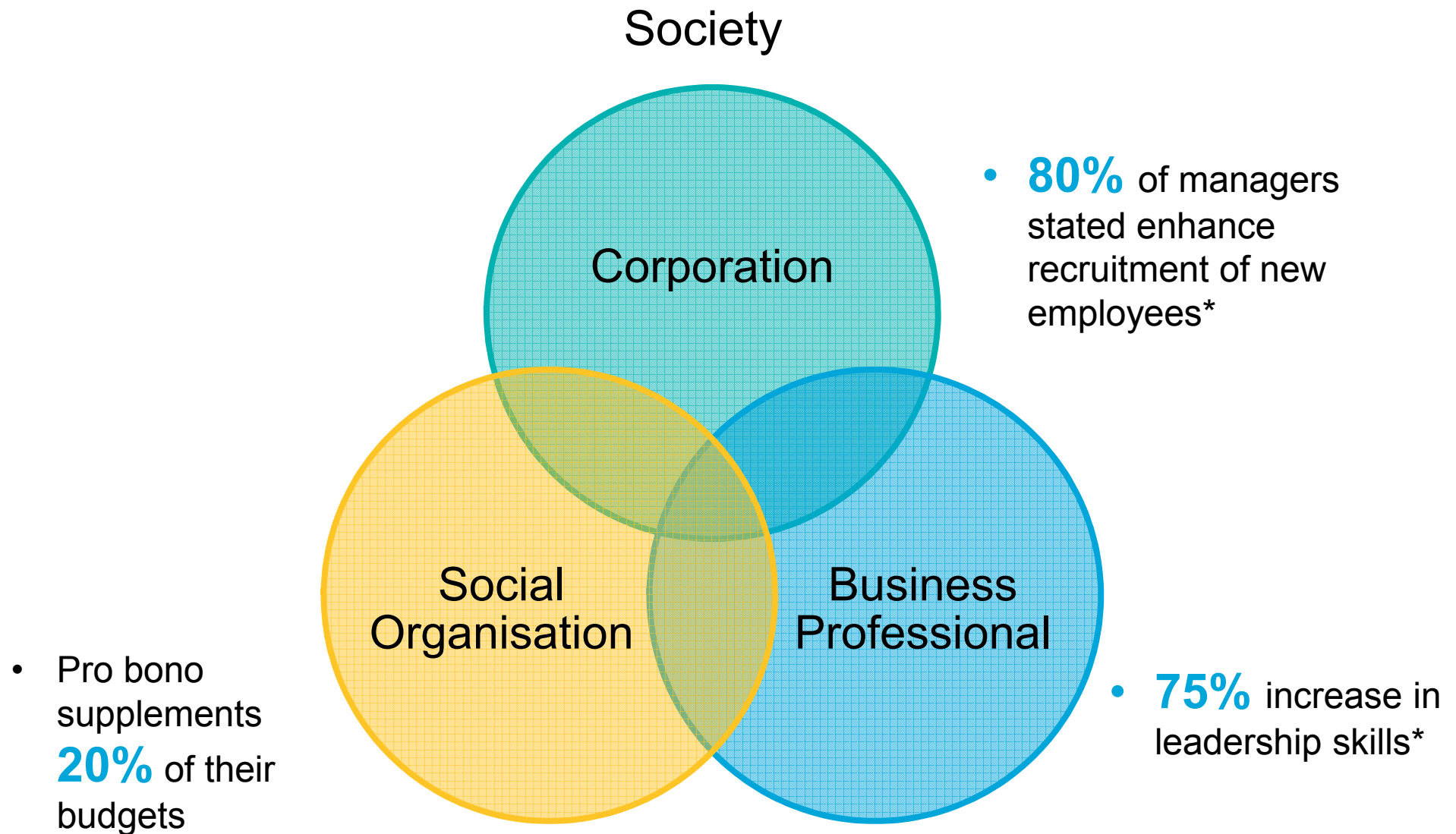
A Brief History of the Pro Bono Movement





BMW Foundation

BENEFITS OF PARTNERSHIP



*www.casefoundation.org blog by Justin Gimotea

MAKING THE CASE FOR PRO BONO

8.7%

The average nonprofit reports spending only 8.7% of its total budget on infrastructure and overhead¹

500%

The value of skilled volunteer support for general operations, technology and professional services can be greater than the value of other forms of volunteering³

91%

Of HR professionals believe that skills-based volunteering can be an effective way to develop leadership skills⁵

20%

Compared to the 20% average traditionally spent by companies to build a strong infrastructure.²

92%

of nonprofits report not having enough pro bono resources⁴

90%

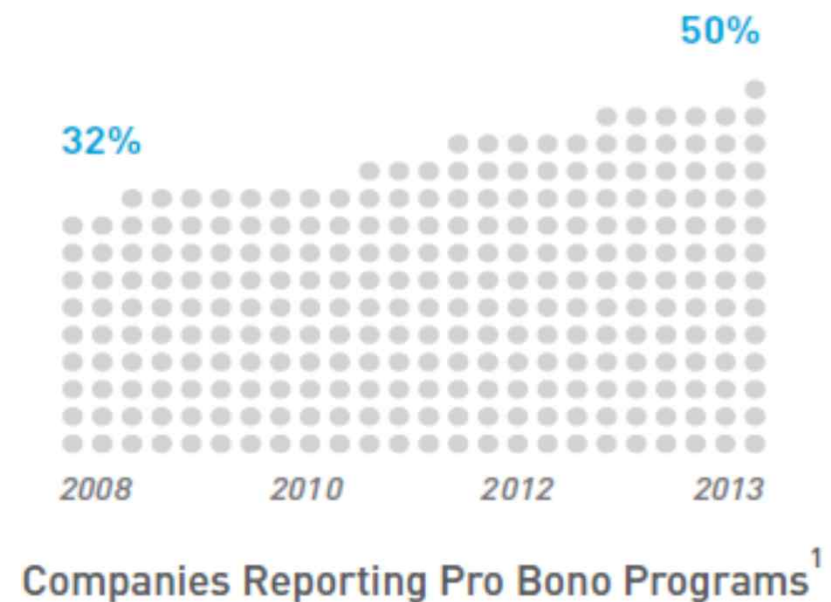
Of Capital One managers reported improvement in employees' leadership skills after pro bono service⁶

Sources:

1. "Redefining the Solution: Doing More with Less", Capital One and Common Impact, 2010
2. "Redefining the Solution: Doing More with Less", Capital One and Common Impact, 2010
3. 1"Nonprofit Survey: Leveraging Pro Bono Resources", FTI Consulting and the Taproot Foundation, 2011
4. 2U.S. Bureau of Labor Statistics and 2012 Volunteerism ROI Tracker Analysis, True Impact, 2012.
5. 2Deloitte Volunteer IMPACT Survey, 2008
6. 3The Civic 50, Points of Light and the National Conference on Citizenship, 2013

KEY TRENDS TO WATCH IN CORP PRO BONO

- ▶ Nearly 350% increase in companies offering both global and US pro bono programs.
- ▶ Top increases: Financial services industry (50%), Technology (24%). Communications (24%).
- ▶ PwC Global CEO survey: 75% committed to social needs, and non-financial support critical to business success.
- ▶ Top trends:
 - Align business core competency to social need
 - Talent development through pro bono
 - Scaling pro bono ethic through internal business leaders



Data from CECP Giving In Numbers report and Taproot Corporate Key Trends Report
Oct 2014

SCALING HIGH QUALITY SKILLS-BASED VOLUNTEERISM



Promotion



Corporate Standards
and Valuation



Social Networks



Government/Corporate
Campaign



Field Building with
BMW Foundation



Thought Leadership
Social Networks
Promotion
Tools/case studies
Best Practices

MAKE IT MATTER

JOEL BASHEVKIN

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5 BEST PRACTICES

- ▶ The project starts with a clear and aligned **scope of work**.
- ▶ The project is completed and delivered in a **timely** manner
- ▶ The deliverable is **implementable and sustainable**
- ▶ The clients' and the volunteers' **expectations** are met or exceeded
- ▶ All parties report **high satisfaction** with the group's interactions and the client reports that the project made an **impact**