



Presented by
Northern California Grantmakers
Silicon Valley Community Foundation

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San Francisco
www.ncg.org/csr

In an effort to align business with purpose, it's clear that the private sector needs to carefully navigate the spaces between marketing and social benefit and public good and corporate benefit. To err on the wrong side of the equation is to tempt public scrutiny and mistrust. But doing it thoughtfully (and successfully) can garner goodwill, loyalty and most importantly—make a difference in the world.

Companies' community engagement efforts must be truly reflective of community interests and needs, but be balanced with business interests—not subjugated to them. It is important for companies to express the good they are trying to achieve in the world clearly, simply, and thoughtfully to their employees, customers, consumers, and communities. Those companies that are creating change for their communities while maintaining this delicate equilibrium are poised to lead the way for the private sector by taking the idea of “doing well by doing good” to the next level.

The 2015 Corporate Philanthropy Institute, presented by Northern California Grantmakers (NCG) and Silicon Valley Community Foundation (SVCF), will explore how companies are going about breathing authenticity and value into corporate engagement efforts. How new models are being created that are responsive to community needs. How partnership and collaboration adds value. How the simplicity of programming can be a tool for success. And how, in our “post-recession world”, we ensure that we are living our principles.

This year's CPI will prepare professionals working in corporate citizenship and philanthropy to meet the challenges presented by this evolving dialogue on authenticity, purpose, values, and their intersection with business goals and interests. We'll explore the big ideas presented by this conversation and then break it down into usable strategies, approaches, and actionable plans.

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Corporate Philanthropy Institute
At-A-Glance

Agenda:

8:00 am - 9:00 am	Registration and breakfast
9:00 am - 9:15 am	Welcome and CPI Overview
9:15 am - 10:15 am	Opening Plenary: <i>Authenticity</i>
10:15 am - 10:30 am	Break
10:30 am - 12:00 noon	Breakout Sessions/Workshops
12:00 noon - 1:15 pm	Lunch
1:15 pm - 2:45 pm	Breakout Sessions/Workshops
2:45 pm - 2:55 pm	Break
3:00 pm - 4:00 pm	Closing Plenary
4:00 pm - 6:00 pm	Reception

Morning Breakout Sessions: 10:30 a.m. - 12:00 p.m.**ADVANCING DIVERSITY AND INCLUSION THROUGH CSR**

There is no doubt that diversity and inclusion are important and contributing factors to a thriving economy. As we think about employee retention, workforce development and our ability to be innovative and reflective of our consumer and customer base, it is critical to be purposeful in making diversity one of the company's core business values. This breakout session features CR and Diversity experts at leading global companies, who will share best practices and learnings on how to approach and advance diversity and inclusion initiatives through corporate responsibility programs (e.g., employee engagement, grantmaking). Attendees will leave with practical tools to engage in, and further build upon, techniques which fold into a company's larger strategy to achieve better business results.

THE VALUE OF AUTHENTIC PARTNERSHIPS

CSR professionals understand that the strength and resilience of their partnerships with nonprofit organizations significantly impact their programs' success. But how do companies build these strong partnerships and maintain or dissolve these relationships amidst changes in programmatic focus or funding levels? Drawing on expertise from both the social and private sectors, this breakout session features a diverse set of perspectives from leaders in our field who will address these questions and equip participants with strategies for navigating these challenges.

THE GLOBAL UPDATE: EXPECTATIONS, CHANGE, AND CHALLENGES

The CSR landscape is constantly evolving from increased demands for corporate community investments to the continuing growth and demand for employee engagement. This session will provide a snapshot of some of the major trends across the globe, from the big issues in China and India around NGO regulations and mandatory philanthropy, to the latest from Europe to significant international efforts to drive employee engagement.



Afternoon Breakout Sessions: 1:15 – 2:45 p.m.

EARLY STAGE CSR DEVELOPMENT: A PRIMER

If you are new to the field of corporate social responsibility, your company is just starting to build a CSR strategy, or you're interested in scaling an existing program, this session is for you. During this interactive workshop, attendees will discuss newly released data revealing the diverse ways in which companies in the Bay Area are doing CSR as well as engage in frank conversations about the challenges, successes, and learnings that face those that wish to create or improve a CSR program. With real world examples, and a case study from an up and coming player in the CSR space, attendees will leave this workshop with a deeper understanding of how to do impactful CSR, regardless of the age or stage of your company's program, as well as a concrete action plan designed to help you take your company's program to the next level.

AUTHENTIC COMMUNICATIONS: DELIVERING THE "REAL" MESSAGE

Convoluting messaging about CSR efforts or philanthropic programs can sabotage great efforts before they start. They may be an indication that you've created something so complicated that no one else may understand, leading to alienated employees, consumers, community leaders, investors, and other stakeholders. In this session, participants will learn about communications and outreach strategies that resonate with the targeted audiences and that truly and authentically reflect company goals through its community investment and engagement.

CSR STRATEGY DEVELOPMENT: HOW IS GROWTH & SUCCESS CHANGING CORPORATE PHILANTHROPY?

Business growth, economic climate and success both in the Bay Area and nationwide has companies rethinking, recalibrating, and developing new strategies for investing in communities. For some companies it's about placing community first, for others it's improving the alignment between community interest and business interest, and still for others it's increasing and exploring how a company leverages the resources it has to offer the community. There is also a values, ethics, and responsibility discussion that undergirds this shift or evolution in strategy. This session for companies with established efforts will examine how CSR and philanthropy strategy is evolving in the wake of these tectonic shifts in economy, expectations, community needs, and business growth. Participants will gain an understanding of how companies' strategies are changing; what it may portend for philanthropy in the region and nationally; and how their approach to CSR may need to evolve.