



2014 Corporate Philanthropy Institute

November 12, 2014
7:30 am – 4:00 pm
Oracle Conference Center
Redwood City, CA

Presented by Northern California Grantmakers
and Silicon Valley Community Foundation

Session Descriptions

Opening Plenary

The Time is Now

Matthew Bishop, Globalisation Editor for The Economist and author of Philanthrocapitalism and the Road to Ruin (with Michael Green), will provide insights on the role of companies in addressing social problems as well as the philanthrocapitalist- the CEO's and corporate leaders who are transforming social investing.

Matthew will discuss the current global context of philanthropy in the corporate sector; changes in the operating environment for companies that can be impacted through social investment and philanthropy; and how companies are responding and adapting to this changing environment.

Morning Breakout Sessions/Workshops

Approaches to Improving Measurement and Evaluation

As corporate philanthropy professionals, we are constantly being asked to demonstrate the societal impact and business benefit of our efforts. This means that we're often looking for tools and strategies to measure our company's overall contributions to communities and the business in the form of both outputs and outcomes. This interactive session will provide an overview of some of the key approaches and tools for measuring the short- and long-term impacts of CSR programs. Participants will discuss challenges such as attribution, measuring outcomes for one-year grants and internally communicating the company's return on investment.

Global Philanthropy (in a changing world)

Global and regional expectations of corporate philanthropy and citizenship are rapidly changing. From legal and regulatory developments to diverse local issues and interest. This panel will explore the kinds of global changes companies are experiencing in the CSR and philanthropy world. And discuss how companies are approaching the development of “leading edge” global philanthropic efforts that are responsive to social issues, regional expectations and the local context.

Changemakers: *Investing in Social Entrepreneurs*

A number of foundations, companies and individuals are investing in new social entrepreneurs who are utilizing technology to solve the world’s greatest problems. During this session, we will hear from expert panelists on best practices in supporting social entrepreneurs, in order to fuel innovation. After this session, attendees should leave with a greater understanding of the field of social entrepreneurship, common ways to support changemakers, as well as an understanding of the risk and rewards with such investments.

Nonprofit Perspectives: The Good, The Bad, and the Ugly

Leading national and local nonprofits will provide perspectives on what makes a successful partnership and discuss the challenges and opportunities of working with corporate donors including setting realistic expectations of visibility/recognition, working relationships, reporting, and outcomes. The experiences and insights of the panel will provide a framework for successfully engaging nonprofits in partnerships that have an impact.

Afternoon Breakout Sessions/Workshops

Powered by Pro Bono

Although pro bono creates a triple win for society—nonprofits build capacity, professionals sharpen their skills, and companies have a deeper engagement with community partners—it can be difficult for a CSR professional to launch and scale. This workshop will be a tactical, hands-on session designed to give CSR professionals the tools and resources to successfully overcome these ‘pro bono hurdles’—no matter the industry or company size. Practitioners who are considering launching a pro bono program and those who have piloted pro bono in either a geography or business unit will leave with the tools and understanding to implement and scale. We assure you this will not be your average best practices session - come prepared to roll up your sleeves!

The Case for Collaboration

Although many corporate philanthropy professionals would like to collaborate with their peers, they find doing so very difficult to navigate and execute. Despite a consensus that many of the

societal problems we're tackling are too big for one company to address, there is resistance to closely working together with other companies or partners. This session will provide the current thinking behind philanthropic collaborations, strategies for collaborating with a range of partners, and concrete examples of corporate collaborations and partnerships.

Taking Programs Global

This session will look at how companies are taking their existing programs global or creating new local, regional or national efforts that are aligned with their current programs and philanthropic strategies. Tips and lessons learned will be shared by practitioners who can speak directly to the experience, and a nonprofit partner perspective on working with companies to do so will also be offered. Panelists will provide case studies of global efforts and the challenges and successes encountered. This session will be most valuable to CSR practitioners who are either thinking of taking their programs global, have been tasked with taking their programs global, or are in the process of taking their programs global.

The Power of Storytelling: Communication Strategies and Approaches

This session will provide concrete strategies and approaches for companies to tell their comprehensive corporate citizenship stories—from supply chain, energy efficiency, and other sustainability initiatives to philanthropy and volunteerism. Panelists will provide examples of how to engage with employees, stakeholders, consumers, and grantees by utilizing effective storytelling in combination with new and emerging media to ensure impact and powerful change.

Closing Plenary

The Time is Now Executive Panel

Key executives at leading companies will provide their perspectives on the importance of corporate citizenship, their personal efforts to push the envelope of philanthropy, and the key issues and problems our sector should be trying to address. Scott Shafer, host of KQED Public Radio's statewide news program The California Report, will moderate the discussion.