Driving a New Era of Community Investment
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Stakeholder philanthropy


An inclusive approach to community investment based on trust, collaboration and engagement that empowers diverse groups of people — employees, consumers, partners, community members and investors — to have input into the sharing of resources — funds, skills, volunteers and products — to nonprofits.
Stakeholder Philanthropy

Trend #1: Inspired

Re-imagining corporate philanthropy through learning, un-learning, sharing and education.

- Decolonization, Anti-racism
- Stakeholder engagement, communications, reporting
- Empowering learning for ERGs, Community Boards, Ambassadors, team members
- Impact as a skill of the future for every role
- Feedback to nonprofits
Going beyond corporate philanthropy to investments in social enterprises.

- In-kind, skills-based volunteering, employee matching
- Seed capital for social impact venture funds
- Becoming ambassadors for grassroots organizations, building nonprofit brands to assist in fundraising
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**Trend #3: Trust-Based**

Shifting power and embracing a more supportive role with nonprofits rooted in trust.

- Leveraging the expertise of nonprofits
- “Conversations over forms”
- More unrestricted funds and operational grants
- Reconsideration of reporting requirements
- New measures of success
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Trend #4: Data-Enabled

Actively streamlining data requirements, leveraging existing data sources for reporting and storytelling.

- Streamlining grant application data requirements
- Augmenting standardized outcome data from partners/third-parties
- Reporting + storytelling
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Trend #5: Equitable

Applying a Justice, Equity, Diversity and Inclusion lens on everything, including corporate philanthropy.

- Reviewing key processes for equity
- Inclusive forms (oral applications, inclusive language, accessibility)
- Funding diverse-led organizations
- Including decision-makers with lived experience
- Advocacy alongside funding
Moving from a competitive mindset to a collaborative one – transparency and connection are key!

- Visibility into efforts across companies (e.g. Benevity Community)
- Partnering through local foundations
- Passing along unsuccessful grant applications to other corporate leaders
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Trend #7: Engagement

The future of philanthropy is democratized, engaging more stakeholders than ever before.

- Including nonprofits, employees, ERGs, community boards, consumers and beneficiaries
- Participatory grantmaking on track to be the future
- Employee or customer-nominated grants
- Customer/public matching campaigns and programs
7 elements of a successful stakeholder philanthropy approach

- Inspired
- Trust-based
- Equity-focused
- Collaborative
- Enterprising
- Data-enabled
- Engagement-driven
Funder-Created Obstacles are the #1 Barrier to Nonprofit Impact

**Funder-Created Obstacles**

Observations (46%)

- Change in Funder Strategy 13%
- Funder Policy Inflexibility 9%
- Funder Misfortune 5%
- Delay of Disbursement 12%

**Acts of God / Economics**

Observations (27%)

- Weather Event 9%
- Government Intervention 8%
- Market Change 4%
- Violence / Conflict 4%
- Public Health Crisis 2%

**Organization Misfortune**

Observations (27%)

- Partner Problem 9%
- Fraud / Theft 4%
- Personnel Issues 4%
- Change in Price / Costs 2%
- Equipment Failure 2%
- Property Damage 2%
- Expert Error 3%
- Timeline Acceleration 1%
Trust-Based Philanthropy

An approach to giving that addresses the inherent power imbalances that exist between funders, nonprofits, and the communities they serve. At its core, trust-based philanthropy is about redistributing power -- systemically, organizationally, and interpersonally -- in service of a healthier and more equitable nonprofit ecosystem. On a practical level, this includes multi-year unrestricted giving, streamlined applications and reporting, and a commitment to building relationships based on transparency, dialogue, and mutual learning.

www.trustbasedphilanthropy.org
Trust-Based Grantmaking Practices

- Give Multi-Year Unrestricted Funding
- Do the Homework
- Simplify & Streamline Paperwork
- Be Transparent & Responsive
- Solicit & Act on Feedback
- Offer Support Beyond the Check

www.trustbasedphilanthropy.org
A Values-Based Approach

CORE VALUES
- Work for systemic equity
- Redistribute power
- Center relationships
- Partner in a spirit of service
- Be accountable
- Embrace learning

www.trustbasedphilanthropy.org
The desire to participate

- 84% of consumers
- 78% of consumers

and 86% of employees agree that customers, employees and investors should have the opportunity to be involved in corporate giving.

and 80% of employees are likely to provide input if given the opportunity.

Business outcomes

- 73% of consumers
- 78% of employees

are likely to shop at or support organizations that seek their input into where the organizations give.

are likely to work for an organization that provides transparency into how it allocates its charitable donations.
and 85% of employees agreed that the more a business engages its consumers and employees in its decisions on charitable giving, the more trust consumers have in that business.
Read the Full Report
Thank you!