



Driving a *New Era* of Community Investment



**Sona Khosla**

Chief Impact Officer  
**Benevity**



**Shaady Salehi**

Executive Director  
**Trust-Based Philanthropy Project**



**Tara Scott**

Manager, Growth & Market Intelligence  
**Benevity**

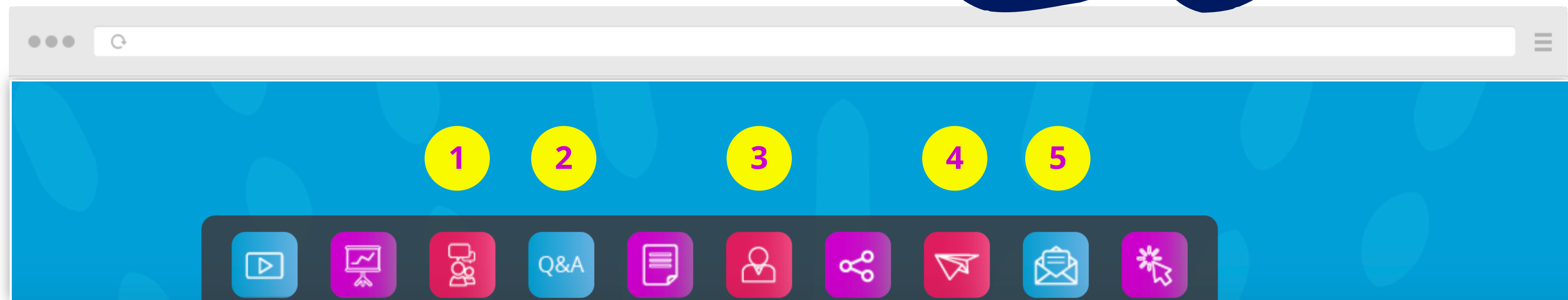
## Our *Panelists*

# Menu Dock

Our webinar is at your fingertips. Click on the icons to:

- 1 Chat with fellow webinar attendees
- 2 Ask our team and speakers questions
- 3 Find out who's speaking
- 4 Share the webinar on your social platforms
- 5 Email the Benevity team directly

**And more!**







# Stake · hold · er phil · an · thro · py

*[ steyk-hohl-der fi-lan-thruh-pee ]* **noun.**

**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



## Stakeholder Philanthropy

# Trend #2: *Enterprising*

**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



Stakeholder Philanthropy

# 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





## Stakeholder Philanthropy

# 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



## Stakeholder Philanthropy

# 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



## Stakeholder Philanthropy

# Trend #6: Collaborative

**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



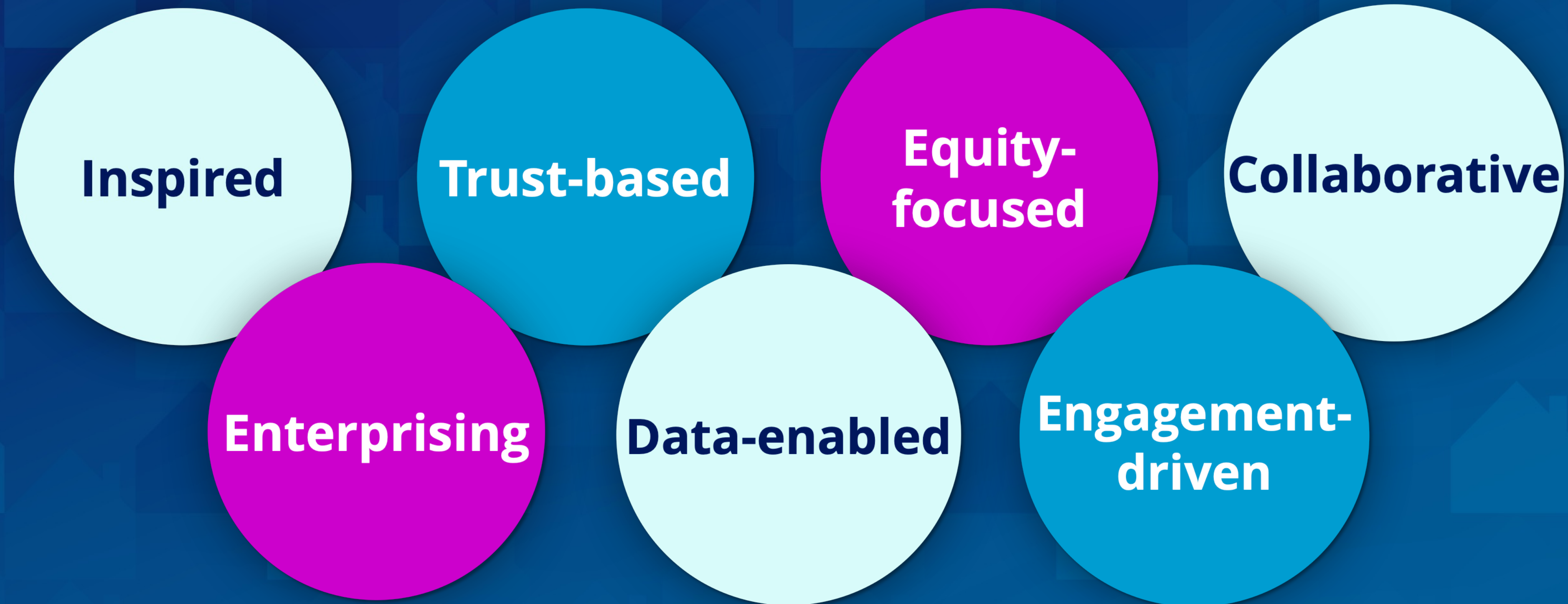
## Stakeholder Philanthropy

# Trend #7: *Engagement*

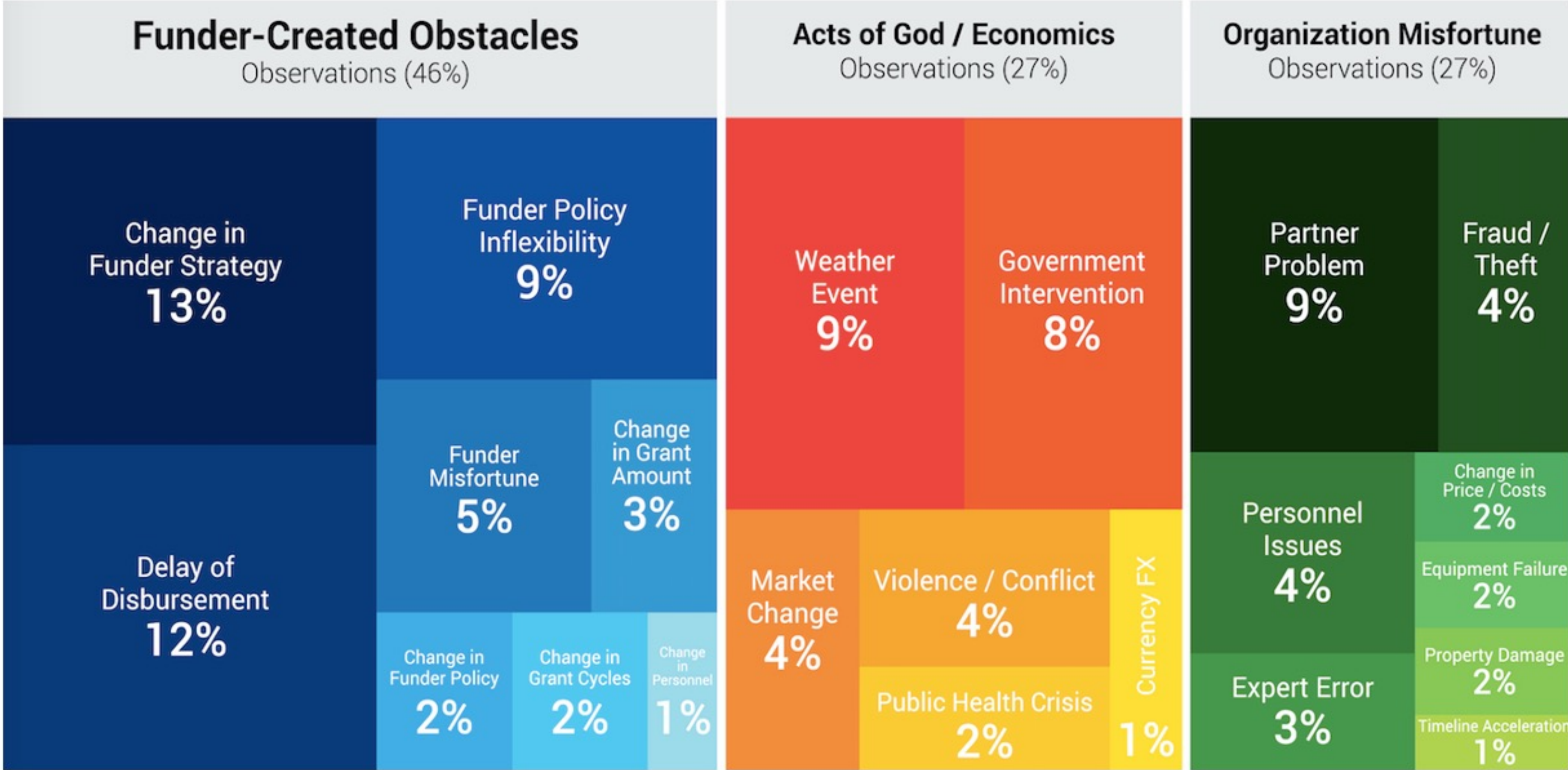
**The future of philanthropy is democratized, engaging more stakeholders than ever before.**

- 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



# Funder-Created Obstacles are the #1 Barrier to Nonprofit Impact



**OPEN > < ROAD**

KEEPING IMPACT ON TRACK

# 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](http://www.trustbasedphilanthropy.org)

A circular logo with a green border containing the text "trust-based philanthropy project" in a dark blue font.

trust-based  
philanthropy  
project

# Trust-Based Grantmaking Practices



**Give Multi-Year Unrestricted Funding**



**Do the Homework**



**Simplify & Streamline Paperwork**



**Be Transparent & Responsive**



**Solicit & Act on Feedback**



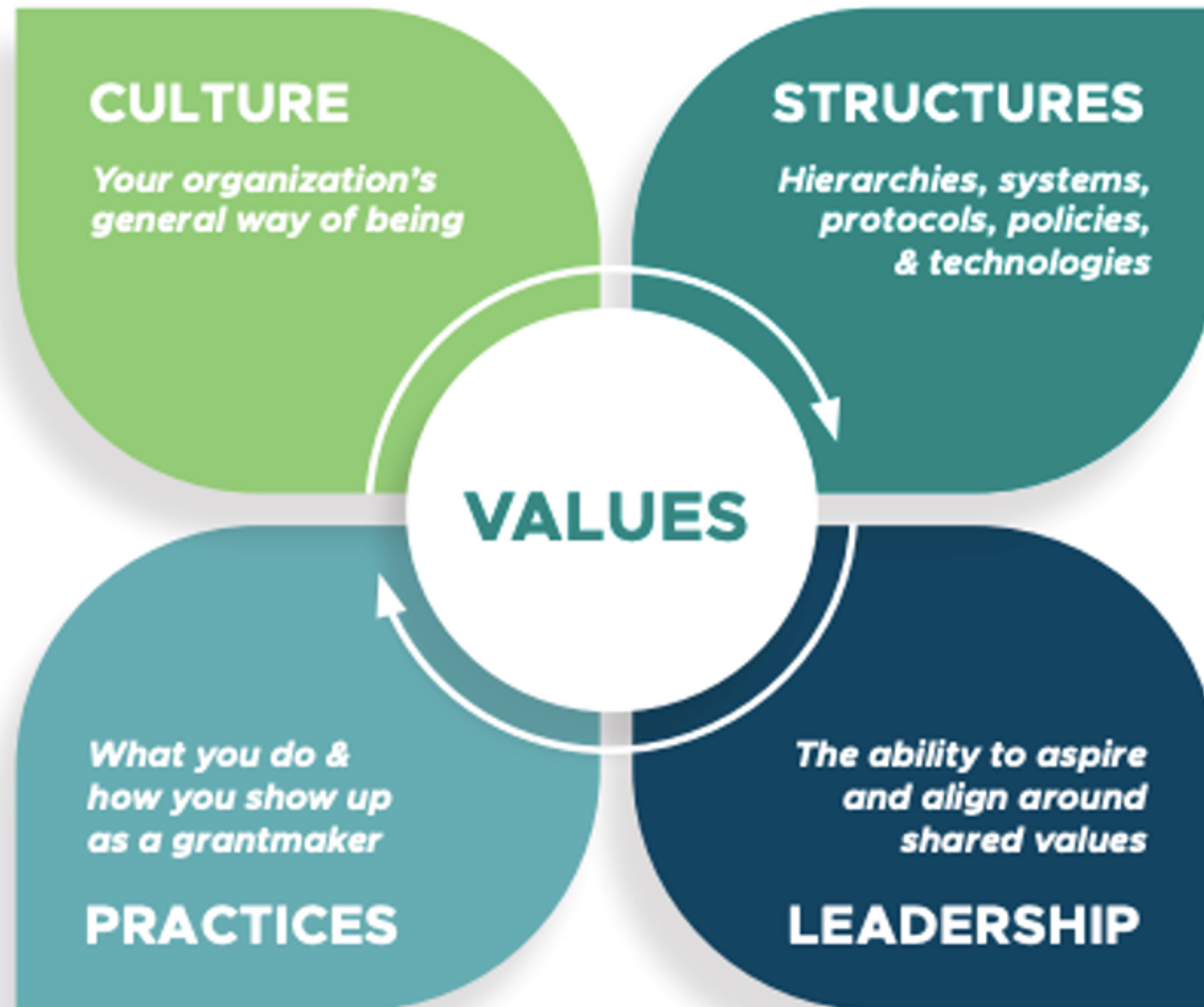
**Offer Support Beyond the Check**

[www.trustbasedphilanthropy.org](http://www.trustbasedphilanthropy.org)

trust-based  
philanthropy  
project



# A Values-Based Approach



## CORE VALUES

Work for systemic equity

Redistribute power

Center relationships

Partner in a spirit of service

Be accountable

Embrace learning

# The desire to participate

84%

of consumers

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

78%

of consumers

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

# Business outcomes

73%

of consumers

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

78%

of employees

are likely to work for an organization that provides transparency into how it allocates its charitable donations



**84%**

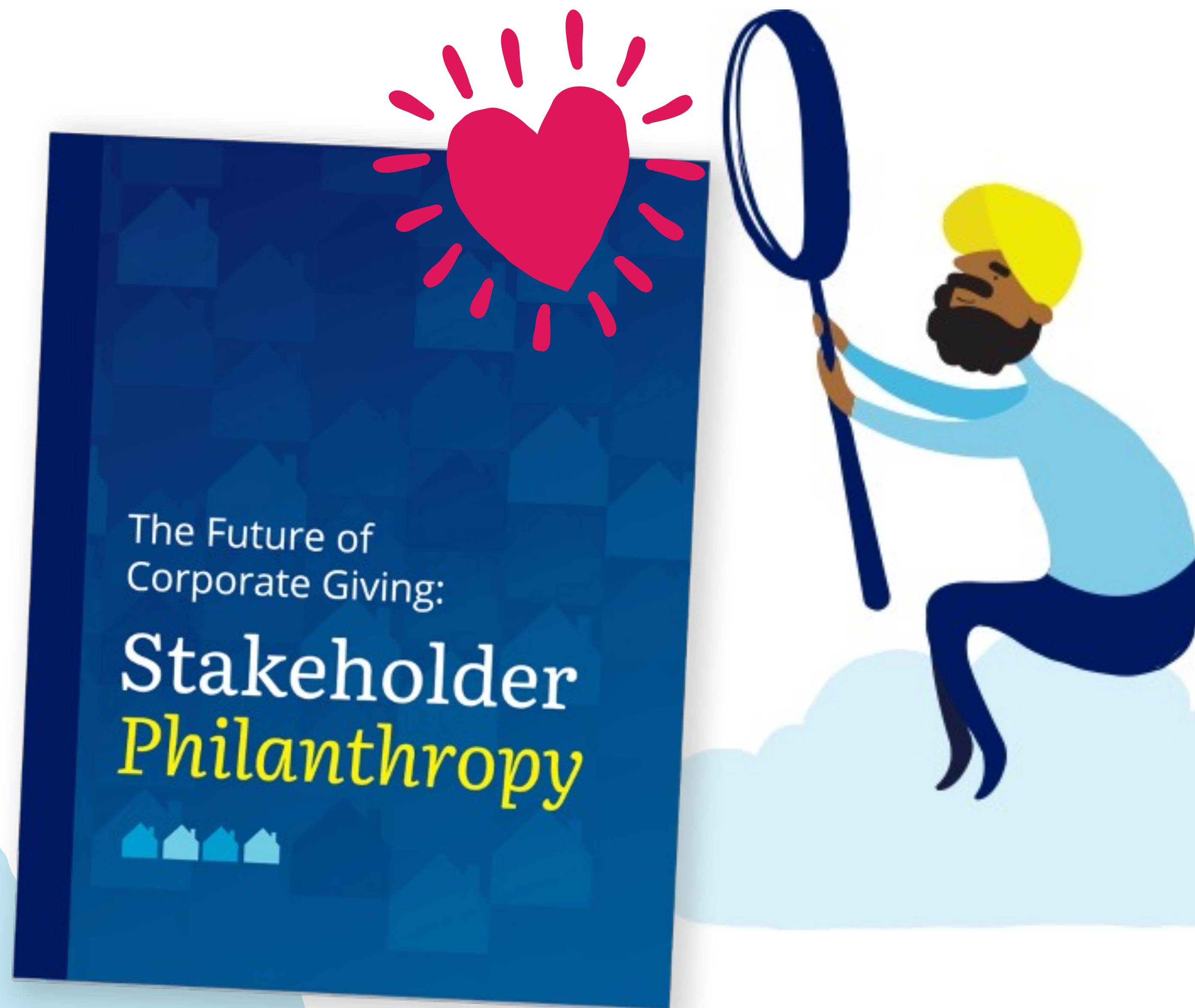
**of consumers**

**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.**



# Questions

# Read the Full Report



Thank *you!*