

2017

# U.S. PRO BONO SUMMIT

APRIL 26-27, 2017  
New York City

## 6<sup>th</sup> ANNUAL U.S. PRO BONO SUMMIT

### THE UPSHOT

taproot  
FOUNDATION

The Taproot Foundation's U.S. Pro Bono Summit is an annual gathering of leaders from across sectors and industries with a shared vision to make the talents and skills of the business community accessible to social change organizations.

The 6th annual Summit was held in New York City on April 26 and 27. Over the course of two days, nearly 100 Corporate Social Responsibility, nonprofit, and government leaders from across the country gathered to dig into topics ranging from the impact of corporate pro bono programs on nonprofits to the ways we can better address community challenges through technology.



Lata Reddy  
@latareddy

Prudential is proud to support #PBSummit2017, where #CSR leaders/experts will gather with @TaprootFound to find opportunity in #ProBono.



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## THE STATE OF CORPORATE PRO BONO

According to CECF's annual survey, pro bono and board service have been the fastest growing corporate social responsibility programs for more than four years. Each year, more and more corporations are building pro bono into their community engagement strategies. And not just domestically, but increasingly abroad as well.

**50 million**

LinkedIn members are interested in skilled volunteering or board service.

**\$150/hr**

Average value of pro bono services

**92%**

of nonprofits want more pro bono.

**97%** of recent MBA grads would be willing to forgo up to **12%** of their expected income to work at a company with a better reputation for CSR.



Amy Sulzman  
@TheTinyAmy

Employees are looking for MEANINGFUL ways to **#develop** professionally. **#pbsummit2017** power of **#pro** bono **#nvw** **#prucares**



PIMCO Foundation  
@PIMCOFoundation

**#Probono** builds capacity in **#nonprofits**, **#leadership** in employees, and stronger corporate cultures. **#PBSummit2017** **@taprootfound**

## APRIL 26 | BRIDGING THE TECHNOLOGY DIVIDE

How can pro bono service help nonprofits access technology solutions that transform their organizations and solve our communities' challenges? That's what Taproot sought to discover at **Bridging the Technology Divide**, our cross-sector technology convening at Hewlett Packard Enterprise's Chelsea office. The day was comprised of a group of leaders in technology and service coming together to explore and collectively shape how we can solve social sector needs with technology expertise. Four key takeaways were identified:



**Jessamine Chin**  
@jessachin

Excited to be @HPE for #pbsummit2017 presenting @vmwFoundation inaugural research paper on #tech #ProBono w @taprootfound

### 1. WHAT DO YOU DO WHEN “YOU DON’T KNOW WHAT TO DO?”

Taproot hears this sentiment frequently when we ask nonprofits about their technology use or strategy. Oftentimes they feel like they're missing out on something that they could benefit from. This isn't due to a lack of information but lack of knowing where to start. How can technology experts help nonprofits successfully use technology?

#### Engage with nonprofits as a pro bono “curator”:

Keeping up on technology trends, threats, and products can be time consuming for nonprofits. Pro bono tech consultants can help identify where, how, or what technology is relevant and helpful to the nonprofit.



**Elizabeth Schwan**  
@elizabethroot

Role of a skilled volunteer can be a tech guide and resource to scoping the right tech supports @idealware #PBSummit2017

#### Engage with nonprofits to discover their true need:

Attendees acknowledged that using pro bono service to discover a core need and then design a path to address it is really applicable across any industry or challenge facing the social sector.

### 2. TRANSFORMING TECHNOLOGY PRO BONO

Taproot collaborated with the VMware Foundation to release **Transforming Technology Pro Bono** at the Summit. This tool was designed to address the technology challenges of nonprofits by introducing a practical approach to breaking down barriers to successful technology use. The framework is drawn from best practices in the technology industry and can help nonprofits build capacity with pro bono technology talent.

“We know just how important a need technology is for nonprofits and that many nonprofits don't have the resources or the know-how to access that expertise,” says Liz Hamburg, Taproot Foundation President & CEO. “We hope this tool can help social change organizations tackle big challenges with the assistance of pro bono tech experts.”

## TRANSFORMING TECHNOLOGY PRO BONO

A PRACTICAL APPROACH TO  
ENGAGING TECHNOLOGY TALENT  
FOR NONPROFIT CAPACITY BUILDING



**Liz Hamburg**  
@LizHamburg

Avg #nonprofit spends <2% of budget on tech. #PBSummit2017 @taprootfound #techprobono

### 3. THE WORD “TECHNOLOGY” IS TRIPPING US UP.

The changing nature of technology talent, the rapid advances in technology products, and the misconception that technology must mean the building of complex algorithms and databases leaves many of us intimidated by the term “technology pro bono.”

 Taproot Foundation  
@taprootfound

key learning: “#Tech is a scary word so we ask what are some of the challenges you’re facing vs what are your tech challenges”  
#PBSummit2017

But what if we started simply from a nonprofit customer pain point and then looked to technology to solve it? Changing our thinking to move away from “technology challenge” and towards “customer-centricity” was a shift that many participants wanted to make and one that can be made using Transforming Technology Pro Bono.

### 4. STARTING FROM NONPROFIT NEEDS BROADENS OUR DEFINITION OF TECHNOLOGY TALENT.

When we start from nonprofit needs, we find there is a wider variety of tech skills that can be used to address those needs. Not only can we use developers and data scientists, but we can engage business analysts and solutions architects. If an individual has the ability to find, design, build, or maintain a technology solution that solves a nonprofit’s challenge, they are a valuable pro bono consultant!



#### TAPROOT @ 15

Our evening reception at Moët & Hennessy was a true celebration of Taproot through the years with guest speakers who showcased the impact of pro bono done right!



Philip Weinberg  
@philip\_weinberg

Proud to represent @STRIVEINTL this evening as we celebrate the impact of @taprootfound & the power of #ProBono #PBSummit2017

Taproot Foundation @taprootfound

"This is the first of its kind convening... It's moments like these that result in change"  
#nonprofit #tech #probono #PBSummit2017

## APRIL 27 | CORPORATE CONVENING

At Taproot's 6th annual Corporate Convening at the U.S. Pro Bono Summit, 61 business leaders from 45 top companies came together to discuss how to engage corporate talent in pro bono service. Participants were engaged in a full day of sessions and networking designed to help them maximize the impact potential of pro bono programming at their company.



**Spring Lacy**  
@SpringOutLoud

The majority of people in the room think their companies can be doing more & having a greater impact [#potential](#) [#PBSummit2017](#) [#NVW](#) [#PruCARES](#)



## INSIGHTS AND TRENDS FROM THE FIELD

Pro bono programming is increasingly becoming more sophisticated as companies move toward integrating pro bono as part of their broader CSR portfolios. The majority of attendees (75%) were experienced practitioners, noting best-practice program features such as providing a spectrum of offerings and engaging senior leadership. Attendees represented a diverse pool of companies across 10 industries from financial services to technology to healthcare – and more.

- 66%** Engage employees across a variety of departments or specialties and/or a variety of levels of seniority
- 50%** Engage senior leadership in our pro bono programs
- 39%** Implement some sort of global pro bono
- 39%** Integrate talent or leadership development into our pro bono programming



**Meriem Bekka**  
@meriembekka

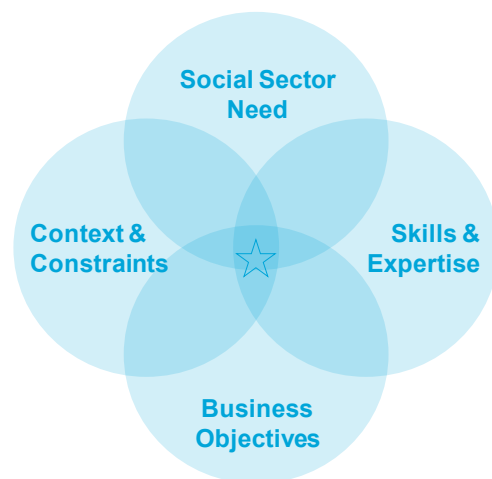
"We're all at different stages of the same journey. We'll go farther if we go together."  
[#PBSummit2017](#) [@taprootfound](#)  
[@vmwFoundation](#)



## THE SWEET SPOT: MAXIMIZING THE IMPACT OF YOUR PROGRAM

When building a pro bono program, it's important to consider all the variables that influence the design of a company's pro bono program. Taproot introduced the Pro Bono Sweet Spot— a four-step framework pro bono practitioners can use to identify how to maximize the ROI of their company's program. During the summit, participants walked through the framework, working in small groups to answer each question and identify their "sweet spot."

- Step 1:** What social impact does your company want to make?  
**Step 2:** What skills and expertise are available at your company?  
**Step 3:** How might a pro bono program contribute to your company's business objectives?  
**Step 4:** What is your company's context and what constraints do you need to design around?



## DEVELOPING NEXT GEN LEADERS (AND HOW PRO BONO CAN HELP US)

Companies know their greatest asset is their talent. Taproot facilitated a conversation with Center for Creative Leadership's George Hallenbeck, an expert in experience-based leadership development, and Macquarie Group's Austin Dowling, the regional head of Human Resources, to discuss the skills effective leaders need to succeed in today's constantly changing work environment and how pro bono can be leveraged to develop those skills. We've included a few key insights below:

**Soft skills are vital for effective leadership, but they can't be learned in a classroom.** Even in a highly-technical industry like investment banking, comprehensive research shows that leaders distinguish themselves through self awareness, influence, and communication.

**Pro bono provides an environment for learning the skills that 21st century leaders need.** The leaders who will excel in tomorrow's work environment will thrive because of the skills they have that are "uniquely human." Pro bono offers an environment where leaders can build these skills, like empathy, agility, and resiliency.

**Pro bono teaches professionals to connect purpose and work in powerful ways.** Pro bono gives professionals an opportunity to engage with their communities by using their personal expertise, informing the way they think about connecting their work to purpose.



Faith Lin  
@seed\_of\_faith

"What will distinguish leaders in the future is what makes us distinctly human." [#empathy](#)  
[#humility](#) [#PBSummit2017](#)

## CONNECTING YOUR PROGRAM TO THE BOTTOM LINE

It goes without saying that pro bono can have a transformative impact on nonprofits, but it also connects to a company's bottom line. In this session, Taproot explored key business case drivers that can help practitioners make the case for pro bono, and highlighted six companies (Barclays, Adobe, Prudential, Morgan Stanley, Autodesk, Addison) who are doing it particularly well. The business case drivers include:

- Developing talent and building leaders
- Cultivating a competitive workforce
- Fostering a positive organizational culture
- Innovating and adapting
- Building organizational brand
- Taking social impact further

## WHAT NONPROFITS WANT

At the end of the day, the purpose of pro bono is first and foremost to help nonprofits better serve their communities. However, studies have shown a disconnect between what nonprofits want and need with the services available. How do you ensure that the pro bono programs you're offering meet nonprofits where they are? In this session, participants had the opportunity to put themselves in the shoes of a nonprofit and assess those needs against hypothetical pro bono programs. The exercise proved to be challenging and thought provoking for participants as they reflected on how their own programs meet the needs of the community and recognized the importance of integrating a user-centered design approach.



Amy Sulzman  
@TheTinyAmy

We have the [#probono](#) [#skills](#)... [#nonprofits](#) need them. How do we make sure they get useful assistance? [#nvw](#) [#PBSummit2017](#) [#PruCARES](#)



Roger Wong  
@wongrog

Saw old friends, met new ones & learned a lot [@taprootfound](#) [#PBSummit2017](#). What a great way to celebrate [#NVW2017](#). TY [@VMware](#) & [@Prudential](#)



Taproot Foundation  
@taprootfound

Wrapping up [#PBSummit2017](#) with a toast!  
So much inspiration in the room - thrilled to push the [#probono](#) movement forward w/you all today!

### About the Taproot Foundation

Taproot Foundation, a national nonprofit, connects nonprofits and social change organizations with skilled volunteers who provide their expertise pro bono. Taproot is creating a world where organizations dedicated to social change have full access—through pro bono service—to the marketing, strategy, HR, and IT resources they need to be most effective. Since 2001, Taproot's skilled volunteers have served 4,600 social change organizations providing 1.5 million hours of work worth over \$160 million in value. Taproot is located in New York, San Francisco, Chicago, and Los Angeles and is leading a network of global pro bono providers in over 23 countries around the world. [www.taprootfoundation.org](http://www.taprootfoundation.org)

*Unless included in a tweet, all photos credited to pro bono volunteer Larry Beckhardt.*