

# NEW WAYS FORWARD

## Expanding the potential of pro bono service

### TAPROOT'S COMMITMENT

For over 15 years, the Taproot Foundation has helped to define, build, and advance the field of pro bono. Pro bono service makes business talent available to organizations working to improve society. Corporate talent can strengthen the infrastructure social change organizations need to succeed and empower them to achieve extraordinary results. Taproot knows pro bono can have a transformative effect on social change organizations and is an invaluable resource in addressing our most pressing challenges.

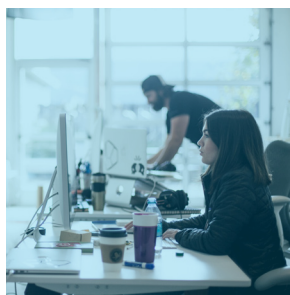
In 2017, we piloted Taproot Campaigns – our commitment to expanding the ways in which pro bono service can improve our communities and world. With Campaigns, we can:

- ▶ **Leverage professional expertise to solve a social issue.**  
Through *Accelerate Change*, we use human capital to create a more equitable and accessible food system by providing social change organizations with capacity building support that increases their programmatic success.
- ▶ **Maximize the individual development opportunities that are inherent in pro bono service.**  
Through *Drive Engagement*, we strengthen social change organizations and corporate leaders by using pro bono service as a way to practice essential leadership skills as well as solve leadership deficits, gaps, and inequalities in the social sector.
- ▶ **Respond to the ever-evolving challenges of social change organizations.**  
Through *Connect & Respond*, we empower social change organizations to more strategically understand, adopt, and use technology and tech talent to solve critical social issues, while simultaneously supporting tech professionals to better leverage their skills for good.

### OPPORTUNITIES AHEAD

In 2018, through cross-sector dialogue, the creation of new tools, and the delivery of high-quality pro bono projects, we're continuing to use pro bono service to increase food access, build individual leadership skills, and increase technology fluency and use that transforms social change organizations.

We have ambitious goals for 2018, and we are seeking partners who want to:



#### Create the tools social change organizations need to break down their most common barriers to technology pro bono.

By promoting technology consultation projects, we can get more social change organizations started on the right path with technology pro bono. By identifying a range of concrete technology project examples, we can ensure that organizations make the right ask of technology talent and expand the pool of qualified technology experts. And by connecting organizations to customized product expertise, we can help them feel confident and equipped to use technology to the fullest potential.



#### Uncover the unique capacity needs of food access organizations creating a never-before-seen snapshot of what holds these organizations back from success.

We can connect food access organizations to pro bono projects that are tailored to their challenges: addressing needs like land acquisition or revenue-generating programs. We can build a community of shared-learning and collaboration among both the organizations driving food access and the funders supporting this work. And we can create and promote a strategic way for companies to effectively leverage their employee skills against this global issue.

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## **Strengthen leadership skills among social change organizations and volunteer participants and increase the success of common capacity building projects.**

We can encourage social change organizations to use pro bono service as a strategic way to develop their personnel. We can pinpoint common leadership needs among organizations and design pro bono projects to overcome these deficits. And by coupling pro bono leadership development with projects in core functions like marketing, IT, HR and business strategy, we can increase the overall sustainability of our capacity building efforts.

## **JOIN US**

We have the opportunity to close the growing technology divide by transforming social change organizations with technology expertise. We can use pro bono to build the skills organization and business leaders need to drive their organizations forward. And we can now harness human capital to strengthen the organizations ensuring a more equitable and accessible food system for all.

Taproot recognizes the contributions and expertise of partners already working on these focus areas, and we look forward to utilizing our core expertise in pro bono service to partner with those of similar passion and commitment.

**If you're interested expanding what pro bono service means for our communities and world, please contact us at [externalrelations@taprootfoundation.org](mailto:externalrelations@taprootfoundation.org).**