

# TAPROOT FOUNDATION 2017 CAMPAIGNS

## ACCELERATE CHANGE

### OVERVIEW

*Taproot's Accelerate Change Campaign utilizes pro bono service to tackle critical issue-specific social challenges. Solving our global challenges will require all of our resources, including human capital. Taproot is leveraging a person's highest level skills and talents to support those organizations who are tackling one of the world's largest problems: hunger and food insecurity.*

### THE CHALLENGE

Recognized as one of the 17 Sustainable Development Goals of the UN, hunger and food insecurity is an intractable global challenge. Today, one in nine people globally are food insecure. Rapid population increases and climate change are stressing our already fragile agriculture and food production systems. Our natural biodiversity continues to degrade and yet our population is anticipated to increase to 2 billion people by 2050. The need to address hunger and food insecurity swiftly and comprehensively is more imperative than ever.

Yet most of us continue to feel paralyzed to tackle this challenge given the vastness of the issue. The complexity and seemingly insurmountable challenge of hunger and food insecurity can be seen as barriers to deeper corporate engagement. Companies struggle to understand what unique role they can play that is additive rather than duplicative. An issue as overwhelming as hunger is intimidating, and many companies turn to stocking shelves and serving meals to make their contribution to this need. Similarly, individuals struggle to understand how one person's actions can ever begin to make a difference. These individuals are searching for ways to make a lasting contribution to the issue of hunger and food security. They are seeking ways to magnify or multiply their own individual contribution.

By focusing on pro bono service, we can begin to break down this challenge and provide tangible ways for individuals and companies to connect to - and directly contribute to - fighting hunger.

When corporate employees or individuals are uncertain of how to contribute, they default to the known ways of volunteering: serving meals, filling grocery bags or sorting food. While this type of volunteer labor is a critical part of nonprofits' infrastructure, it is not "free." There are real financial costs to managing volunteer programs and as the expectations of volunteers change, organizations are required to invest more in the recruitment, training and retention of today's volunteers. It's unsurprising that almost half of nonprofit organizations are no longer accepting traditional volunteers since they do not have the resources to invest in their success.

By focusing on pro bono service, we can empower social change organizations to diversify the ways they engage volunteers and channel this interest into opportunities that are a high reward and return to the organization.

### THE OPPORTUNITY

Solving global hunger is massively ambitious. By focusing on professional expertise and human capital, we can better dissect this challenge and create a path forward. For instance, when companies focus on professional expertise, they can begin to identify the unique contribution they can make to this issue. Taproot has created a food value chain mapping approach, by which companies can match their unique talent to the existing gaps within the food value chain. This approach gives the company a way to focus their efforts. By understanding how a company's expertise meets critical needs in the issue of hunger and food security, they can immediately recognize where their company's talent can be relevant and the most impactful. This helps increase

impact and reduce redundancy across corporate programs. For individuals, pro bono service has a multiplier effect. When an individual's pro bono service builds the capacity of a social change organization, the "reach" of their individual efforts is magnified through that organization. For instance, rather than stuffing one bag of groceries for one family, the individual can help an organization create a revenue positive program model that ensures access to healthy fruit and vegetables for an entire community.

For the social change organizations whose mission is to end hunger and food insecurity, pro bono service can diversify

and deepen the way they engage volunteers. Given the real financial costs of volunteer management, nonprofits are savvy to consider their return on this investment. For instance, rather than turning away capable, interested volunteers, nonprofits can be empowered and able to redirect their interests into pro bono service. This redirection will allow nonprofits to get the critical organizational support they need while still being able to meet the interests of the individual volunteer.

The magnitude of hunger and food security will require all of our resources including our human capital. It will also require cross-sector and cross-company collaboration. Pro bono service provides a common ground for collaboration. Unlike money or grants which is the same resource across foundations, intermediaries or companies, pro bono service is a unique

contribution of individual or organizational expertise or skills. When you are pinpointing your unique expertise, it makes it easier to see where there is or isn't overlapping efforts. This uniqueness reduces competition, reduces redundancy and better prepares all parties to engage in meaningful partnership conversations.

Pro bono service provides a means by which we can break down the often overwhelming issue of hunger and food security. By focusing on our talent contributions, we can better define opportunities for action, amplify our individual efforts and foster more meaningful partnerships. Human capital is an invaluable resource and approach for solving this global challenge.

## WHAT WE CAN DO TOGETHER

Taproot is looking for partners and peers who want to make a difference in how to utilize human capital and professional expertise to end hunger and food insecurity.

We are looking for partners interested in:

- **Creating a strategic and replicable approach for using pro bono service to address the UN Sustainable Development Goals:** What role does human capital play in addressing the Sustainable Development Goals? How can pro bono service help us meet and exceed the targets for hunger and food security? How can our approach to hunger be replicated across the other goals?
- **Identifying the critical capacity needs of organizations across the food value chain:** How can we address the glaring gaps in the food value chain, such as food waste or cold storage, through pro bono service? How can we use our expertise to increase the effectiveness and efficiency of social change organizations fighting hunger?
- **Empower nonprofit organizations to create high-return pro bono service opportunities:** How can help nonprofits diversify their volunteer offerings with pro bono service and therefore increase the overall effectiveness of their volunteer management programs? How can these organizations be equipped to redirect or harness individual interest into critically needed pro bono service engagements?
- **Mapping your corporate expertise against the food value chain:** How can you pinpoint where your unique expertise can make a difference? How can you create a concerted pro bono strategy to fighting hunger?
- **Redefining volunteerism for hunger and food insecurity by leveraging talent and expertise:** How can we encourage, educate and mobilize individuals to contribute their talent towards this challenge? What specific pro bono projects or opportunities have a multiplier effect on the issue of hunger and food security?
- **Building cross-sector collaboration on this issue by coordinating complementary pro bono service programs:** How can we best use pro bono service as a means of collaboration? How can honing in on expertise reduce redundancy and foster partnerships on this issue?

There are consortiums, nonprofits, intermediaries, companies and philanthropic organizations all working to end hunger and food insecurity worldwide. Taproot recognizes the contributions and expertise of these existing partners, and we are looking forward to utilizing our core expertise in pro bono service to partner with those of similar passion and commitment.

## WHY TAPROOT

For over 15 years, Taproot Foundation has helped to define, build and advance the field of pro bono service. Taproot is a proven leader in using pro bono service as a means to take action against larger societal challenges. Our award-winning programs and corporate advisory teams are adapt at identifying the critical capacity needs of social changes organizations. As a peer, advocate and partner, we are a trusted voice among the nonprofit community, and have collaborated to re-envision the talent resources that social change organizations need to succeed. Our stakeholders range across for-profits, nonprofits, philanthropic organizations and individual community members, and by building cross-sector partners, we have successfully mobilized and organized these diverse constituents behind a shared vision of social change success. We do not rest on our reputation or achievements. Our campaign work is indicative of our commitment to continue to lead, mobilize and engage professionals in pro bono service that drives social change.