

Update on Pro Bono Initiatives

Presenter: Shannon Maynard,
Special Assistant to the CEO

Purpose & Vision

Over the next decade, we will increase the scale, sustainability, and impact of the nonprofit sector by leveraging the professional expertise of the corporate sector and its employees

In the next 3 years, we will:

- Secure \$1B of pro bono and volunteer labor for nonprofits from the corporate sector
- Increase the percentage of volunteers who utilize their professional skills while volunteering
- Increase the overall value of volunteer labor donated to the nonprofit sector
- Develop standard metrics and instruments to track progress and impact

The New Brand



**A BILLION
+ Change**

Great Talent for the Greater Good.

New Collateral



Great Talent for the Greater Good.

pro bo-no

Pro bono service uses the specific skills of professionals to strengthen nonprofits and communities in need. Latin "for the public good," pro bono refers to professional work undertaken voluntarily and without payment as a public service.



ACCENTURE is helping food banks feed more people by applying its expertise in supply chain management.

WHY PRO BONO?

Pro bono service is a powerful way for companies to increase their value. Once the sole purview of law firms, pro bono service combines business strategy and corporate giving to achieve meaningful results for communities. For decades, businesses have given financial contributions and organized volunteer projects, but the concept of providing and applying corporate expertise and intellectual capital to the world's biggest challenges is gaining tremendous momentum.

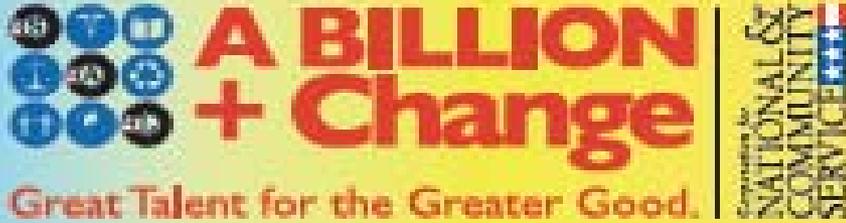
Companies that invest time and resources enjoy exceptional dividends – they strengthen their communities, enhance recruitment, attract investors, and encourage customer goodwill. In tandem, pro bono partnerships fortify nonprofits, providing access to business skills and experience that nonprofits often lack.

WHAT WE KNOW

Evidence research proves that pro bono:

- benefits your bottom line
- attracts investors
- improves your market share
- builds your brand
- expands your ROI on corporate philanthropy
- enhances your recruitment and improves all staff morale

New Website



HOW TO GET INVOLVED >

www.ABillionandChange.org

pro bo·no pu·bli·co

Pro bono service uses the specific skills of professionals to provide services to those who are unable to afford them. Latin "for the public good"/professional work undertaken voluntarily and without payment as a public service.

Deloitte helps high schools prepare low-income students for college and assists nonprofits in developing robust technological resources.

Capitalizing on Volunteers' Skills: Volunteering by Occupation in America

- Most volunteers do not perform service activities that relate to their professional or occupational skills.
- The legal profession is a leading example of a field where its professionals use their skills when performing their volunteer activities.
- Many volunteers engage in fundraising, which though very important, may detract from opportunities to use their skills in other much-needed activities.
- Volunteers who use their skills when they serve appear to be more likely to continue serving year to year.

New Commitments

- **IBM** will contribute at least \$250 million of expertise through its Corporate Service Corps and On Demand Community initiatives over the next three years.
- **Pfizer** will contribute at least \$18 million, or approximately 120,000 hours of pro bono service worldwide over the next three years through its Global Health Fellows program offering health care and health system support services to those most in need.
- **Intel** will contribute at least \$7.5 million, or approximately 50,000 hours of pro bono service worldwide in the next year, focusing in IT infrastructure and technology support.

New commitments continued

- **LexisNexis** will contribute \$12 million worth of free research services to the nonprofit sector.
- **KPMG** will leverage the skills of the 113,000 people in their member firms to make a give \$4 million dollars in pro bono services.
- **ING** will contribute \$1 million in pro bono service, with a primary focus on financial literacy for people from low-income backgrounds.
- **National Geographic** will make an initial contribution of \$200,000 in pro bono services over the next three years in areas such as writing and editorial expertise, creative and marketing services, and production.

Current Champions

- Accenture
- Booz Allen Hamilton
- Butler Rubin Saltarelli & Boyd
- Citi
- Deloitte
- Entrepreneur Foundation
- General Electric
- Harvard Business School (HBS) Community Partners
- IBM
- Intel
- ING Americas
- KPMG
- LexisNexis
- Manning Selvage & Lee
- McKenna Long & Aldridge
- Monitor Group
- National Geographic Society
- Pfizer
- Public Architecture
- Taproot Foundation
- Target
- UPS

How You Can Get Involved

1. Join the Campaign
2. Recruit Corporate Commitments in Your State
3. Share Your Effective Practices and Knowledge
4. Identify and Encourage Innovative Models in Your State
5. Inform Your Governor about Opportunity