

Leading by Example:

How ERG Leaders Create Sustainable Relationships with Non-Profits

• E • Q • U • A • L •
@ PEPSICO



Overview

- Introductions
- Why partner with non-profits?
- What can your ERG do?
- What can your company do?
- What's the next level?

• E • Q • U • A • L •
@ PEPSICO



Introductions



Gina Reiss has served as the Action Vice-President of NOW-NJ and Executive Director of NJLGC. Prior to her work with TrueChild, she was the Managing Director and Development Director of the Gender Public Advocacy Coalition for a decade. She is a graduate of UCLA with a degree in English Literature and minor in Women's Studies. Gina is a proud mother of her three year old daughter, Dylan.

• E • Q • U • A • L •
@ PEPSICO



Introductions

Trung Tieu, Project Coordinator – PepsiCo. Co-Chair - Chicago chapter of PepsiCo's LGBT ERG since 2004. He received PepsiCo's Harvey C. Russell Inclusion Award for collaborative and innovative work with other companies' LGBT groups. He serves as Co-Chair for the NGLCC Corporate Advisory Council and served on the boards of the LGBT Center of Milwaukee and the Windy City Performing Arts. Trung holds both a B.A. and M.A. in Communication from UW-Milwaukee where his research focused on "coming out" and identity construction.



E • Q • U • A • L
@ PEPSICO



Why partner with non-profits? It makes good business sense!

- It's great advertising / marketing
- It provides you with insights to targeted / niche markets
- It builds brand equity



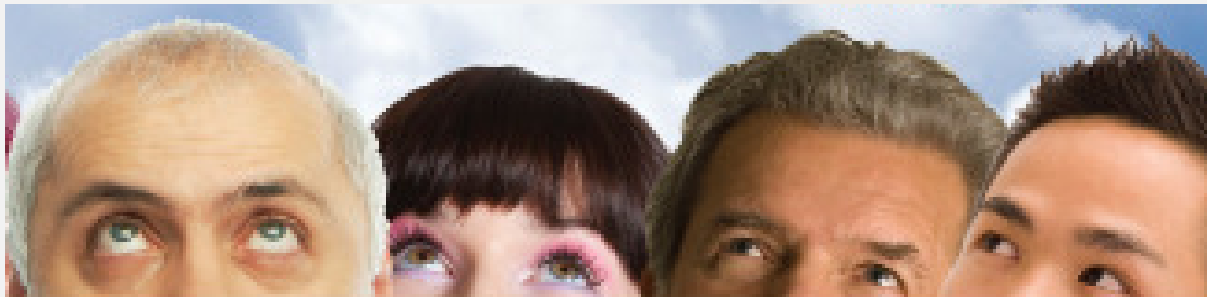
• E • Q • U • A • L •
@ PEPSICO



Why partner with non-profits?

The world is watching you!

- Over 66% of Americans consider a company's business practices when deciding what to buy.
- 92% state they have a more positive image of a company that supports a cause they care about.
- 87% are likely to switch from one brand to another if quality and pricing is the same, but the other brand is associated with a good cause.
- 66% look at what a company is doing in the community when deciding where to invest.



• E • Q • U • A • L •
@ PEPSICO



statistics from a 2007 survey of over 1000 US adults; carried out by [Cone; Inc.](#) - a brand strategy and communications agency.



Why partner with non-profits? The next generation is watching you even more closely!

Millennials Have High Expectations of their Employers:

- 79% want to work for a company that cares about how it impacts and contributes to society
- 69% are aware of their employer's commitment to social/environmental causes.
- 64% say their company's social/environmental activities make them feel loyal to that company.
- 56% would refuse to work for an irresponsible corporation.



E • Q • U • A • L
@ PEPSICO



*Statistics from 2006 Cone Millennial Cause Study



What can your ERG do?

- Provide the link and often the impetus to partner
- Provide volunteers
- Educate ERG members and the broader company of the work of non-profits you work with



E • Q • U • A • L
@ **PEPSICO**



What can your company do?

- Provide alternate forms of support
- Mentorships
- Provide services and/or in-kind donations
- Provide executive support on boards etc.



• E • Q • U • A • L •
@ PEPSICO



What's the next level?

- Have a structured game plan in place in advance
- Know how your Community Affairs team works
- Develop your own set of guidelines for who you will partner with etc.



• E • Q • U • A • L •
@ PEPSICO



EQUAL@Chicago's Partnerships

- Year 1 – Feet on the Street
- Year 2 – Evaluation and expansion
- Year 3 – Community Affairs Engagement
- Year 4 – Long range planning
- Year 5 - Conclusion



E • Q • U • A • L
@ PEPSICO

