

Welcome to Out & Equal 2011 September Town Call

Be sure to dial into the audio portion of the conference

1-866-740-1260 (U.S. & Canada)

Online: www.readytalk.com, Join a Meeting

Participant Access code: 6946500

Welcome! Your line will be muted and this session will be recorded for our archives!



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September Town Call Business of Change Update



Presenters:

- AnnMarie Roldan (SF RA and Mix, Mingle, Give) - ABR5@pge.com
- Masen Davis (TLC and Mix, Mingle, Give) - masen@transgenderlawcenter.org
- Chris Crespo (EY and O&E Summit volunteers) - chris.crespo@ey.com
- Dani Siragusa (O&E Summit volunteers) – DSiragusa@OutandEqual.org
- Dave Bueche (O&E, Senior Manager, Development – Dbueche@OutandEqual.org
- Judi Baker (O&E Senior Associate, BoC Coordinator) – jbaker@outandequal.org
- Justin Tanis (Director of Communications) – jtanis@outandequal.org

Moderator: Pat Baillie, Associate Director of Training



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Announcements

- **October 5** – Professional Networking Webinar hosted by CareerLink
- **October 10** – Online summit registration and housing closes!
- **October 13-16** – O&E attending OutServe Conference in Las Vegas
- **Oct 20** – October Town Call – Developing an LGBT Supplier Diversity Program
- **Oct 25-28** – Annual Workplace Summit, Dallas (Online registration & hotel booking open until October 10!)
- Check www.outandequal.org for more info on:
 - Upcoming & Archive Training - <http://www.outandequal.org/training-programs>
 - Regional Affiliates - <http://www.outandequal.org/regional-affiliates>
 - Employee Resource Groups - <http://www.outandequal.org/resources/groups>
 - CareerLink - <http://lgbtcareerlink.com/>
 - Summit 2011 - <http://outandequal.org/summit-2011>

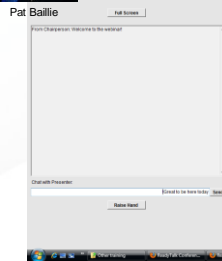


Pat Baillie



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ReadyTalk Features



- Phone lines are muted
- Ask questions by using the chat feature
- Chat is seen by the all the presenters
- Technical problems, raise your hand and check the chat box!
- Cut & Paste links from chat
- Polling – select an answer, submit and see results



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Poll

- Do you work for a corporation or a non-profit?
 - Corporation
 - Non-Profit
 - Not applicable



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Polls

- **Do you currently have sponsorships or partnerships with corporations/LGBT non-profits?**
 - Yes
 - No
 - Not applicable

Polls

- **My company has a high priority around Corporate Social Responsibility and working with the LGBT Community. (strongly agree to strongly disagree)**

Setting the Stage



Justin Tanis, Director of Communications at Out & Equal



Corporate Rationale

- CSR = Corporate Social Responsibility
- Competitive advantage
- More than grants/foundations
- Opportunity to impact in a positive way for change
- Trying to find best practices to invest in LGBT movement
<http://www.gillfoundation.org/what-we-do/engage-donors/business-of-change>



Business of Change Report, 2009

Non-profit Rationale...

- Mission focused
- Support in
 - Economic Factors
 - Visibility Factors
- Connecting with Corporations



Business of Change Report, 2009

What Corporations can provide....

- Corporations priorities
 - Increase employee job skills
 - Brand recognition/community visibility
 - New markets
- What they have available
 - Product Donations
 - Pro bono professional services – legal, HR advice
 - Facilities (meetings/in house printing/multimedia)
 - Training programs
- How they increase employee engagement
 - Corporate matches
 - Volunteer hours
- Access to
 - Other corporations and resources
 - Government (local, state, national)



Business of Change Report, 2009

Mutual Win

Corporate	Nonprofit
Volunteering engages employees	People resources available + chance to create allies
Attract & retain employees	Provide education on best practices on LGBT inclusion + community pulse
Increase Employee skills	Pro bono work for key projects
Product visibility	Gifts of goods for events & space/equipment increase value of nonprofit
Barter use of equipment/facilities (printing/meeting space etc) for sponsorship dollars	Defer budget costs of production for events, printing programs and having larger meetings & office space needs
State of the art multimedia equipment and professional graphics & media staff	Creation of quality collateral for the organization while teaching about social networking/digital messaging

Business of Change Report, 2009



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Case Studies

Option	Case Study	Project
Financial	Chevron/Pan American Development Foundation's Haiti disaster relief	\$450,000
Joint Events	Credit Suisse/Lambda Legal	5 major fundraising events
Pro Bono	Dewey & LeBoeuf/In the Life	Archives
Volunteers	Ernst & Young/ Out & Equal	Summit Staffing
Research	IBM/GLAAD	Latin American influences
Collaboration	Polo Ralph Lauren/Harvey Milk High School	Fashion Design for Youth
Goods Donation	Sara Lee Foundation/Center on Halstead	Meals for Elders/Youth
Goal Synergy	Time Warner/Point Foundation	Scholarships

Business of Change Report, 2009



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Development Perspective

Recommendations for reaching out to potential corporate partners

- Know your prospective company before approaching**
 - Research the company's giving priorities
 - Try to identify where potential \$\$ may be
- Strike while the iron is hot**
 - Have talking points/pitch ready and website materials easily accessible
- Present clear BENEFITS to corporate donors**
 - E.g., tiered list of what they can expect from their sponsorship
 - Present a clear business case for giving



Dave Bueché
Senior Manager, Development



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Development Perspective

Recommendations for reaching out to potential corporate partners

- Create partnerships by networking & relationship building**
 - Personal introductions always best; identify organizational connections
- Be realistic about what is possible**
 - First time corporate donors may only be interested in providing in-kind support
 - Corporate giving accounts for just 5% of charitable donations



Dave Bueché
Senior Manager, Development



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Poll

- Do you as a corporation or as a non-profit, have or use these BoC options:
 - Financial support
 - Volunteers time
 - Donation of Goods
 - Doing Joint Events
 - Offering Pro Bono Services
 - Supporting Research



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Putting partnership into action Case Study #1



AnnMarie Roldan
San Francisco Regional Affiliate
Mix, Mingle, Give Event
ABR5@pge.com



Masen Davis
Transgender Law Center
Mix, Mingle, Give Event
masen@transgenderlawcenter.org



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San Francisco Regional Affiliate

- Corporations working together
- Concept behind Mix, Mingle, Give
- What are the goals/objectives
- How do you do it?



AnnMarie Roldan

4TH ANNUAL Mix Mingle AND Give

LGBT Professional Fundraiser
 Thirteen great companies coming together to support three great causes.

Date: Thursday, June 2, 2011
Time: 5:30 p.m. – 8:00 p.m.
Where: One Leidesdorff
 344 Pine Street
 San Francisco CA 94104
 (Click here for map)
Tickets: \$30, available at <http://tinyurl.com/mmg2011>

One hundred percent of door and raffle ticket sales will be donated to the beneficiaries. San Francisco's own Heilino will be emceeing the event. Entertainment will be provided by DJ Jose Antipassero and there will be raffle prizes from luxury hotels. Free wine, beer, and more. Food and alcohol/ non-alcoholic beverages will be provided. Attendees must be 21 or older.

Sponsors: BLACKROCK, charles schwab, THE CLINICAL COMPANY, DeLette, Gap Inc., Genentech, Google, ANDERSON CONSULTING, MCKESSON, Paul Hastings

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Transgender Law Center

- Defining the need
- Making connections
- Creating opportunities
- How did the connections help the mission?
- Reflections on process



Masen Davis

Putting partnership into action Case Study #2



Chris Crespo
 Ernst & Young volunteers
chris.crespo@ev.com



Dani Siragusa
 O&E Summit
DSiragusa@OutandEqual.org

Ernst & Young Perspective

- Corporate Goals/Values
- Establishing the program
- Connecting with a non-profit
- Running the program



Chris Crespo



Out & Equal Perspective

- Defining the need
- Making connections
- Creating opportunities
- Running the program



Dani Siragusa

business of change

Judi Baker

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Nonprofit Collaboration Resources – The Foundation Center
Come Together! Successful Bay Area Partnerships – Free event at the Foundation Center SF
Resource: Marketing Communications Firm for Nonprofits
Shared Services: A Guide to Creating Collaborative Solutions for Nonprofits (Web)
Nonprofit Database Resource – GuideStar
We Represent a Nonprofit Business

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The Business of Change website is meant to enhance collaborative dialogue between nonprofits and corporations. While many of our case studies focus on companies and nonprofits working in the lesbian, gay, bisexual and transgender (LGBT) space—a social justice movement that presents its own unique challenges—the content of the downloadable guide, and this website, presents best practices and key learnings for any nonprofit-corporate partnership. Research shows that corporate philanthropy is ever-evolving. Society now expects businesses to take a more active role in social and political issues. The good news is that corporate leaders understand that strategic philanthropy programs can be an effective way to meet those expectations and are assigning greater importance to them. However, the importance of making an effective business case for philanthropic giving remains a top challenge and opportunity for the business community.

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Start Here
Mutually beneficial, sustainable and rewarding partnerships between nonprofits and corporations are those that are aligned in mission, vision and objectives.
The 2008 Business of Change Survey was conducted as two separate, but interrelated questionnaires, one designed for people working in nonprofits and one designed for employees of corporations.
From the survey results, we've pulled out some relevant and quick tips and guidelines here that can help you get started. We have also included databases and weblogs that may be helpful. Whether you are a nonprofit or a corporation, these tips and resources can be helpful in your collaboration.

Twitter Feed
Join us at the 2011 Out & Equal Workplace Summit for the following Business of Change workshops: Oct 29-26, Dallas TX 2011-08-29
Learn more about the Business of Change at Out & Equal's Youth Call, Thursday, Sept. 29 2011-08-29
RT @nonprofitguide: You Say You Don't Need a Marketing Plan? This is Co 2011-08-29
RT @LGBTCommunity: Cindy Lauper Organizing for LGBT Youth 2011-08-29
Come Together! Successful Bay Area

Ready to start?

Latest Articles
Nonprofit Collaboration Resources – The Foundation Center
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Research
The landscape of corporate philanthropy is constantly evolving and research plays an integral role in understanding these changing dynamics. This section will provide the most current data – both quantitative and qualitative – from our organization and a variety of other sources.
For a more detailed look at Business of Change research, please click here.
Have a comment about or additional information on this subject? Let us know here.

Latest Articles
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Ratings
LGBT nonprofits and corporate partners can offer each other mutually beneficial resources. Among them is talent recruitment and retention, supporting, partnering with, and otherwise engaging LGBT nonprofits enhances a company's placement on several indices for diversity and inclusion, corporate citizenship and social responsibility and innovation. This section offers background information on a few notable organizations that evaluate, rate, support or promote companies advancing LGBT equality in their work or workplace. Nonprofits should consider how the resources, surveys, statistics and studies from these organizations can be incorporated into proposals or partnerships with a company. Corporate readers should find some of this information useful as a benchmarking tool when evaluating their own companies and LGBT initiatives.

Out & Equal™ Workplace Advocates
Out & Equal™ Workplace Advocates is the pre-eminent national organization devoted to the LGBT community in the workplace. Out & Equal's mission is to educate and empower organizations, human resource professionals, Employee Resource Groups (ERGs) and individual employees through programs and services that result

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Case Studies

Corporate philanthropy is rapidly changing and there is a new way of doing business. It requires corporations and nonprofits to engage in open and honest dialogue to shape partnerships where a company's philanthropy is reflective of the core values that guide their business, where the nonprofit is viewed as an equal partner and remains true to its mission, where expectations and deliverables are negotiated upfront, where the company includes previously untapped non-cash resources to maximize its investment, and where the nonprofit helps the company deliver on its corporate goals.

This section features nine case studies that embody the spirit of the Business of Change. Some are examples of relationships that have evolved beyond the typical sponsorship model into richer, more meaningful partnerships. Others illustrate the value of leveraging pro bono resources, the importance of engaging a broad range of stakeholders, or the power of one individual to catalyze a new corporate program.

One thing is clear—all of the companies and nonprofits took the time to work together to shape partnerships that would be mutually beneficial and sustainable. These innovative partnerships demonstrate real impact and will hopefully serve as an inspiration for your own work.

We want to hear from you. [Tell us about your partnerships](#), so we can learn together.

Latest Articles

- Nonprofit Collaboration Resources – The Foundation Center
- Business of Change Workshops: 2011 Out & Equal Workplace Summit
- Come Together: Successful Bay Area Partnerships – See event at the Foundation Center, SF
- Resource: Marketing Communications Plan for Nonprofits
- Shared Contracts: A Guide to Creating Collaborative Solutions for Nonprofits (book)
- Nonprofit Database Resource – GuideStar

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Business of Change Workshops: 2011 Out & Equal Workplace Summit

AUG 28

Please join us at the 2011 Out & Equal Workplace Summit for the following Business of Change workshops. These workshops have designated Business of Change workshops because their focus has been deemed relevant to the Business of Change mission of:

- Out And Equal, Resources, Workplace Summit, Workshop

Latest Articles

- Nonprofit Collaboration Resources – The Foundation Center
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Start Here **Research** **Referrals**

Terms **Tips** **Case Studies**

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- Shared Contracts: A Guide to Creating Collaborative Solutions for Nonprofits (book)
- Nonprofit Database Resource – GuideStar
- You Represent a Nonprofit? Here's How

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Judi Baker **Justin Tanis**

Please bookmark the following sites and join us on the web:

Website: LGBTBusinessOfChange.org
Facebook: on.fb.me/BusinessOfChange
Twitter: <http://twitter.com/BusinessofC>
LinkedIn: <http://linkd.in/BofCLinkdIn>

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Discussion/Questions



- **How to ask a question...**
 - Online - use chat mode anytime during webinar
- **Add to the discussion...**
 - Chat in your comments/thoughts/insights



Closing Comments



- **Presenters:**
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Thank you for your participation!

Please complete the short survey at the end of the call!

Consider a donation to Out & Equal:

<http://www.outandequal.org/about/Donations.asp>
or text the word "equal" to 20222 to make a \$10 donation

Join us for our next Town Call – October 20
Developing an LGBT Supplier Diversity Program

Hope to see you at the Out & Equal Summit!
Information at <http://outandequal.org/summit-2011>

More questions? Contact Pat Baillie, Associate Director of Training
pbaillie@outandequal.org - 415-694-6521



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