

Berlin
February 24-27, 2015

3rd Annual
**Global
Pro Bono
Summit**
Unfolding the Potential of
Cross-Sector Collaboration

2015 GLOBAL PRO BONO SUMMIT REPORT

The BMW Foundation, Taproot Foundation and local host Proboneo welcomed representatives from 23 countries for the **3rd Annual Global Pro Bono Summit** in Berlin to address how to provide more high-quality and high-impact pro bono service to social change organizations around the world.

For definitions of terms used, please see page 7.

taproot
FOUNDATION

BMW Foundation
Herbert Quandt

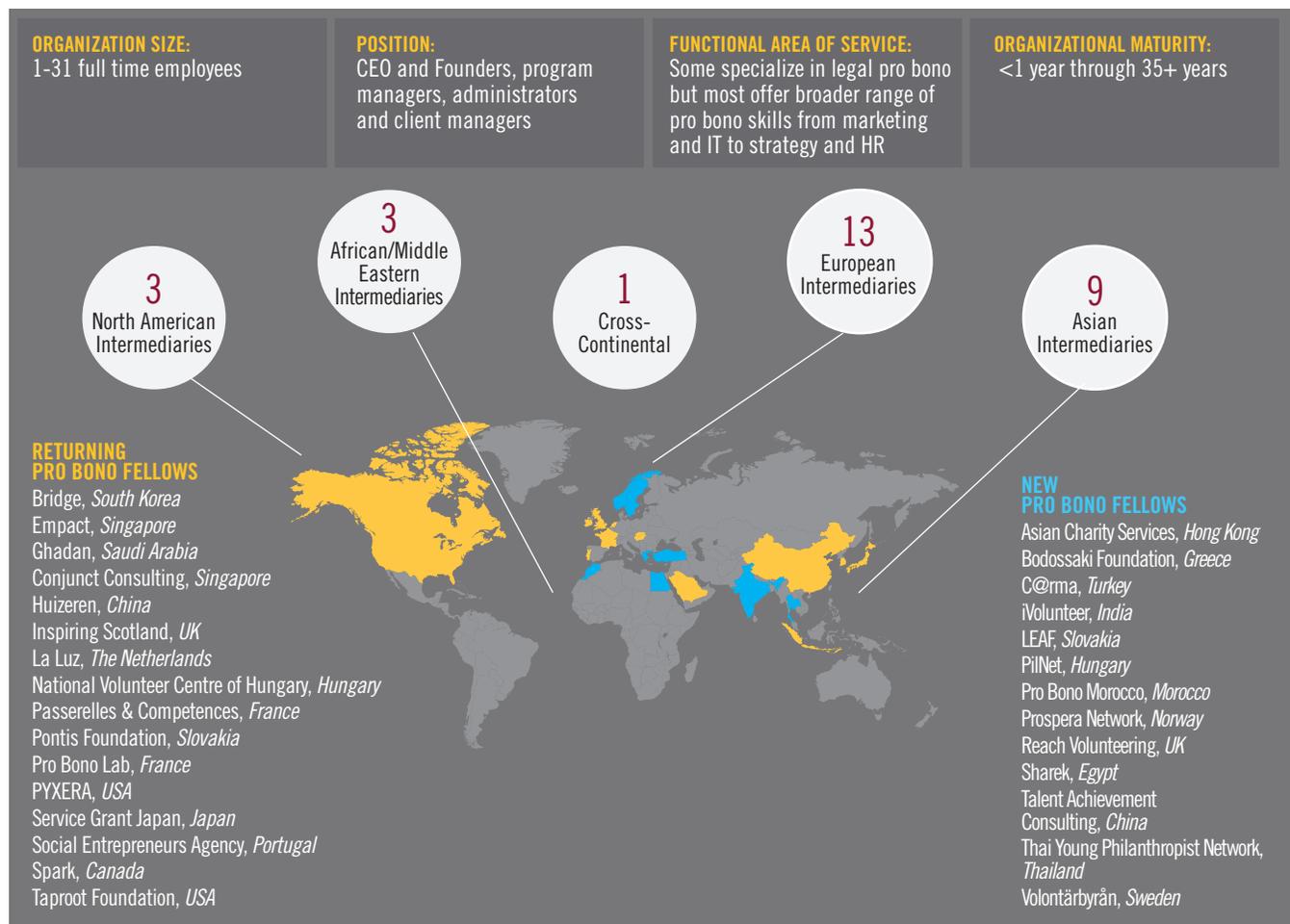
GLOBAL PRO BONO NETWORK

The Global Pro Bono Network (the Network) is a select group of pro bono intermediaries from around the world who actively participate in a collaborative effort to share best practices and learnings to drive the pro bono movement forward.

Summit Participation in Numbers



DEMOGRAPHIC



GLOBAL PRO BONO FELLOWS TRACK

The Global Fellows Track brought together pro bono intermediaries from around the world to engage in open dialogue and strategize pathways to drive the pro bono movement forward through the Global Pro Bono Network.

DAY 1

2014 Commitments Fulfilled: A Snapshot

The first day was buzzing with energy as current and new Global Fellows shared the successful completion of commitments pledged at the previous year's Summit. Successfully completed commitments included:

EUROPEAN GLOBAL FELLOW

- 1 Partner with national newspaper – HVG Business Extra and Good Business published interviews with Aaron Hurst interview on Purpose Economy – **Check!**
- 2 Introduce award program in pro bono sector – KPMG Hungary won the 1st Pro Bono Initiative of the Year! – **Check!**

ASIAN GLOBAL FELLOW

- 1 Create national case studies – **Check!**
- 2 Build local platform for experts – **Check!**



German Intermediary Day

Day 1 of the Summit also convened German pro bono intermediaries. Participants included CEO's from intermediary organizations, start-ups, student legal advisers and other specialists from the NGO sector. This was the second gathering of these German pro bono advocates to work and discuss current challenges. Local pro bono leaders discussed strategies to strengthen and expand the German pro bono market.

DAY 2

Pitches! Global Fellows shared their ideas and engaged in 30-minute discussions focused on initiatives, issues, and successes central to their work.

Topics Included:

- Impact Measurement
- Strategic Partnerships
- How to Work With Government
- How to Approach Companies
- Public-Private Partnerships
- Pro Bono as an HR Instrument
- Unifying the Pro Bono Message



Pro Bono Party!

SAP sponsored a night filled with music, dance, and a micro-marathon, a two-hour activity to showcase the magic of pro bono!

DAY 3

Government and Pro Bono? YES!

A Global Fellow from Singapore gave an insightful presentation on the opportunities and potential of public-private sector collaborations.

Future of the Network: Fellows brainstormed – How can we continue to strengthen our Network to best support each other's work?

MAJOR THEMES

- Branding/Marketing Campaign to Raise Awareness
- IT Support Systems (Digital Platform)
- Consider Growth Factors Of Pro Bono Movement (National/International)
- Pro Bono Events
- Data Collection and Exchange

CORPORATE TRACK

Corporate Day was an opportunity for corporations with varying degrees of experience delivering pro bono service programs to their employees to share, learn, and grow.

Demographics

25

attendees



40% of attendees represented multinational corporations, with the rest from Germany



Diverse amount of experience with pro bono program management:

Approximately half of the attendees represented companies with existing pro bono programs

Some of the attendees were Corporate Social Responsibility (CSR) managers at their respective companies

Some attendees were engaged employees who oversee their company's local pro bono efforts in a volunteer capacity

MAJOR THEMES

There is a need for stronger partnerships between companies and pro bono intermediaries.

- Mutual need to establish stronger partnerships between companies and pro bono intermediaries, especially those that are local to a company's site
- Corporations can benefit from intermediaries' relationships with local nonprofits and experience in overseeing impactful pro bono projects

The UN IMPACT 2030 Initiative has potential to change the way companies collaborate in corporate volunteering.

- The UN IMPACT 2030 Initiative is a collaborative effort supporting the United Nations' Post-2015 Sustainable Development Goals
- IMPACT 2030 brings together companies globally to expand and encourage employee volunteering

Pro bono can be an effective means for developing employees' leadership skills.

- CSR managers increasingly partner with HR and Talent Development teams to identify opportunities to collaborate, for example:
 - Integrating pro bono projects into leadership development programs
 - Highlighting pro bono experience in employee development plans

Building the buy-in of middle managers is a common challenge to scaling pro bono at a company.

- Attendees emphasized the importance of inclusive program development, for example:
 - Building a cross-functional steering committee to guide program decisions
 - Using storytelling, powerful data, employee recognition, and communications channels to set the trend for company pro bono programs

“ I WAS SURPRISED TO SEE HOW SIMILAR OUR CHALLENGES AND QUESTIONS ARE, DESPITE THE DIVERSE GROUP OF COMPANIES HERE.”
– Corporate Attendee

What are the Next Big Ideas?

Attendees answered the question: **What newspaper headline would YOU like to see about the pro bono field?**

“Pro Bono Goes Boardroom: CEO of the Year Says that Pro Bono is an ‘Essential Part of Our Mission as a Company’”

“Fortune 100 Global Risers Report Higher Revenues as a Result of Doing Pro Bono”

“Corporate Philanthropy is Dead: Companies Now Partner with Nonprofits Because It Makes Business Sense, Not Just Out of Altruism”

“Multi-company Pro Bono Program Cuts World Hunger in Half: Companies Collaborate to Scale Their Impact”

STATE OF GLOBAL PRO BONO SERVICE

The Taproot Foundation conducted the 2015 Global Trends in Pro Bono Service survey to better understand the pro bono marketplace of participating Global Fellow countries and share those findings to create a benchmark for global pro bono practices.

Supply & Demand

The survey* revealed marketing and communications, strategic management, and fundraising are the most pressing NGO needs. Findings showed there is a good balance of available pro bono consultants to address marketing and communications, and strategic management needs. However, there is disparity in the NGO need and available pro bono consultants in the areas of fundraising and financial management. Additional NGO needs following closely behind are human resources and leadership, and information technology.



The priorities of Global Fellows align to help NGOs gain access to high quality pro bono while accelerating their societies' adoption of the pro bono ethic. However, the gaps identified below are consistent across all societies which requires internal investment in the Global Fellows and Global Pro Bono Network to meet these priorities.

While **100% agree** that access to pro bono for NGOs is their organization's purpose,

only **14% agree** that NGOs in their societies are getting the access they need. Increased investment in the Network directly correlates with the Network's continued effort to improve **readily available** pro bono globally.

While **95% agree** that their organization is committed to delivering high-quality pro bono services,

62% say that their organizations need support to improve quality and build their capacity. Supporting the Network's knowledge growth and sharing best practices enables more **effective** pro bono to be delivered worldwide.

76% agree that their organizations are committed to spreading the pro bono ethic across nations,

but only **24% feel** that pro bono adoption has taken hold in their countries. The Network, with its far-reaching capabilities, is the ideal channel to introduce, practice, and **promote** pro bono in different societies.

2015 Global Trends in Pro Bono Survey, March 2015.

* 21 individuals completed the survey each representing one organization, and 7 partially responded representing 5 more organizations for a total of 26 unique organizations.

KEY TAKEAWAYS AND NEXT STEPS

Themes from the Summit are summarized and the Global Pro Bono Network is moving forward on next steps.

1 TAKEAWAY The pro bono ethic is spreading, driving strong interest in the Global Fellows Network worldwide.

- Network has grown 75% with minimal outreach since 2013
- Pro bono ethic itself spans cultures and societies even though pro bono service delivery faces different societal influences and barriers
- Global Fellows face common drivers and barriers to serving NGO needs regardless of their organization's maturity

2 TAKEAWAY There is a call for collaboration, knowledge sharing and resource creation among Global Fellows.

- Global Fellows focused not only on their own society, but also regionally and globally
- Commonalities across the globe allow the Global Fellows to collaborate, creating a conducive, supportive Global Pro Bono Network
- Quality assurance practices build a strong foundation for the pro bono movement

3 TAKEAWAY NGOs regularly use legal pro bono service; the Network needs to leverage that to expand their adoption across marketing, IT, strategy, HR, and more.

- Vast majority of pro bono happening in Europe is legal
- NGOs need pro bono help beyond legal services
- Legal pro bono is a gateway for business professionals within a corporation to learn about non-legal pro bono

4 TAKEAWAY The public sector is an important partner in harnessing pro bono to address social issues.

- Government has multi-level role; recipient, funder, promoter (campaign), provider
- Network members' level of engagement with local governments varies greatly

Public administration is an important partner in advancing the field of pro bono.



Public administration is a recipient or is requesting pro bono support.



WHAT'S NEXT?

1 100% of Global Fellows have committed to participate in Pro Bono Week (an annual, global celebration of the pro bono ethic)

2 Network will recruit and assess pro bono intermediaries worldwide

1 Create platform to share best practices

2 Unify voice of Network through a common pro bono brand

3 Establish an Advisory Council to represent the Network members

4 Promote quality assurance practices; impact evaluations supporting a high-standard of quality

5 Research and determine locally acceptable monetary valuation of pro bono service

1 Introduce non-legal pro bono concept at legal pro bono forums

2 In-house law counsels introduce non-legal divisions of company to pro bono concept

3 Introduce NGOs to pro bono practices beyond legal services by coordinating with legal pro bono intermediaries

1 Reach out to local governments

2 Learn best government approaches from experienced Global Fellows

2015 COMMITMENTS

Every year, the Global Fellows establish commitments together to strengthen their organizations, the Network, and the pro bono movement regionally, nationally, and globally in the coming year.

A small sample of the Global Fellows' commitments:

Service Grant Japan

- Restructure project management methodology into volunteer-owned
- Work with other global fellows to realize substantial collaborative projects or programs

Conjunct Consulting

- Increase the number of corporations involved in pro bono services in Singapore
- Increase awareness and involvement of government agencies in pro bono
- Develop research and methodologies to help NGOs in capacity-building
- Support the Asian and Global Pro Bono Network

LaLuz

- Scale up individual matching by adopting an online platform and LinkedIn
- Set a long term strategic plan for LaLuz
- Claim pro bono instead of skilled based volunteerism

Pontis Foundation

- Conduct a baseline study among companies and their employees
- Identify strategic long-term projects
- Communicate the pro bono message across the private and public sectors

DEFINITION

PRO BONO

Pro bono is donated professional services benefiting organizations working to improve society. Pro bono is short for pro bono publico, which translates from Latin to mean "for the public good."

Intermediaries are pro bono service providers. These organizations advise, facilitate, manage and/or develop pro bono services that connect social change organizations with talented business professionals.

INTERMEDIARIES

GLOBAL PRO BONO NETWORK

The Global Pro Bono Network (the Network) is a select group of pro bono intermediaries from around the world who actively participate in a collaborative effort to share best practices and learnings to drive the pro bono movement forward. This Network was created by the joint partnership of Taproot Foundation and BMW Foundation.

A Global Pro Bono Fellow (Global Fellow) is an individual who represents their organization as a member of the Global Pro Bono Network.

GLOBAL PRO BONO FELLOW

The Global Pro Bono Summit is an invitation-only forum for the pioneering leaders in the pro bono field from around the globe to come together in strategic discussion focused exclusively on pro bono service. The Summit was created by the joint partnership of Taproot Foundation and BMW Foundation.

GLOBAL PRO BONO SUMMIT

Non-governmental organization.

NGO

ORGANIZERS



Taproot Foundation, a national nonprofit, connects nonprofits and social change organizations with skilled volunteers through pro bono service. Taproot is creating a world where organizations dedicated to social change have full access—pro bono—to the marketing, strategy, HR, and IT resources they need to be most effective. We power collaboration that connects communities and drives social change. Since 2001, Taproot's skilled volunteers have served 3,300 social change organizations representing 1.5 million hours of work and over \$141 million in value. Taproot is located in New York, San Francisco, Chicago, Los Angeles and Washington, D.C.

www.taprootfoundation.org

BMW Foundation

Herbert Quandt

The BMW Foundation brings together leaders from across communities, cultures and countries to drive Social Innovation, promote the Global Dialogue, and encourage Responsible Leadership. We are convinced that our approach breaks down barriers between politics, business and civil society and allows society to benefit from the creativity and diversity that result from cross-sector collaboration.

www.bmw-stiftung.de/en



Proboneo's mission is to ensure that nonprofit organizations have access to the same high-quality and professional resources as for-profit corporations (e.g. strategy development, marketing, technology or HR). Proboneo uses team projects, phone consultancy and done-in-a-day models to structure our projects. Parallel to their matchmaking activities, Proboneo aims to build a bigger pro bono movement: one that brings together different stakeholders across society, i.e. business, public administration and civil society.

www.proboneo.de

Advisory Council

The Global Pro Bono Network Advisory Council is convened by the Taproot Foundation and BMW Foundation. The Council represents the interests of members of the Global Pro Bono Network and maintains an inclusive, global perspective to strengthen the Network as a leading voice of pro bono in the world.

This Advisory Council will explore resources to enhance knowledge sharing capabilities, identify methods to further engage Network members, and advise on Global Pro Bono Summit. The Council will develop relevant criteria and structures to accommodate Network growth and promote messaging around the Network and the Global Pro Bono Movement to both Network members and external stakeholders.