

Association of Fundraising Professionals

2013 WEB/AUDIOCONFERENCES



Educating Fundraisers in the 21st Century

Corporate Engagement - Beyond Charity: A Focus on Social Partnerships

Presented by:
Cheryl Ennis Self, ACFRE

November 19, 2013

1:00 – 2:30 p.m. Eastern
Noon – 1:30 p.m. Central
11:00 a.m. – 12:30 p.m. Mountain
10:00 – 11:30 a.m. Pacific
9:00 – 10:30 a.m. Alaska



Association of Fundraising Professionals

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Cheryl Ennis Self, ACFRE

Cheryl Ennis Self serves as Executive Director, Global Social Partnerships, World Vision. Ms. Self and her team are responsible for establishing and building long-term, global partnerships between World Vision and Fortune 100 corporations, plus engaging diverse stakeholders in complex, large-scale social partnerships.

Founded in 1950, World Vision is a Christian relief and development organization dedicated to helping children, families and communities reach their full potential, by tackling the root causes of poverty and injustice. World Vision's core competencies globally include clean water and sanitation, education, agriculture and food security, healthcare, economic development and disaster mitigation/response. The organization serves all people regardless of religion, race, ethnicity, or gender. Globally, there are 45,000 World Vision staff members who serve the poor in nearly 100 countries.

Ms. Self's prior roles at World Vision, beginning in 2001, include management of major donor, corporate and foundation development teams. Her previous experience includes service as National Director of Advancement at Prison Fellowship Ministries, Washington, DC, and Director of Corporate & Foundation Relations at the Stony Brook School, Long Island, NY. She began her career in sales and sales management in Manhattan.

In 2013, The Association of Fundraising Professionals, the largest community of professional fundraisers in the world, awarded its highest professional certification, the Advanced Certified Fundraising Executive (ACFRE) to Ms. Self. Available only to senior-level fundraisers who have worked in the profession for 10 or more years, the ACFRE is a distinguished achievement earned by only 100 professionals since the inception of the program in 1992.

Ms. Self holds a BA in French Language from Gettysburg College, PA, where she graduated cum laude

**AFP Webinar
November 19, 2013**

**Corporate Engagement
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**Presented by Cheryl
Ennis Self, ACFRE
Executive Director
Global Social Partnerships
WORLD VISION**



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Cheryl has served as a senior level manager and fundraiser for approximately 15 years. In April 2013, she achieved her ACFRE certification.



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Corporate Engagement Beyond Charity: A Focus on Social Partnerships

Learning Objectives

1. To understand why and how corporations donate resources.
2. To differentiate between types of partnerships with corporations.
3. To review emerging trends that lead to the creation and implementation of Social Partnerships in the field of international aid and development.



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One Corporation's Voice

The Coca-Cola Company

The **Coca-Cola Company** is a local business on a global scale. As our business has expanded over the years, so has our community support grown to create and support projects most relevant to local communities around the globe. We are committed to investing our time, expertise and resources to help develop and maintain vibrant, sustainable and local communities.

At the Coca-Cola Foundation, we help keep that commitment every day by partnering with organizations around the globe to support initiatives and programs that respond in a meaningful way to community needs and priorities.



The Coca-Cola Foundation Website, 2013



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Corporate Social Responsibility (CSR)

A commitment to improve community well-being through discretionary business practices and contributions of corporate resources.

- Key word here is: *discretionary*
- Community well-being
- Operating in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business (BSR)



Source: *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*, by Philip Kotler and Nancy Lee, John Wiley & Sons, c. 2005, page 3.

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Traditional Approach of Corporate Giving

Prior to the 1990's:

- Fulfilling an obligation to “do good to look good”
- Fixed annual budget
- Short-term commitments
- Avoid issues linked to core business products
- Avoid controversial issues



Source: *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*, by Philip Kotler and Nancy Lee, John Wiley & Sons, c. 2005, page 8.



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Corporate Giving - Early 1990's



- Strategic approach to issues supported by the corporation
- Fit with corporate values, supports business goals, and core products/markets
- Model reflects increased desire for “doing well by doing good”
- Implement programs “doing all we can to do the most good, not just some good”



Source: *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*, by Philip Kotler and Nancy Lee, John Wiley & Sons, c. 2005, page 9.

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Why do corporations give away resources?



- Increased sales and market share
- Strengthened brand awareness and position
- Enhanced corporate image and clout
- Increased ability to attract, motivate and retain employees
- Decreased operating costs through partnerships
- Increased appeal to investors and financial analysts



Source: *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*, by Philip Kotler and Nancy Lee, John Wiley & Sons, c. 2005, page 10-11.

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Snapshot of Corporate Giving

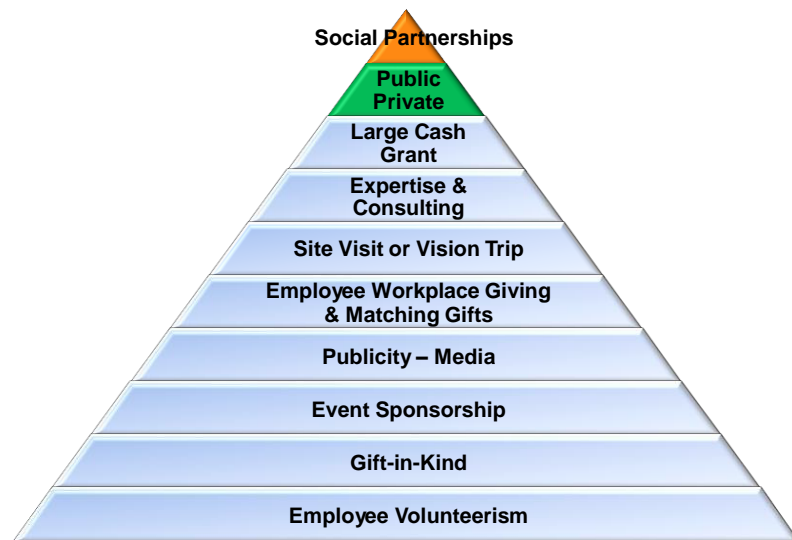
- In 2011, corporations gave 5.3% of all US charitable dollars, which equals \$16.18 billion.
- In 2012, corporations gave 5.7% of all US charitable dollars, which equals \$18.15 billion.

Source: GivingUSA 2013, The Annual Report on Philanthropy for the Year 2012 Data Tables, Giving USA Foundation, 2013.



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Twelve Aspects of Corporate Engagement



Other: Advocacy, Cause-Related Marketing, Innovation



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One-to-One Partnership – Corp + NGO



HOW THEY ENGAGE

- » Consulting
- » Volunteerism
- » Vision Trip
- » Employee Matching Gifts

- World Vision Zambia and a team of Intel volunteers set up a completely solar-powered computer lab.
- More than **309 secondary school students** now have access to computers.



HOW THEY ENGAGE

- » Financial Support
- » Produce to Give
- » Vision Trips
- » Employee Matching Gifts

- Since 2004, World Vision has helped distribute hundreds of millions of liters of clean water in **22 countries**.
- World Vision has hosted P&G staff on field visits from **10 different countries**.



One-to-One Multi-Dimensional Partnerships – Corp + NGO



TOMS

One for One

HOW THEY ENGAGE

- » Produce to Give
- » Volunteerism
- » Kit Build Events
- » Financial Support
- » Raising Awareness

- For every pair of TOMS shoes and apparel purchased, a pair of shoes is donated to a child in need.
- World Vision is the #1 distributor of TOMS shoes and has distributed **hundreds of thousands of pairs** of in 14 countries since 2009.



HOW THEY ENGAGE

- » Financial Support
- » Disaster Relief
- » Volunteerism
- » Kit Build Events
- » Employee Matching Gifts

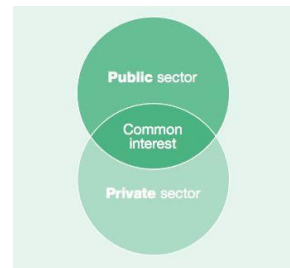
- Since 2005 Walmart has supported disaster rebuilding of temporary/semi-permanent housing and business restoration efforts in Brazil, Chile, China, Guatemala, and Mexico
- Walmart Women's Economic Empowerment Initiative (WEEI) with World Vision in El Salvador and Honduras.



Public Private Partnerships

Public Private Partnership - A government service or private business venture which is funded and operated through a partnership of government and one or more private sector companies. (PPP, P3)

- Fulfills public tasks that are also good for business
- More market-oriented approach
- Efficiency of private sector



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Emerging Trends in the Last Decade

- Strategic engagement of corporations to address complex development challenges
- Corporate value creation for both shareholders and society
- Emergence of multi-stakeholder alliances to collaborate on a more systemic level
- Cross-sector convergence

Convergence Economy: Rethinking International Development in a Converging World (Accenture, 2011)



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Convergence Thinking

Convergence of:



- Issues
- Interests
- Solutions

Source: Convergence Economy: Rethinking International Development in a Converging World (Accenture, 2011)



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Social Partnership

A Social Partnership is a collaboration of multiple partners representing each of three sectors: public, private and social services (NGO) for the purpose of fulfilling a social goal.

- Long-term nature
- Opening new fields of finance and action
- Resource-generating instrument
- Emphasis on outputs and impact – not on stereotypical roles
- Importance of enabling technology
- Innovation



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Definition of a Megacommunity

A Megacommunity is any large ongoing sphere of mutual interest where governments, corporations, NGO's, and other partners intersect over time.

- Partners recognize that the problems they face are more complex than they can solve alone
- Partners remain interdependent because common interests compel them to work together
- Partners do not need to compromise their unique priorities

Source: [Megacommunities: How Leaders of Government, Business and Non-Profits Can Tackle Today's Global Challenges Together](#); Mark Gerencser, Reginal Van Lee, Fernando Napolitano, and Christopher Kelly, PALGRAVE MACMILLAN, 2008. Copyright Booz Allen Hamilton.



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Example of a Social Partnership



Launched in 2012 by Coca-Cola India and NDTV, the Support My School campaign is an initiative to convert hundreds of rural schools in India into healthy and active learning environments with clean water, improved sanitation, enhanced sporting facilities, new technology and teacher training.



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Partners and Roles

Private Partners

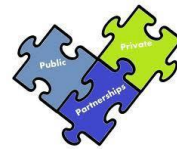
- Two primary corporate sponsors – Initiators, Finance, Publicity
- Other corporate partners in India – Internal Team-building
- Celebrity Endorsements

Public Partners

- National government – Systemic Oversight
- Provincial governments in India – Local Leadership

Social/NGO Partners

- NGO Convener and External Team-building
- NGO Implementation Lead and Fundraising
- Multiple NGO partners – Programmatic Expertise



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Challenges

- Leadership of many with a light touch
- Internal and external consensus building
- Communications – frequency, medium, language, time zones
- Full mapping of stakeholders, across borders
- Defining working structure – the role of “roles”
- Articulating guiding principles
- Defining, monitoring and measuring progress



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Impact and Results

- A spirit of inclusiveness, adaptability and passion.
- Power of combining organizational strengths while maintaining distinctiveness
- “Principle of shared value” – need to think differently and ultimately what is good for society is also good for business.
- Longer-term impact – now in year three.
- Hundreds of schools improved, student attendance improved, girls staying in school longer, happier teachers and parents
- Vision to reach 1,000 schools by 2015 -16.



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Questions?



Cheryl Ennis Self, ACFRE
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CERTIFICATE OF PARTICIPATION

**I was a participant in the AFP Webconference held
November 19, 2013
1:00 – 2:30 PM Eastern**

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Full participation in this session is applicable for 1.5 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

Signed_____

This is for your records only.