We're glad you've joined us for PROFIT & PURPOSE: HOW TO MAKE THE ESG SHIFT WORK FOR YOUR NONPROFIT.
Quick Poll

In ONE word, when you hear the word ESG, what comes to mind?

Please type your answer in the chat.
Let's Break It Down

**Environmental**
How a company interacts with the environment, including the impact of the products and services a company produces, their supply chain, and their sustainability practices, including facilities management.

**Social**
How a company cares for its employees, communities and buyers. Corporate Social Responsibility initiatives fit well into this piece of the puzzle, and Diversity & Inclusion and Racial Justice are also incredibly important aspects of this topic.

**Governance**
How a company governs itself, conducts business and manages against conflicts of interest.
Late 1800s
First signs of "Social Good" show up in response to the Industrial Revolution and child labor exploitation, driven by individuals like John D. Rockefeller.

1940-50s
Shift from individual philanthropy to direct company engagement, driven by war efforts. In 1953 the term ‘corporate social responsibility’ or CSR was coined.

1960s
Companies engaged in Civil Rights Movement.

1980-2000
Efforts at companies became more cohesive, CSR staff were added at the largest companies and DEI efforts began to form.

2001-2020
The term ESG was first mentioned in the UN Principles for Responsible Investment. First Chief Sustainability Officers hired. The UN debuted their Sustainable Development Goals (SDGs).

2020 - TODAY
We’re in a watershed moment for ESG – and that’s what we’re talking about today.
How did we get here?

1. Generational Change
2. COVID-19
3. The Fight for Racial Justice
4. Workforce Shortages
5. Focus on Sustainability

Only 3 ESG mentions in 94 pages!
Two years later, ESG is everywhere.
“Companies have to deliver great returns for shareholders and address important societal priorities – aligning their activities and operations to drive progress on the SDGs. That’s stakeholder capitalism in action.”

-Brian Moynihan
CEO, Bank of America

What is changing about corporate relations?

1. The 'external S' is the new ESG
2. Materiality drives decision-making
3. Sponsorship is out - social investing is in
What do these changes mean for you?

- Know your value proposition
- Shift to a win-win vendor mindset
- Consider outcomes vs. outputs
Case Study: Equitable

Helping local students get to college
Case Study: Equitable Activities & Measurements

Scholarship Nights

Cultural Experiences

FAFSA Info Nights

College Campus Tours
Case Study: Glen Raven
Activating a Volunteer Workforce
Case Study: Glen Raven

Mission: Invest in early education in communities where Glen Raven facilities are located so that every child has the resources they need to achieve an excellent education, a high quality of life and economic mobility.

**The Challenges**

Achievement in the early years defines a child's future.

Educational success directly impacts the long-term success of communities.

**The Investment**

Improving access to quality education & experiences

Addressing the basic needs essential for quality learning environments

Focus on long term success and sustainability

**The Impact**

An increase in education achievement levels

Improved environment for successful learning

A strong workforce pipeline and economic growth for individuals, families and entire communities.
Questions

Please type your questions in the chat and we'll get to as many as we can.
Next Steps

Download Profit & Purpose: The ESG Addendum

Join the Mailing List for our new newsletter, Moving the Needle: Impact for Business

Be on the lookout for regular webinars & workshops related to ESG and other social impact topics
Thank you for joining us today!

If you'd like to learn how Next Stage can help your organization or company make an impact, visit nextstage-consulting.com.