

Meeting #2 Company Presentations Meeting Notes

Tuesday December 8, 2020, Virtual Meeting via Zoom
PPT deck [here](#). All materials also available on [MyCECP](#).

CECP Leads: Jinny Jeong, Carmen Perez

Companies in Attendance: Macquarie Global Services (USA) LLC; NRG Energy, Inc; Tata Consultancy Services; The Allstate Corporation.

Company Presentations: Each company shared an measurement scope, its purpose and objective, answering the following questions:

- Type of scope: community partnerships? Employee programs? Your company's entire "S" in ESG work?
- Is it **P**rogress: showing whether you hit goals/KPIs or not
- Is it **R**esults/Effect: showing changes made, adjusting plans based on metrics
- Is it **O**perational: showing what you did
- Selected examples of which **metrics** are being tracked?
- Who are top 2 or 3 **audiences**?
- Who is **responsible** for gathering, collecting, sharing the data?
- **How long** has it been in place/in practice?
- What is **working**?
- What is a **challenge**?

Allstate shared an internal scorecard that focuses on social impact work.

- More about reach not about change – hoping to move in direction of outcome/change.
- Youth Empowerment example - # of educators reached & # of youth in foundation-funded programs.
- Nonprofit leadership center – they run a training. Better able to push towards results
- Working with an external vendor to measure sentiment for "involvement in the community".

NRG shared an infographic with operational data from their CSR report, with 'pillars'.

- Fluctuate from year to year on internal vs external, but hoping to more consistently share externally.
- Challenge has been getting the data from non-profits and in a uniform/shareable way.
- Output data: volunteering hours, matching dollars.
- Rather than setting KPIs, use CECP's *Giving in Numbers* comparisons as benchmarks.

Macquarie shared details on their operational data for community giving with infographics.

- Been tracking 3-4 years old for targeted metrics; tracking high level for decade.
- Credibility with the hours metrics is important.
- Company is very employee-focused in grant-making (\$40M), \$4-\$5M are selected by foundations staff themselves.

- Grantmaking objectives are specific to program, with room for year over year comparison within the multi-year programs (i.e. graduation rates of participants, attendance in school, students completing trainings, etc.).
- Top audiences: foundation committee members, staff- there is a high level of awareness from staff on philanthropy, clients.

Tata Consultancy Services (TCS) shared information about their proprietary theory of change model for each program

- ROI model “Reach Outcome Impact” tool that collects information on what happens at kick-off, monitoring, and report-out.
- Goal is to empower communities in 5 spaces – physical, economic, socio-cultural, political, mental. Linked to SDG #8.
- Users are themselves and Senior management + story telling.
- Outcomes are tied to the content of the program: quantifiable in terms of number of beneficiaries having access and experienced results of the program:
 - Designing- activities link to outcomes desired at medium term
 - Monitoring- survey/interview to determine if outcomes are achieved
 - Evaluation- final achievement, test and certificate, have participants absorbed what the activity was intended for?
- Audiences are comprised of employees who want to know and take pride (recruitment and clients).
- Challenges is collecting impact data & story-telling piece.

Other Themes Discussed

Reporting Considerations

- Timing and cadence of reporting – what removes burdens for both funders and fundees? Some companies have grant thresholds for when a report is required.
 - **NRG** and **Allstate**: \$10K or above for report out
 - **TCS & Macquarie**: grants are larger and multi-year – ie 3 year and \$50K plus
- Some companies tie grant disbursements with reporting requirements (ex: can’t issue next check unless the annual report by nonprofit is submitted).
- Twice a year reconciliation – to fill gap of deadline when people hadn’t reported.
- Thinking about who sets metrics (Top down or set by team)?
 - What questions do senior leaders ask – collect these always. Also set their own.
- Social impact data should serve the impact – NOT the funder.
 - With that in mind – have the people together in the room to discuss metrics.
- Stakeholders need stories, data, and meet the needs of the Board.

Equity

- Equity for **Allstate** – equity is to help make just what is unjust. “Racial equity is not equal to DEI (representation at the table)”.
- Grantmaking – track demographic info on leaders and board of nonprofits – as well as communities.

- **Macquarie** – for new funding, they take a look at portfolio for diversity and work with a consultant to review
 - Funding to nonprofits for capacity building in nonprofits
 - Erin described a few examples of working on the grant application together
- **TCS** – working with a Canada group for indigenous populations specifically, and changing data relationships.
- **NRG** – taskforce created; BRGs elevated; helping grantees gather data.

Next meeting will be held Tuesday 2/16/22, 2:00-3:30pmET, *Choosing Metrics*.

Reminder: Each participating company receives **8 hours of virtual strategic advisement consulting hours** with CECP to assess current approach and provide customized recommendations.