### Agenda for Today’s CI Funder COP Learning Call

<table>
<thead>
<tr>
<th>Topics for Today’s Virtual Meeting</th>
<th>Timing</th>
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</thead>
<tbody>
<tr>
<td>• <strong>Introductions and COP Overview</strong></td>
<td>10 min</td>
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<tr>
<td>• <strong>The Role of the Private Sector in Collective Impact</strong></td>
<td>60 min</td>
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<tr>
<td>o Presentation and discussion with <strong>Efrain Gutierrez</strong>, <em>FSG</em></td>
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<td>o Presentation and discussion with <strong>Kim Fortunato</strong>, <em>Campbell Soup Company</em></td>
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<td>o Presentation and discussion with <strong>Becki Lynch</strong>, <em>GSK</em></td>
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<tr>
<td>• <strong>Open Time for Group Discussion on Engaging the Private Sector in Collective Impact</strong></td>
<td>15 min</td>
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<td>• <strong>Next Steps</strong></td>
<td>5 min</td>
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</table>
I. Introductions and COP Overview

II. The Role of the Private Sector in Collective Impact

III. Wrap Up and Next Steps
Goals of the Collective Impact Funder Community of Practice

• Networking and building relationships with other funders of collective impact

• Learning about the strategies and nuances for funders engaging in collective impact, and how to most effectively engage in and support collective impact

• Improving the practice of grantmakers as funders and partners in collective impact
Since Mid-2014, the CI Funder COP Has Offered Meetings and Peer Learning Calls on Topics Such as Community Engagement, Equity, Funder Alignment, and Leadership

**2014**
- Sept. 2014: 30+ COP participants join first large group learning call
- May 2014: COP launches at first annual CI Funder Convening (Aspen)

**2015**
- Jan. 2015: Small group peer knowledge exchange calls begin
- Oct. 2015: Third in-person COP meeting (Chicago)
- Feb. 2015: Second annual CI Funder Convening (New Orleans)

**2016**
- Feb. 2016: Fourth in-person COP meeting (DC)
- June 2016: Third annual CI Convening (Seattle)
- Sept. 2016: Fifth in-person COP meeting (Chicago)
- Nov. 2014: 40 attendees at first in-person COP meeting (Seattle)
- Feb. 2016: Fourth in-person COP meeting (DC)

**2017**
- May 2017: Sixth in-person COP meeting (DC)
- Feb. 2017: Sixth in-person COP meeting (DC)

An Initiative of FSG and Aspen Institute Forum for Community Solutions
More than 45 Organizations Are Currently Participating in the CI Funder COP

**Confirmed Funder COP Participants (as of April 2017)**

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<tr>
<th>Organizations</th>
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<tr>
<td>Annie E. Casey Foundation</td>
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<td>Aspen Community Foundation</td>
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<tr>
<td>Bill &amp; Melinda Gates Foundation</td>
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<tr>
<td>Campbell Soup Company</td>
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<td>Community Memorial Foundation</td>
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<td>Essex County Community Foundation</td>
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<td>First 5 LA</td>
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<td>First 5 Monterey County</td>
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<tr>
<td>GlaxoSmithKline</td>
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<td>Greater Cincinnati Foundation</td>
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<tr>
<td>Gulf Coast Community Foundation</td>
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<td>Healthcare Georgia Foundation</td>
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<td>Health Foundation of Central Massachusetts</td>
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<td>Health Foundation of South Florida</td>
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<td>Hunt Alternatives / Demand Abolition</td>
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<td>Institute of Mental Hygiene</td>
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<td>Interact for Health</td>
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<td>Lake Area United Way</td>
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<td>Legacy Foundation</td>
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<td>Lumina Foundation</td>
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<td>Michigan College Access Network</td>
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<td>Monterey Peninsula Foundation</td>
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<td>Northside Funders Group</td>
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<td>Ontario Trillium Foundation</td>
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<td>Robert R. McCormick Foundation</td>
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<td>Saint Francis Foundation</td>
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<td>Santa Fe Community Foundation</td>
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<td>SC Ministry Foundation</td>
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<tr>
<td>Stuart Foundation</td>
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<td>The Children’s Trust</td>
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<tr>
<td>The Community Foundation of Herkimer &amp; Oneida Counties</td>
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<td>The Findlay-Hancock County Community Foundation</td>
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<td>The HCA Foundation</td>
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<td>The Lake County Community Foundation</td>
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<td>The Rider-Pool Foundation</td>
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<td>The Raikes Foundation</td>
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<tr>
<td>The Seattle Foundation</td>
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<td>The Staten Island Foundation</td>
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<tr>
<td>The William &amp; Flora Hewlett Foundation</td>
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<td>United Way of Greater Cincinnati</td>
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<td>United Way of Hancock County</td>
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<td>United Way of Northwest Vermont</td>
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<td>United Way of the Greater Lehigh Valley</td>
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<td>United Way of the Greater Triangle</td>
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<td>Venture Philanthropy Partners</td>
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<td>Wisconsin Partnership Program</td>
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**Funder COP Organizing Partners:** Aspen Forum for Community Solutions, FSG, GEO, and GFE
COP Participants Are Geographically Diverse, But Also Have Clusters in Places like Chicago and Cincinnati

☆ = Headquarters of CI Funder COP Participant
I. Introductions and COP Overview

II. The Role of the Private Sector in Collective Impact

III. Wrap Up and Next Steps
Reflections on the Private Sector’s Role in Collective Impact

Efrain Gutierrez
Associate Director
FSG

Kim Fortunato
President
Campbell Soup Foundation

Becki Lynch
Manager, Community Partnerships
GSK
Businesses Supporting Local Talent

HOW TO ENGAGE BUSINESSES IN YOUR COLLABORATIVE WORK
Businesses Supporting Local Talent

Engaging Businesses in Degree Attainment Collaboratives

Insights related to how collaborative efforts can most effectively engage businesses
The disconnect between business and education
Four steps collaborative efforts can take to more effectively engage with businesses
1. WHAT? What does the collaborative need from businesses?

- Conveners
- Educators
- Collaborative infrastructure supporters
- Consultants
- Employers
- Donors
- Community Advocates
- Strategic partners
## 2. WHO? Who should collaborative efforts seek to engage?

<table>
<thead>
<tr>
<th>Business Landscape</th>
<th>Who are the key business leaders in the community that might be interested in education?</th>
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<tbody>
<tr>
<td>Business challenges</td>
<td>What are the main talent gaps in the community and how are businesses currently affected?</td>
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<tr>
<td>Business engagement</td>
<td>How are businesses currently engaging in degree attainment and talent development?</td>
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<tr>
<td>Roles businesses can play</td>
<td>In what ways do we think businesses can support our collaborative effort?</td>
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3. WHY? Why should businesses participate?

Our research identified three reasons why businesses would be motivated to engage in a collaborative effort:

- Build brand and reputation
- Support the local economy
- Develop a talent pipeline
4. **HOW? How can businesses effectively participate?**

**Build brand and reputation**
- Emphasizing the effort’s reputation in the community
- Signaling brand and reputation gains for the business
- Highlighting the diversity of organizations involved in the effort

**Support the local economy**

**Develop a talent pipeline**
4. HOW? How can businesses effectively participate?

**Build brand and reputation**

- Presenting the business opportunity to contribute to regional prosperity
- Linking effort’s work on degree attainment to improving the local economy
- Highlight the effort’s accomplishment and demonstrated impact

**Support the local economy**

**Develop a talent pipeline**
4. HOW? How can businesses effectively participate?

Build brand and reputation

Support the local economy

Develop a talent pipeline

- Bringing data and evidence to the current talent gaps in the region
- Identify organizations who are grappling with workforce needs and face talent gaps
- Develop a clear strategy for talent development in specific industries
Four steps for collaborative efforts wishing to develop stronger engagement with businesses

1. **WHAT?** What does the collaborative need from businesses?
2. **WHO?** Who should collaborative efforts seek to engage?
3. **WHY?** Why should businesses participate?
4. **HOW?** How can businesses effectively participate?
For more information please download the free brief and tool we developed on this topic! You can find it on the link below or in the Collective Impact Forum resource library.

http://www.fsg.org/tools-and-resources/businesses-supporting-local-talent
Reflections on the Private Sector’s Role in Collective Impact

Efrain Gutierrez
Associate Director
FSG

Kim Fortunato
President
Campbell Soup Foundation

Becki Lynch
Manager, Community Partnerships
GSK
Reflections on the Private Sector’s Role in Collective Impact

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GSK
Community health

Much of what influences our health happens outside the doctor’s office

Health influences:

– Diet and exercise
– Employment
– Education
– Family and social support
– Community safety
– Housing and transit
GSK IMPACT Grant approach

Collective impact to improve health outcomes

Place matters when it comes to health
Helping underserved communities that face the most significant barriers to health through neighborhood-level interventions

Health is about more than going to the doctor
A focus on specific factors outside of the doctor’s office that influence health outcomes

Measuring impact
Clearly defining outcomes, measuring success, and continuously improving

Youth voice
Meaningful involvement of young people to ensure that the outcomes are solving real issues in a sustainable way

Collaboration
Working within and across sectors in a creative, inclusive way

Capacity
Supporting organizations to do the work that they do better
GSK IMPACT Grants

GSK IMPACT Grants support groups of nonprofit organizations working collectively to improve the infrastructure of a community and make individuals – especially young people – healthier.

1. Denver, CO
   December 2014
   Youth-Directed Healthy Recreation Centers — healthy eating & active living for teens and their families
   18-MONTH, $500,000

2. Philadelphia, PA
   March 2015
   Get HYPE Philly — in-school and out-of-school cooking classes, urban gardening and physical fitness programs
   3-YEAR, $5,000,000

3. East St. Louis, IL
   December 2015
   East Side Thrives — out-of-school physical activity, character development and academic achievement
   18-MONTH, $500,000

4. Triangle Region, NC
   March 2016
   Fostering Wellness — nutrition education and employment opportunities in food production for young people aging out of foster care across Wake, Durham and Orange counties
   2-YEAR, $1,000,000
Community health programs

**IMPACT Awards**
- Regional program in Philadelphia and RTP
- Nonprofits are individually recognized for overall excellence in contributing to community health
- Annually, up to 10 nonprofits per region can win $40,000

**IMPACT Grants**
- $7 million national program
- Nonprofits use a collective approach to improve the health of a community by empowering young people as leaders
- Collectives in Denver, Philadelphia, East St. Louis and Raleigh-Durham

GSK IMPACT Grant for Philadelphia – Get HYPE Philly
Thank you
• What are the implications *for private funders* who want to engage the business sector in collective impact?

• What has worked well / what has been challenging with engaging businesses in your collective impact investments?

• Who have you sought to engage from within businesses? What have you done to encourage businesses to participate?

• How can businesses most effectively participate in collective impact?
I. Introductions and COP Overview

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2017 Collective Impact Convening
Boston Park Plaza Hotel | May 23-25, 2017

• **Field-wide convening** for more than 500 funders, backbones, and other collective impact partners

• **Deep-dive workshops, tools sessions, and one-on-one coaching** on topics such as capacity building, community engagement, engaging the private sector, equity, leadership, learning and evaluation, and use of data

• **Joint conversations with attendees of the Opportunity Youth Incentive Fund Spring convening**, a gathering of over 300 opportunity youth leaders meeting at the same venue

_We look forward to seeing many of you in Boston!_
Collective Impact Research Study: Call for Nominations by April 20

• **About the Research Study:** Spark Policy Institute and ORS Impact are working together on a study to **understand the ways in which collective impact has contributed to results** for people and communities across the U.S. and Canada.

• **Call for Nominations:** As part of this effort, Spark Policy and ORS Impact are seeking nominations of **collective impact initiatives to be part of this study**.

• **Nomination Criteria:**
  - This study will look at **mature initiatives that have been using the collective impact approach deeply enough and for long enough to expect to see both systems changes and population-level impacts**. ORS and Spark Policy define a mature site as one that is well past the agenda setting and action planning stage, and is at least two years into implementing action together.
  - The research team wants to look at **examples of initiatives from across different issue areas** (e.g., education, health, economic development, juvenile justice reform, and the environment) and **community sizes**, including large urban centers, mid-size cities, and rural settings.

• **Nominations Due by April 20:** If you know of an initiative that fits the above criteria and could help inform the field’s understanding of collective impact, please click on this link to nominate a collective impact initiative by April 20.