



Benevity Webinar | June 9, 2021

Increasing Business Value Through **Community Investment**

Our panelists shared ways companies can measure their community investment impact beyond the dollars and time donated to organizations.

This webinar also taught us how CSR practitioners can become a strategic business partner across all teams in their organization and work together to identify and embed areas of impact into their business.

Featured Panelists



Michelle DiSabato

President, Community Impact Solutions



Tara Scott

Manager, Growth and Market Intelligence, Benevity



Margaret Bjork

Director, Goodness Solutions, Benevity

Key Themes

- Ensuring community investment is measured beyond dollars donated by looking at the tangible outcome on the nonprofit.
- Recognizing community investment programs are business critical rather than nice to have.
- Understanding what the business wants to achieve and aligning this with social programs.
- Realizing the importance community investment has on the decisions of investors, employees and consumers.

Key Takeaways

- Communicate the impact of existing programs to various business teams to ensure they understand what type of data the company has.
- Take the time to build relationships across different business units to understand what type of impact data will make their function successful.
- Become a strategic business partner by tailoring impact stories to the audience you're presenting to.
- Find ways to embed community investment initiatives into your business practices that are aligned with your company pillars.

Watch the on-demand webinar
Increasing Value Through Community Investment

