

Benevity Webinar | November 17, 2021

Transforming **Community Investment** Through Trust-Based Philanthropy

Our panelists shared ways companies can amplify their impact through unrestricted funding to nonprofits, how to create successful nonprofit partnerships and how to use trust-based philanthropy as part of granting.

This webinar also taught us how trust-based philanthropy can deepen a nonprofits impact and empower them to share their impact stories.

Featured Panelists



Noah Salata

Community and Social Impact Advisor, American Family Insurance Dreams Foundation



Tony Shields

President and CEO, Wisconsin Philanthropy Network



Tara Scott (Moderator)

Manager, Growth and Market Intelligence, Benevity

Key Themes

- A collaborative mindset is key for corporations and nonprofits to build impactful relationships.
- Utilize technology to share impact stories and reduce administrative burden on nonprofit partners.
- Removing a corporations power dynamic over a nonprofit will create more equitable funding.
- Feedback and transparency will build trust between organizations.

Key Takeaways

- Understand what your company already does as it relates to trust-based philanthropy and identify any gaps that can be filled.
- Promote ongoing conversations with nonprofit partners to create transparency and ensure successful relationships.
- Create an environment where education takes place within your corporation and pushing back when something isn't in the best interest of your nonprofit partner.
- Leverage technology champions that can share best practices, what has been working and where to improve.

Watch the on-demand webinar
Transforming Community Investment
Through Trust-Based Philanthropy

