

# Next Steps:

Innovative  
Partnerships for Financial  
— Sustainability

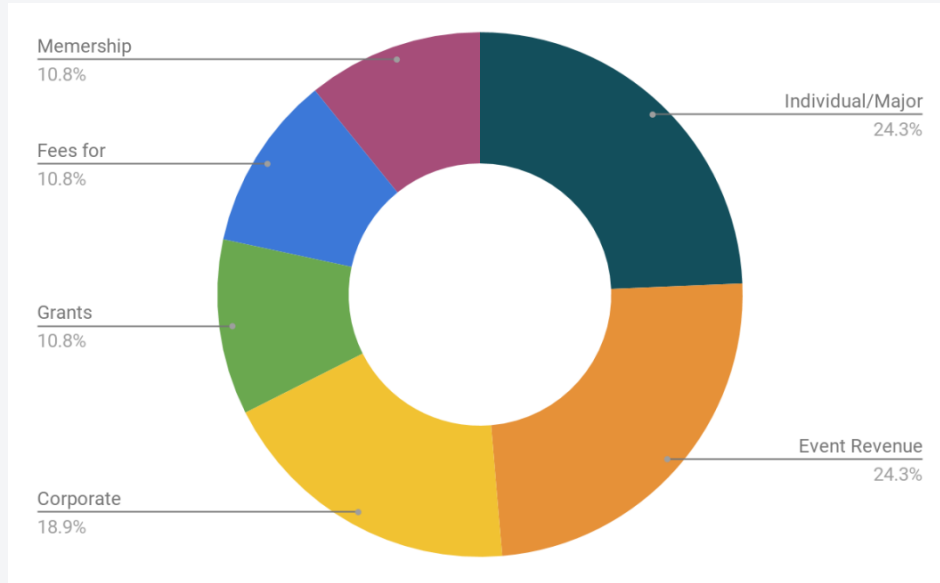




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# Funding Sources in Nonprofits



# CSR in Businesses

- Encouraging Employees to Volunteer
- Sustainable Workplace Policies
- Providing information for client awareness
- Managing local nonprofit



# Corporate Social Responsibility (CSR)

A term used to describe a company's efforts to improve society in some way. These efforts can range from donating money to nonprofits to implementing environmentally friendly policies in the workplace.



## Benefits of CSR:

- **BETTER CULTURES**

Connecting community to corporate values, creates positive relationships, teamwork and inclusive cultures.

- **STRONGER COMMUNITIES**

Doing well and doing good generate impact on communities where we live and do business.

- **BETTER BUSINESS**

Happier employees and a positive culture strengthen retention, recruitment, and efficiency.

- **WORKPLACE SKILLS**

Service drives empathy alongside project management, leadership and results-orientation.



# For Businesses...

- Build image and brand
- Boost workplace morale
- Draw free media attention and coverage about your community engagement
- Employees that are active in the community also act as brand ambassadors



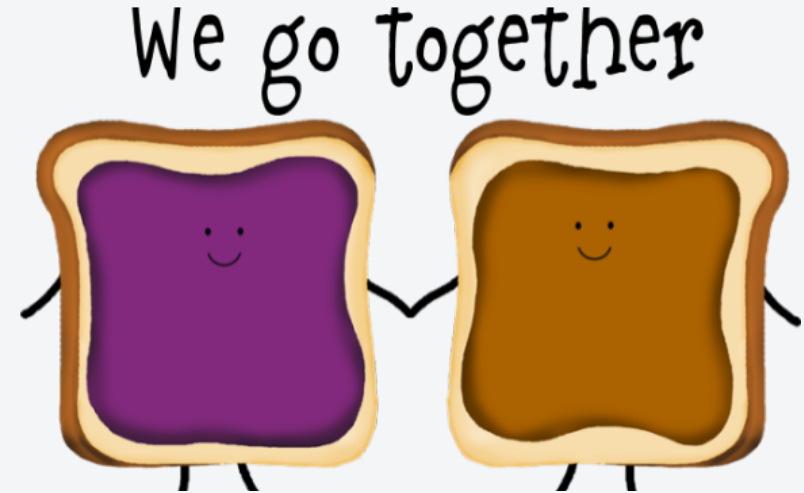
# For Nonprofits...

- Build image and brand
- Increase funding
- Expand donor base
- Attract in-kind donations, pro-bono services, new volunteers, board members
- Provide professional development for employees



# What Makes a Good Partnership?

- Identify common goals and activities that guide your organizations
- Set clear expectations
- Establish trust & mutual respect
- Build relationships through regular communication



Remember: Smaller businesses and nonprofits are more agile!





# Own Your Partnership and Maintain It

- When both organizations understand how a partnership will support them over time, it will be easier to target the next course of action.
- What is the return on investment (ROI) for the business and nonprofit?
  - SMART Goals
  - Measurable Outcomes

## SMART CRITERIA

Become more successful  
by setting better goals



*Specific*



*Measurable*



*Assignable*



*Relevant*



*Time-based*



# Stories of Impact

- Consumers want to see support for social causes
- Keep track of measurable outcomes
- Impact stories can help you connect with new customers and attract new donors and engagement



# A Few Examples

1. Lush Charity Pot + Multiple Charities
2. 12 Gates Brewing + Western New York Mountain Bicycling Association
3. Eisai + Meals on Wheels



Let's talk...



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