What difference does it make?

Measuring corporate community investment

October 2012
Serious about corporate community investment

Agenda

- Jon Lloyd, Head of LBG
- Some questions and answers
- Why measure?
- The LBG approach
  - Mapping your projects
  - Understanding your impacts
- Measuring community investment in Jersey
Q & A

- Why do companies give away money or other resources?
- Because healthy businesses need healthy communities
Q & A

- Why do companies give away money or other resources?
  - Because healthy businesses need healthy communities

- So what do businesses do for the community?
  - What don’t they do?
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What don’t companies do?

The Santander Foundation now has two grants programs in the UK.

If you require a more accessible version of this site, please read the text at the bottom of the page.

Santander Community Plus provides grants of up to £5,000 for local UK charities or local projects of national charities working in the community on salaries, equipment or materials. For full details please click here.

The rest of this website deals with the £10,000 grants program. We Fund and How to Apply as well as the optional Cover Letter.

Breaking the cycle of generational drug misuse
Q & A

- Why do companies give away money or other resources?
  - Because healthy businesses need healthy communities
- So what do businesses do for the community?
- What don’t they do?
- Does this do any good?
- That’s where LBG comes in...
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LBG member contributions and results 2011

WHAT MEMBERS INVEST
£1.45 BILLION
3.2 MILLION WORKING HOURS CONTRIBUTED
414,000 PEOPLE INVOLVED

WHAT MEMBERS SUPPORT
EDUCATION AND YOUNG PEOPLE 19%
HEALTH 31%
ENVIRONMENT 7%
SOCIAL WELFARE 9%
ECONOMIC DEVELOPMENT 7%
ARTS AND CULTURE 3%
AMERICA 43%
OTHER EUROPE 9%
UK 35%
ASIA-PAC 7%
MIDDLE EAST 6%
WHERE MEMBERS CONTRIBUTE

TOTAL INDIVIDUAL BENEFICIARIES
72 MILLION
NUMBER OF BENEFICIARY ORGANISATIONS: 77,000
EXTRA FUNDS LEVERAGED: £96 MILLION

HOW MEMBERS CONTRIBUTE
CASH 53%
IN-KIND 32%
TIME 7%
MANAGEMENT time 6%
OTHER SOURCES 17%
CUSTOMERS 35%
EMPLOYEES 17%
OTHER ORGANISATIONS 27%

HOW ORGANISATIONS BENEFIT
EXPERIENCE A POSITIVE CHANGE IN ORIENTATION OR ATTITUDE 29%
DEVELOP NEW SKILLS OR INCREASES IN PERFORMANCE 9%
IMPROVE QUALITY OF LIFE 38%
HOW PEOPLE BENEFIT
IMPROVE THEIR COMPETENCY 65%
MAKE POSITIVE CHANGE IN BEHAVIOR OR ATTITUDE 60%

HOW MEMBERS CONTRIBUTE
COMMERCIAL INITIATIVE 14%
COMMUNITY INVESTMENT 56%
CHARTERED GIFT 30%

WHERE MEMBERS CONTRIBUTE
UK 35%
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Why measure?

- Greater knowledge of:
  - what you’re contributing
  - what you’re supporting
  - who you’re helping... and how
  - how you compare

- Better management
  - Inform decision making

- Better communication
  - Getting the right message to those that matter
So. What is LBG?

A Network + A Framework = A Consistent approach
The network

- Over 300 companies around the world
The framework

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Outputs</th>
<th>Impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How?</strong></td>
<td>Community benefits: Numbers helped etc.</td>
<td>Community impacts: How beneficiaries are better off</td>
</tr>
<tr>
<td><strong>Why?</strong></td>
<td>Leverage Extra funds raised</td>
<td></td>
</tr>
<tr>
<td><strong>What?</strong></td>
<td>Business benefits: Employee engagement Press coverage etc.</td>
<td>Business impacts: How the company is better off</td>
</tr>
<tr>
<td><strong>Where?</strong></td>
<td>Geographic location</td>
<td></td>
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</tbody>
</table>

**How?**
- Cash, time, in-kind, management costs

**Why?**
- Charitable gift, community investment, commercial initiative

**What?**
- Cause, e.g. health, young people, social welfare

**Where?**
- Geographic location
A consistent approach

- Principles
- Guidance
- Tools
- Methodologies
- Benchmarking
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LBG in action
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LBG in action: Mapping your projects

NIGERIA

Water of Life Northern Nigeria Irrigation Project

Farmers in Northern Nigeria typically farm on small plots of land that need to be irrigated using traditional labour-intensive methods. This uses up a lot of time and human resources. A simple technology can help men and women with their daily activity of irrigating their crops. Since January 2005, Guinness Nigeria has introduced and disseminated human powered treadle pumps and installed hand-drilled tubewells to farmers in nearby communities. Guinness Nigeria funded the pilot project with EnterpriseWorks (EWV), an international NGO operating in Nigeria to deliver 271 pumps for a total of $187,750. Each pump can deliver irrigation water seven times faster than a bucket on a rope traditionally used by farmers in the region. The introduction of the treadle pump to the community created other positive knock-on effects - local metalworkers trained to manufacture and market the pump, thus increasing their income, and local vegetable farmers increased their yield and thus their standard of living.
Diageo: Water of life

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<tbody>
<tr>
<td>How?</td>
<td><strong>Community benefits:</strong> 271 farmers have treadle pumps installed</td>
<td><strong>Community impacts:</strong> Farm yields estimated to have increased by almost £400,000 improving people’s quality of life</td>
</tr>
<tr>
<td>Why?</td>
<td><strong>Leverage:</strong> £15,000 awarded by local foundation</td>
<td><strong>Business impacts:</strong> Improved market penetration, increase in revenues, greater brand recognition</td>
</tr>
<tr>
<td>Where?</td>
<td>Nigeria</td>
<td></td>
</tr>
<tr>
<td>What?</td>
<td>Economic development</td>
<td></td>
</tr>
</tbody>
</table>
Impacts matter

- So how do I measure them?
1st Create an impact map

- Not all impacts are different

**People**
- Quality of life
- Behaviour/attitude change
- Skills & personal development
  - *Type of beneficiary*

**Organisations**
- Capacity building
- Funding
  - *Type of organisation*

**Environment**
- Impact on ecology
- Impact on human behaviour

**Volunteers**
- Impact on:
  - Skills
  - Personal impact
  - Behaviour

**Company**
- Impact of volunteering on:
  - Retention
  - Morale etc.
- Reputation
- Customer/brand awareness
LBG impact map 2011

WHAT MEMBERS SUPPORT
- Health 31%
- Education and young people 19%
- Environment 7%
- Other 22%
- Social welfare 9%
- Economic development 7%
- Arts and culture 3%

WHERE MEMBERS CONTRIBUTE
- America 43%
- Asia-Pac 7%
- Middle East 6%
- Other Europe 9%
- UK 35%

WHY MEMBERS CONTRIBUTE
- Commercial initiative 14%
- Charitable gift 30%
- Community investment 56%

HOW MEMBERS CONTRIBUTE
- Cash 53%
- In-kind 32%
- Time 7%
- Management 6%

SOURCES OF ADDITIONAL FUNDING
- Other organisations 27%
- Employees 7%
- Employees through personal 7%
- Other sources 17%
- Customers 35%

TOTAL INDIVIDUAL BENEFICIARIES
- 72 million
- 3.2 million working hours contributed
- 414,000 people involved
- £1.45 billion
- 79,000 new or improved communities
- £144 million extra funds leveraged

HOW ORGANISATIONS BENEFIT
- Spend more with clients 32%
- Provide new services 19%
- Increase their profile 27%

HOW PEOPLE BENEFIT
- Experience a positive change in their attitude 29%
- Develop new skills or increase personal 9%
- Improve their quality of life 38%
- Make positive change in behavior 60%
- Improve their business efficiency 65%

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2nd Assess the depth of impact

- Mapping means you know who you helped and how
- But what difference did you make?
- You need an impact scale...

<table>
<thead>
<tr>
<th>Static</th>
<th>Aware</th>
<th>Making changes</th>
<th>Sustained change</th>
</tr>
</thead>
<tbody>
<tr>
<td>No movement, following the activity the person feels no need or want to change</td>
<td>The person recognises the need or opportunity to change and feels empowered as to how to go about it</td>
<td>The person is actively making changes (e.g. developing skills) in an identified area</td>
<td>Ongoing changes in circumstances can be reported / observed as a direct result of the activity</td>
</tr>
</tbody>
</table>
How it works: Barclays FairPlay

- FairPlay Project has been a two-year, £250,000 collaboration between Barclays Spaces for Sports, Wooden Spoon (the children’s charity of rugby) and the Rugby Football Union (RFU)
- It is aimed at hard to reach individuals between the ages of 14 and 18 who have been excluded from mainstream education and who attend Pupil Referral Units (PRUs)
- The project was set up to introduce the young people to the sport of rugby and address a number of behavioural and skills-related issues that are faced by a lot of pupils at PRUs
Barclays FairPlay: Depth of Impact

To improve pupils' ability in anger management

To improve pupils' confidence and sense of self-worth

To increase regular physical activity by the participants

Skills

Behaviour
The result

- Application of the framework enables:
  - Full understanding of inputs across the project
  - An understanding of actual or anticipated impact
  - Assessment of the extent of change
  - Communication of results
  - Ability to compare and compile across projects
  - Management information to drive future performance and results
CCI in Jersey?

- Lots of activity
  - Fundraising
  - Youth/Amateur sport
  - Cancer support
  - Environment/nature
  - Regeneration
  - Arts/culture
  - Education/schools
  - Volunteering
  - Financial literacy

- But what does it all add up to?
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Ogier & Jersey Evening Post: Kits 4 Kids

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<tr>
<td>How?</td>
<td>Community benefits: 8 teams Xx people</td>
<td>Community impacts: TBC: Behaviour change Quality of life Skills development</td>
</tr>
<tr>
<td>Why?</td>
<td>Leverage: TBC</td>
<td>Business impacts: TBC: Employee satisfaction</td>
</tr>
<tr>
<td>Where?</td>
<td>Business benefits: Press coverage</td>
<td></td>
</tr>
<tr>
<td>What?</td>
<td>£10,000 Cash</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Commercial initiative in the community</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Jersey</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Young people</td>
<td></td>
</tr>
</tbody>
</table>
HSBC and Durrell

Leverage:
TBC

Community benefits:
Improved facilities

Why?
Long-term partnership ‘community investment’

Where?
Jersey

What?
Environment

Community impacts:
TBC:
Species conservation
Raised awareness

Business impacts:
TBC:
Employee skills
Employee satisfaction

Business benefits:
Press coverage

Inputs
Outputs
Impacts

How?
1,500 hours Employee time

How? How? How?
What next?

- Apply framework individually?
- Work collectively (LBG Jersey group)?

- Any questions?
Contact us

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