

July 13, 2004,

TO: Beyond Philanthropy Committee and Friends
FROM: Joyce Wackenhut
RE: Minutes of last meeting, Meeting Dates, and agenda for July 27 meeting

We had a very promising meeting last month, and thanks again to Rick Bellingham for facilitating the meeting. At the meeting we began to form our Vision, Mission and Strategy, which are outlined in the attached **minutes of the meeting**. Please add any comments or corrections, and I will incorporate them.

Please note: the meeting schedule for the remainder of the year is:

July 27 – 4 pm	Oct. 12 – 4 pm
Aug 17 – 4 pm	Nov. 9 – 4 pm
Sept 21 – 4 pm	Dec. 7 – 4 pm

Location for the next meeting (July 27) is **Room C-207 at Raritan Valley Community College**. This room is on the second level of the College Center, across from the cafeteria.

The **agenda** for this meeting will be to review the action items created at the last meeting (see minutes). In particular, each of us is asked to come with a brief write-up of one or two projects or partnerships we have been or are currently involved with. We will share these, in order to inform our next steps. For example, based on this process we can begin to define:

- _ the criteria for a successful alliance or partnership, as well as
- _ what pitfalls we should avoid.

Ideally, this process may also lead us to a concrete concept for a project/partnership for the BP Project that can become our first initiative.

Please RSVP if you can**NOT** attend the July 27 meeting. I look forward to seeing you there.

Joyce

MINUTES

Beyond Philanthropy Project
June 22, 2004 Committee Meeting
@ ROOM 101, TECHNOLOGY CENTER
RARITAN VALLEY COMMUNITY COLLEGE
4:00 P.M. – 6:00 P.M.

Facilitator

Rick Bellingham, Ed.D., CEO and founder of iobility

Attending

Ron Bell, Director of Bell Consulting

Heather Bellows, market research and competitive intelligence professional

Jim Burke, Senior Vice President and Managing Director of Organization Diagnostics

Jonathan Cloud, Founder of the Center for Business Excellence

Philip Gartlan, Executive Director, The Midland School

Eric Jager, president of SpeakerSelect

Harold Johnson, retired from Lucent Technologies, Software Engineering

Jack Killion, Manager, Eagle Rock Diversified Fund; consultant to the Garden State Woman

Tulsi Maharajan, Director of Governmental Relations, Raritan Valley Community College

Lori Moog, Coordinator of Academic Outreach Programs, Raritan Valley Community College

Vivian Pepe, Entrepreneurial Training Institute, EDA

Barrie Peterson, Director of the Institute on Work, Seton Hall University

Susan Pniewski, Office Manager/Transition Coordinator, Alliance for Disabled in Action, Inc.

Mary Sullivan, Director of Student Activities, Raritan Valley Community College

Sharon Tucker-Brown, Executive Director, First Baptist CDC of Somerset

Joyce Wackenhut, Program Director, Center for Business Excellence

Purpose of Meeting

To brainstorm the BPP's Vision, Mission and Strategy and discuss next steps.

Setting the Stage

Sharon Tucker-Brown, Executive Director of First Baptist CDC of Somerset and Philip Gartlan, Executive Director of The Midland School, each told the committee about new, sustainable models that their nonprofit organizations are engaged in. Sharon described a new for-profit temp to perm agency she has been developing in her work at First Baptist CDC of Somerset, and Philip described an ongoing win-win partnership The Midland School has with MetLife.

Vision

As a result of a visioning exercise (see Flipchart Notes, attached), the committee reached agreement that two ideas capture the essence of BPP's vision

- BP launches 25th successful partnership between for profits and high impact nonprofits
- BP has established a sustainable model for engaging non-profits and business in successful partnerships

Mission

Among all the ideas generated in connection with the mission of the BP Project (see Flipchart Notes), some of the ideas that appeared to resonate most with the committee were:

- _ Find Corporations who will help us
- _ High Impact Demonstration Projects
- _ Establish BPP/CBE as source of 3P Accreditation/Awards
- _ Identify ingredients of sustainable model
 - o Components
 - o Functions
 - o Processes
 - o Conditions
 - o Standards
- _ Establish practice discipline
 - o Who identifies opportunities?
 - o Who discerns partnerships?
 - o Who provides ongoing support?
- _ Establish sustainable model, principles, and practices

Strategies

Below are some of the strategies that were suggested during this part of the meeting:

- _ Identify high-impact non-profits and corporate sponsors
- _ Interview corporations that are already doing this
- _ Create great stories – leverage
- _ Find the sponsor (founding sponsor); e.g., MetLife
- _ Research impact on reputation (ratings) of those corporations engaged in partnerships
- _ Identify exemplars and ask them to serve as leaders (in our project)
- _ Create publicity re. BP
 - o Regional publications
 - o Staff writers
 - o Word of mouth
 - o Press release
 - o Events (e.g., small conference in the fall)
- _ Transform notes from today into a press release
- _ Consult with State officials (Karen and William Watley) to debate how to move this forward (State Treasurer)
- _ Find a mechanism for financing partnerships (and CBE)

Next Steps

Action

Report on similar efforts both within and outside region
 Prepare one-pager on initiatives you are working on
 Follow-up on ratings – see if we can leverage
 Discuss with EDA re. how to incent partnerships
 Develop “stories”
 Create “Press Release” based on our notes here
 Prepare questionnaire so everyone on committee can go
 to 2-3 organizations and report findings
 Prepare cover letter (if send out questionnaire)

Person Responsible

Joyce
 Everyone
 Jim
 Jonathan
 Phil and Sharon; anyone
 Joyce and Jonathan
 Harold, Heather, Jim

 Harold, Heather, Jim

FLIPCHART NOTES

Visioning Exercise “Newspaper Headline, 5 years from now”

- Above and Beyond Philanthropy
- BP credited with causing 20% increase in the triple bottom line (Profits, People, Planet)
- BP builds bridges for 3P’s
- BP launches 25th successful partnership between for profits and high impact nonprofits
- Global warming averted by BP
- BP has office and budget to function
- BP has established sustainable model for engaging non-profits and business in successful partnerships
- BP means better products
- Non profit sector a source of sustainable growth

Key Words:

“Partnership”

“Win-Win” (or “Grow-Grow” – not just independent wins, but interdependent growth)

Mission Brainstorm Session

- Identify non-profits
- Assess needs
- Identify how corporation could benefit
- Identify how non-profits could benefit
- Find Corporations who would help
- Establishing network of connections
- Build capacities
- Foster interdependence
- Serve the public good
- High Impact Demonstration Projects
- Establish BPP/CBE as source of 3P Accreditation/Awards
- Identify ingredients of sustainable model
 - Components
 - Functions
 - Processes
 - Conditions
 - Standards
- Establish practice discipline
 - Who identifies opportunities?
 - Who discerns partnerships?
 - Who provides ongoing support?
- Find a way to power and empower this group
- Establish sustainable model, principles, and practices
- Establish a clearinghouse or catalog of connections

Strategies Brainstorm Session

- _ Identify high-impact non-profits and corporate sponsors
- _ Find the sponsor (founding sponsor); e.g., MetLife
- _ Find financial support for BP
- _ Put together a partnership that results in improved profitability and public good
- _ Hold forum/conference
- _ Research impact on reputation (ratings) of those corporations engaged in partnerships
- _ Identify exemplars and ask them to serve as leaders
- _ Create publicity re. BP
 - o Regional publications
 - o Staff writers
 - o Word of mouth
 - o Press release
- _ Create great stories – leverage
- _ Transform notes from today into a press release
- _ Assess our capabilities to respond to demand
- _ Consult with State officials (Karen and William Watley) to debate how to move this forward (State Treasurer)
- _ Help non-profits become self-sustaining
- _ Identify respected leaders who could help
- _ Find a mechanism for financing partnerships
- _ Interview corporations that are already doing this

Action Items for Next Meeting

Action

Report on similar efforts both within and outside region
Prepare one-pager on initiatives you are working on
Follow-up on ratings – see if we can leverage
Discuss with EDA re. how to incent partnerships
Develop “stories”
Create “Press Release” based on our notes here
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