



# The **Business Case** for Community Involvement

Deloitte LLP CEO Barry Salzberg sees untapped potential in for-profit/nonprofit partnerships. He urges nonprofits to structure collaboration opportunities around mutual benefits—not simply corporate philanthropy.

Salzberg and Deloitte are committed to spreading the word on this approach. “The more companies recognize the business case for community involvement—and the more community organizations know how to capitalize on the business case for community involvement—the better we’ll be able to improve the lives of the people who rely on your vital services,” says Salzberg.

## **STRUCTURING ALLIANCES**

Salzberg suggests three ways to help nonprofits upgrade their point of contact from the public relations office to the business manager’s office, significantly enhancing both the depth of engagement and the likelihood of securing greater financial support.

### **1) Find Out What’s on the CEO’s Mind**

Whether talent retention or revenue expansion, identify a link between the CEO’s and the nonprofit world’s concerns. Help him or her explore those issues from the nonprofit perspective.

### **2) Align Program Offerings with the Company’s Values**

Learn the company’s core values and present programs that support those values. A business committed to the local community and to employee satisfaction will most likely welcome opportunities to demonstrate its commitment.

### 3) Present Your Organization as a Solution to a Business Problem

Study the company's challenges, particularly matters of community involvement and corporate responsibility. Present your organization as a solution to one of these challenges.

#### MANAGING ALLIANCES

A foot in the door is only the beginning. Once the relationship is established, Salzberg notes, it must be carefully sustained. He offers the following tips for managing corporate alliances:

- Assign a relationship manager to ensure the relationship receives appropriate attention.
- Set benchmarks to monitor the relationship's progress, providing confidence for both parties of a positive return on investment.
- Monitor the strategy of both organizations to ensure that goals remain aligned.

#### DELOITTE'S ALLIANCE WITH COLLEGE SUMMIT

In February 2008, Deloitte launched a new strategic pro-bono program. The program establishes a dedicated budget, with policies and procedures supporting up to \$50 million in outcomes-focused pro-bono partnerships over the next three years. "With the same level of commitment and sophistication that we approach our commercial client engagements, Deloitte is now positioned to drive high-impact results for our pro-bono clients," says Deloitte CEO Barry Salzberg.

One of Deloitte's relationships in which it is delivering pro-bono work is with College Summit. Dedicated to increasing college enrollment for low-income students, College Summit began its relationship with Deloitte in 2006. For this project, a team of Deloitte consultants developed a data management system capable of accurately measuring and reporting college enrollment rates nationwide. The new system cut down the time that College Summit staff spent tracking this information from 15 hours to 2.5 hours. Deloitte plans for more pro-bono work in the future.

In addition, Deloitte is pursuing a variety of other initiatives with College Summit that allow Deloitte staff to use their talents to make a deep impact. Some of those initiatives include:

- Deloitte volunteers serving as writing coaches, helping high school seniors write college application essays.
- Deloitte staff organized a fundraiser for College Summit programs.
- This year, Deloitte awarded the inaugural Deloitte Awards for College Enrollment Achievement and Innovation. The awards recognize College Summit partner schools for increased college enrollment rates and innovative approaches to increase college-going.
- Deloitte's CEO Barry Salzberg serves on College Summit's national board and some of Deloitte's partners serve on College Summit's local boards.

Source: Deloitte Press Release, <http://www.deloitte.com>, February 13, 2008.

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A Deloitte employee working with College Summit students at a writing workshop