common impact

skills for cities

Skills for Cities October 2021

Impact Report

Co-Host Sponsor

verizon

Taking Action for Racial & Digital Equity

skills for cities

Skills for Cities is Common Impact's flagship bi-annual event that brings together nonprofit leaders and corporate volunteers from multiple companies for a day of skills-based consulting. **The October 2021 event - held during Pro Bono Week - was our largest Skills for Cities event to date and fully dedicated to building the capacity of BIPOC-led, racial equity, and digital inclusion organizations.**

No one player can overcome systemic racism or solve the complex challenges that our communities face. That's why we bring together experts from across sectors; there is power in collaborative change, and the exchange of ideas and skills that always occurs is inspiring. Read more about the event and all our 2021 Pro Bono Week activities here.

common impact

Volunteer Reflections

"The experience was eye opening and helped me better understand the struggles that those impacted by inequality face."

"Truly this is the best event I've been a part of and the highlight of my week."

"The connections made during this wonderful day are priceless."

"Skills for Cities introduced me to new ways to support equity and digital inclusion initiatives. I already had a strong awareness of many equity issues but this work helped me to understand more about how I can have an impact beyond donating funds."

Community Conversation

As part of our focus on racial and digital equity, CEO Danielle Holly moderated a Community Conversation with Angela Siefer, Executive Director, National Digital Inclusion Alliance; Dan Noyes, Co-CEO, Tech Goes Home; and Latricia Boone, Vice President of the U.S. Chamber of Commerce Equality of Opportunity Initiative. The group discussed **the role cross-sector partnerships can play in addressing the digital divide and advancing racial equity.**

Conversation ranged from the social and economic imperatives for digital equity, the business community's responsibility to take action, mistrust in government and corporations as an obstacle to progress, diversity and representation in the tech sector, and how community-centered solutions can be a powerful force for meaningful change.

Watch the full community conversation here.

"Getting at some of those more granular barrier and creative solutions is going to need all of us working together."

- Angela Siefer

"When we talk about digital inequity, we are not going to be able to even get close to closing some of those gaps if we don't think about representation and lived experiences."

- Latricia Boone

"When thinking about how your company does the work it does [for digital equity], how is it involving the communities that you're in and that you're serving? The more we can have those community-centric conversations, the better off we'll all be in the end."

- Dan Noyes

By the numbers

common impact

$165k
social return on investment

17
nonprofit partners from 8 states

180
participants, including 125 volunteers from 4 countries

16
corporate partners

Skills-based support for:

- financial analysis + planning
- human resources
- marketing + communications
- operations
- data management
- client relations
- business strategy

Nonprofit Impact

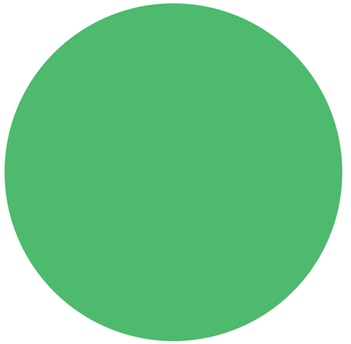
"It's a great value add to have a fresh set of eyes and minds on a problem we've been picking at for a year and change. We've returned to the work with their recommendations refreshed and with a framework that will move this forward."

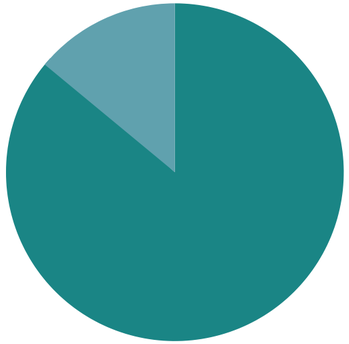
- Kirsten Rogers, Ignite

"We threw an organizational challenge almost to the level of 'wicked problem' stature and our volunteer team presented several amazing viable solutions. The fresh perspective and proposed solutions has sparked an eagerness to implement some solutions for change."

- Jonathan Reynolds, AI4ALL

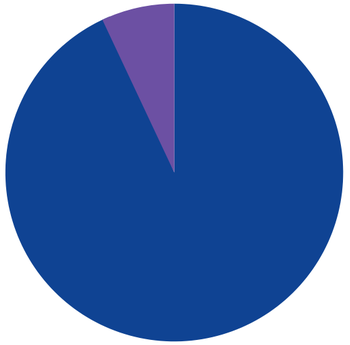
100% said that it's made them think of **approaching their work in a new way**





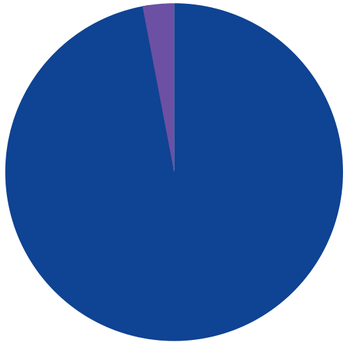
86% agreed they will be able to **use the project deliverable within the next 12 months**

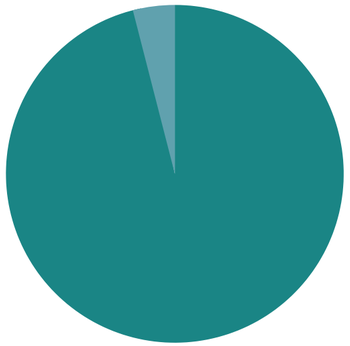
93% agreed that **gaining fresh perspectives on an organizational challenge** was valuable



Volunteer Perspectives

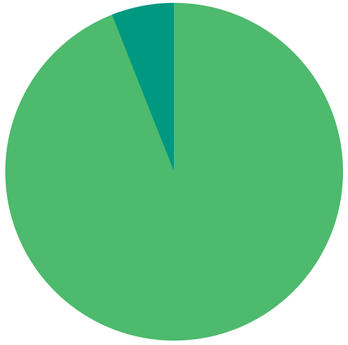
97% feel more inclined to **recommend their company as a great place to work**





96% said the event was a valuable **professional development** opportunity

94% said **working on a multi-company team was useful**



"The event helped me to reframe my skills in a new way and showed me additional avenues for supporting the causes that I really care about in creative ways."

- Arden, John Hancock volunteer

"I really enjoyed the collaboration and brainstorming with peers from other companies who brought different perspectives and experiences to the table."

- John, State Street volunteer

In just one day, volunteers (55% of whom were new to skills-based volunteering) reported sharpening these skills:

- collaboration + teamwork
- adaptability + synthesizing ideas in real time
- client focus + empathetic approach
- innovation + creative thinking

To all our Skills for Cities partners and participants,

thank you.

We hope you will continue your commitment to racial and digital equity by using your skills to support BIPOC-led organizations in your own community.

Want to join us in 2022?
partners@commonimpact.org

skills for cities

common impact

verizon

Boston Dynamics

EQUITABLE

Hewlett Packard Enterprise

John Hancock

TRUIST

BerkshireBank

Fidelity Investments

imc

State Street

Synopsys

TIAA

Columbia Threadneedle Investments

Guardian

Massachusetts

KPMG

www.commonimpact.org