



common  
impact



# Common Impact Strategy Overview

2020-2022



# Common Impact Strategy Overview

Common Impact is a nationally recognized nonprofit that designs and scales people-powered social impact and skilled volunteer programs to fuel organizations fighting inequality.

## Vision

We envision a society in which all individuals and businesses invest their unique talents towards a shared purpose: strengthening the local communities in which we live and work.

## Values



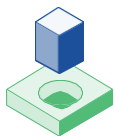
### SERVICE & EQUITY:

We believe strongly in the power of **service as a force for social justice** and a more equitable society.



### INGENUITY:

We are “strategic doers,” marrying **blue-sky ambition** with **on the ground solutions** that work.



### UNLIKELY PARTNERSHIPS:

Bringing together **unlikely partners** with unique skill sets who would have otherwise never met, we activate new solutions and real change.



### LEVITY:

Though we take our work seriously, we believe that the best work is done when we sustain ourselves with **humor**, a healthy ambition for **personal interests**, and **good-natured optimism**.

## Key Accomplishments





# 2020–2022 Strategic Plan



Recommit to our core mission promise of strengthening the social change organizations that are working to alleviate inequality

Last year we worked through the “why” of our work, asking ourselves “so what?” until we hit our north star.

**We work towards alleviating inequality *by*** building the capacity of social change organizations fighting for equity ***through*** skilled volunteerism ***by*** partnering with companies, the largest and most sustainable source of pro bono expertise.





# 2020–2022 Strategic Plan

Our next strategic plan is focused on taking our work to the next level of scale, and bringing the power of skilled volunteering to a broader range of organizations fighting injustice in harder to reach communities.

## 1 Seeding Systemic Change

We are committed to leveraging the expertise of talented community members to solve underlying, systemic challenges – not just symptoms and immediate organizational fires.

**What does that mean?** Expanding our work to **convene private, public, and nonprofit stakeholders to solve large scale challenges**, engaging small business as a vital part of our economy, and lifting up the voices and efforts of community leaders that have been suppressed by racism, sexism, ableism, or other forms of discrimination.

## 2 Bringing Skilled Volunteering to Harder to Reach Communities

We are committed to transforming skilled volunteering into a reliable resource for all communities – not just big cities and big companies.

**What does that mean?** Intentionally directing our services towards **BIPOC-led organizations** that are chronically passed over and investing in **digital inclusion** to ensure broad access to services.

## 3 Program Quality at Scale

We are committed to quality skilled volunteering where both our skilled volunteers and social change organizations walk away strengthened from their time together. **Skilled volunteers are more likely to be civically engaged**, to serve again, and to bring a more conscious business perspective back to their desks. Our social change organizations have powered an important piece of their work and are **equipped and ready to continue to use pro bono** as a capacity building resource.

**What does this mean?** We are going to more intentionally measure and track our quality and catalyst metrics to help us continue to shape and refine our skills-based volunteer projects and events to serve as a **launch pad to ongoing, effective skilled volunteering**.



# 2021 Initiatives

## Digital Inclusion

COVID-19 has deepened the digital divide. 30% of BIPOC communities do not have access to the technology and broadband they need to access education, healthcare, housing, and employment. Common Impact is leveraging its work with companies to support **private sector investment of products, grants, and skilled volunteer support to strengthen digital inclusion.**



## Crisis Resiliency

Our 2019 Insights & Impact report, [Disaster Response: From Relief to Resiliency](#), demonstrated how **skilled volunteering can better equip organizations to weather natural and man-made crises.** In 2021, we will expand our skills-based volunteering models that support crisis resiliency, including our SBV hotline, virtual education, and crisis pro bono project portfolio.



## Racial Justice

We feel the urgency of addressing racial inequity, which is the foundation for many other forms of inequality. In 2021, we will be increasing our focus on **supporting BIPOC-led and racial justice organizations,** as well as investing in building our internal anti-racist culture.





# How We Measure It

## PROGRAM EFFECTIVENESS

- Value of volunteer contributions
- Social return on investment
- Program growth

## SBV AS A CATALYST

- Nonprofits see SBV as an ongoing, reliable resource
- SBVs more likely to volunteer and be civically engaged in the future
- Percentage of nonprofits and volunteers that continue relationship post-project or event

## SOCIAL AND RACIAL JUSTICE

- Percentage of nonprofit client base that are BIPOC-led
- Percentage of nonprofit client base with a mission focused on alleviating inequality
- CI staff report that our work culture is inclusive



[facebook.com/CommonImpact1](https://facebook.com/CommonImpact1)



[linkedin.com/company/common-impact](https://linkedin.com/company/common-impact)



[@CommonImpact](https://twitter.com/CommonImpact)



[@commonimpact](https://instagram.com/commonimpact)