



2020 Event Impact Report



Keeping Promises for Racial Justice



Volunteer Reflections

Skills for Cities 2020 was dedicated to supporting racial justice and BIPOC-led nonprofits facing the double pandemic of systemic racism and COVID-19. This year also marked two firsts for the annual event, which went *virtual* and *national* for the first time, partnering with nonprofits across the country.

In just one day, skills-based volunteer teams delivered \$146,000 in pro bono capacity building support to 14 exceptional organizations.

Skills for Cities was also a reminder of the power of bringing together people whose paths might not naturally cross, and we saw eyes and hearts open as a result. Read more about the event and all our 2020 Pro Bono Week activities [here](#).

"I **learned firsthand** from someone working hard to overcome the challenges of systemic racism during a time when funding has dried up due to COVID - a monumental challenge."

"[Skills for Cities] helped me understand the **disparate impact of COVID-19 on BIPOC communities.**"

"Honestly, being a 56 year-old white woman and coming from privilege, I didn't consider that nonprofits would be affected by systemic racism. Going forward, **I am going to do more research to make sure that I am associated with a nonprofit that is working to help dismantle systemic racism.**"

By the numbers

133

participants, including
100 volunteers

14

nonprofit partners
from five states

11

corporate partners

\$146k

in pro bono services
delivered in one day

Skills-based support for:

- client relations
- product development
- marketing + communications
- information systems + technology
- human resources
- financial analysis

Fireside Chat

One of the highlights of the day was "From Narrative to Action," a conversation featuring Ranjini Govender of Next Level Social Impact, Cecily Joseph of Presidio, and Mike Sebring of Citizens and moderated by Common Impact CEO Danielle Holly. These DEI leaders had a candid chat about some of the difficult aspects of their work - like translating intent around racial justice into real action - and how they are creating more equitable workplaces and communities. Watch the full fireside chat [here](#).



"These initiatives aren't necessarily about the color of your skin or your gender, but **the richness of DEI work is to bring in different perspectives.** That's what makes our decisions stronger."

- Ranjini Govender

"Systemic change happens very slowly... **Topics we would never have considered talking about - racism, privilege, and power - in the workplace are becoming common today.**"

- Mike Sebring

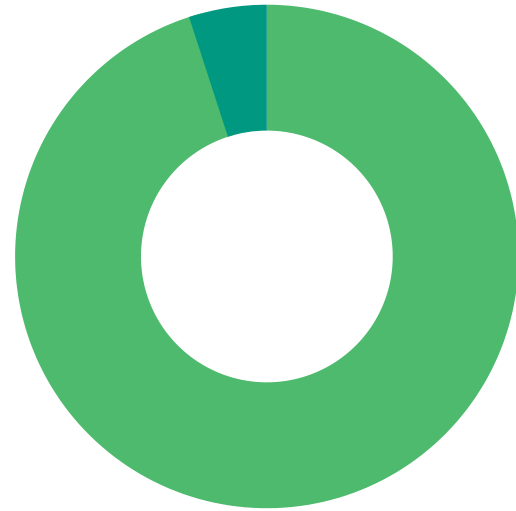
"Keep it simple. **It's important to tie actions to your mission.** Make sure that those actions that you're announcing externally are aligning with what you are really doing internally."

- Cecily Joseph

Nonprofit Impact

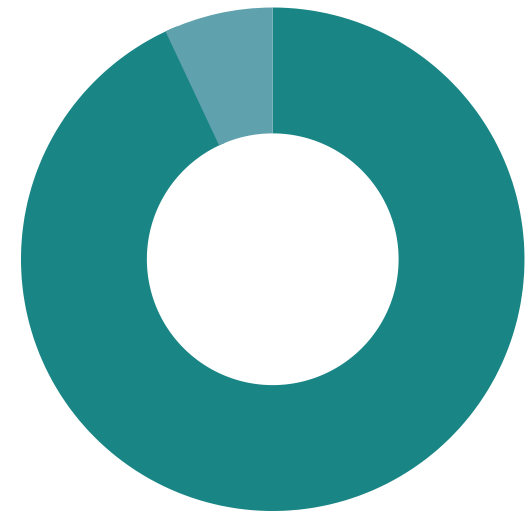
95%

said the work made a
**real difference for
their organization**



"It was really great to be able to work with volunteers who are experts in their fields and have them help us consider new ways to incorporate technology to **better serve our clients and families.**"

- Children of Promise, NYC

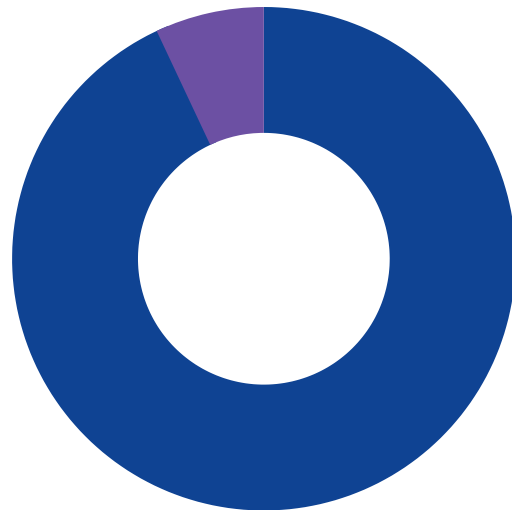


93%

**created or deepened
a relationship** with
volunteers

93%

said the **skills and
expertise of their
volunteer team
matched** with their
project challenge



"As a nonprofit, we appreciated being able to tap into **knowledgeable talent** at no cost to us other than our time. These types of resources and opportunities are very beneficial."

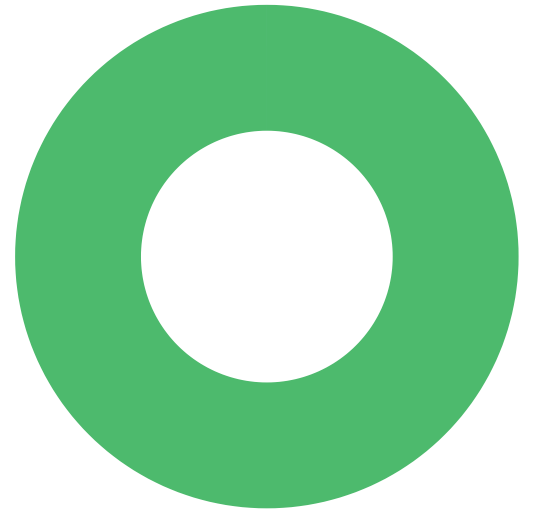
- New Moms

Volunteer Perspectives

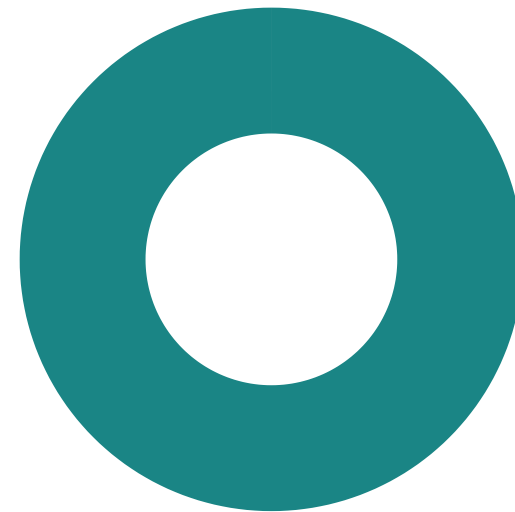
"It was great to have an actionable virtual volunteer event that felt like we could make just as big of an impact virtually as we could in person. I appreciated getting to know a nonprofit organization and working with people from different companies."

"Coming together as a diverse group and achieving the objectives in a matter of a few hours was amazing."

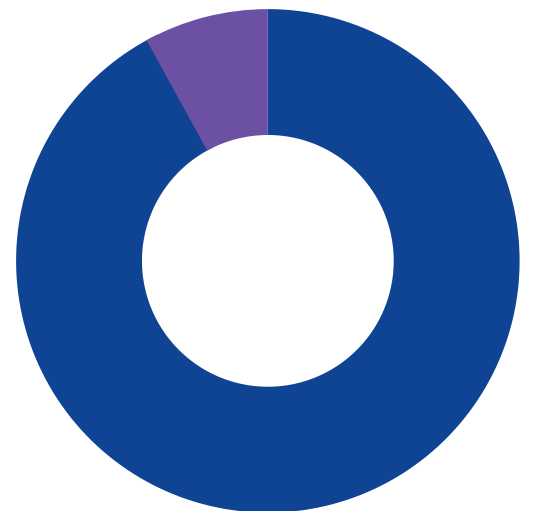
100% said the event was a valuable **professional development** opportunity

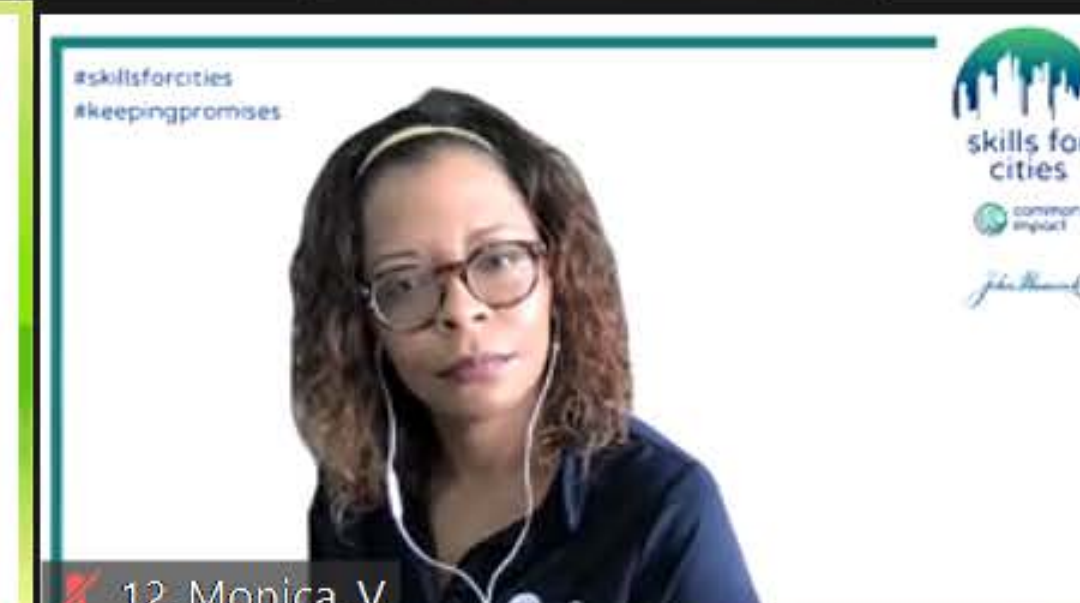
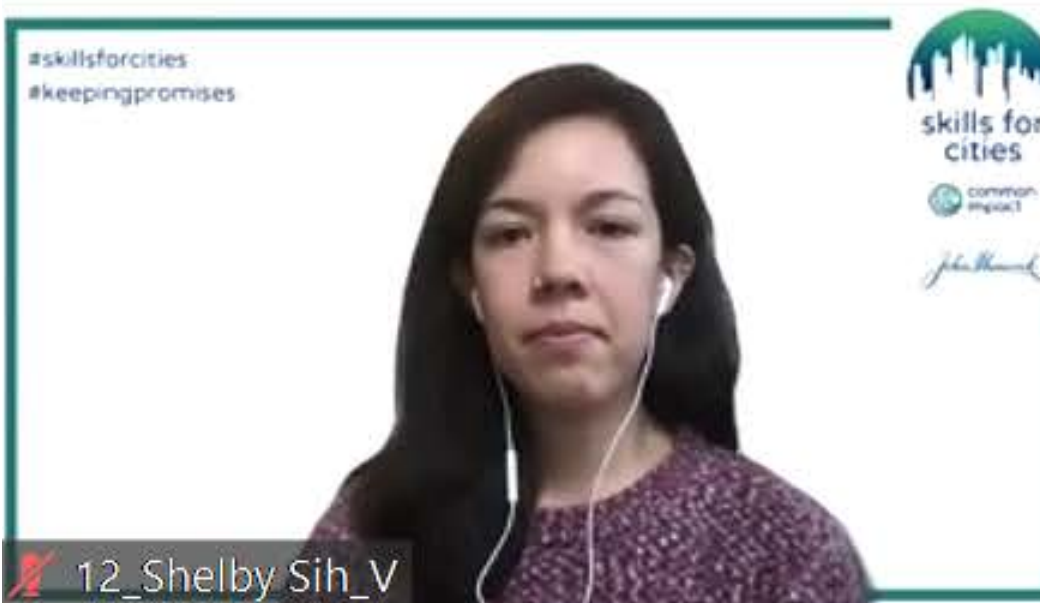
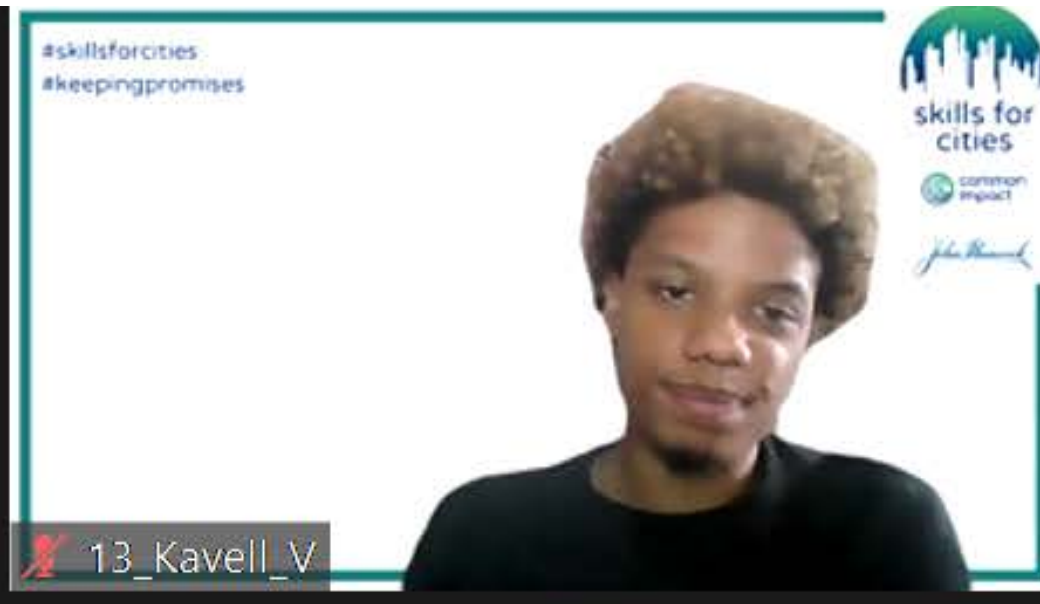


100% said **working on a multi-company team** was useful



92% feel more inclined to **recommend their company as a great place to work**





In just one day, volunteers (60% of whom were new to skills-based volunteering) reported sharpening these skills:

collaboration + teamwork

client focus +
empathetic approach

innovation + creative thinking

adaptability + synthesizing
ideas in real time

To all the Skills for Cities
partners and participants,

thank you.

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



Want to join us in 2021? We'd love to connect.

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www.commonimpact.org

