



Grantmakers Forum of New York

Corporate Funders Teleconferences

I. August 31, 2010, 3:00-4:00pm ET

How to Demonstrate Impact: Key Building Blocks of Effective Measurement

Today, more than ever before, corporate giving officers are being asked to demonstrate the ROI of philanthropic gifts. The ability to effectively document and share the impact of charitable investments is increasingly top of mind and has become a critical part of a practitioner's work. But where do you begin? How do you know what to measure? This session will guide participants through a process to create a framework that will serve as the foundation for effectively measuring and evaluating social impact. Participants will walk away with tactics and ideas for how to lead the process in their own companies and how to actively engage their nonprofit partners in support of their evaluation activities.

II. November 17, 2010, 3:00-4:00pm ET

Balancing Local Needs and Strategic Giving Plans

Across the country, local giving has become more important than ever, as the cities and towns where employees live and work struggle significantly to meet residents' basic needs. How can corporations rise to the challenge of meeting unprecedented local need, without detracting from carefully-developed strategic giving plans? Hometown giving links a company's success with flourishing communities, protecting the corporation's license to operate. Therefore, resource investment must be creative in the face of doing "more with less" and be authentic to the local community. Whether you are located at Headquarters or in a region, explore examples of hometown giving programs and review the best practices for success that will help strike the right balance.

*Presenter: **DeShele Dorsey, Managing Director, Corporate Social Engagement Practice, of Changing Our World, Inc.**, an international consulting firm providing individualized solutions in all areas of philanthropy and fundraising. DeShele uses her expertise to assist corporations in establishing comprehensive corporate social engagement platforms to meet their philanthropic and business objectives. She has worked with Fortune 500 companies and nonprofits including ConAgra Foods, MillerCoors, Vivendi, FedEx, UBS Financial Services, California Pizza Kitchen, the National Visionary Leadership Project and Plan USA. DeShele previously worked for TCC Group, providing a variety of consulting services to corporate citizenship programs and nonprofit organizations.*

For funders only. Teleconference with visuals.

Registration fee:

One call: \$40.00 GFNY Members, \$50.00 nonmembers. Two calls: \$75 Members, \$90 nonmembers.

Connection instructions will be emailed to participants 2 days before the call.

Corporate Funders Series

_____ August 31, 2010 call, Demonstrate Impact

_____ November 17, 2010 call, Balancing Local Needs and Strategic Giving Plans

Total: _____

Mail form and check to

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75 College Avenue
Rochester, NY 14612

Name(s) _____

Title(s) _____

Organization _____

Address _____ City, State, Zip _____

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Questions? Contact Lisa Dahl 585.232.2380 or Lisa.dahl@grantmakers.org