

NEXT STAGE

We're glad you've joined us for

PROFIT

& PURPOSE

HOW TO MAKE **THE ESG SHIFT**

WORK FOR YOUR NONPROFIT

Report Co-Authors



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Quick Poll

In **ONE** word,
when you hear the word **ESG**,
what comes to mind?

Please type your answer in the chat.



Let's Break It Down



Environmental

How a company interacts with the environment, including the impact of the products and services a company produces, their supply chain, and their sustainability practices, including facilities management.



Social

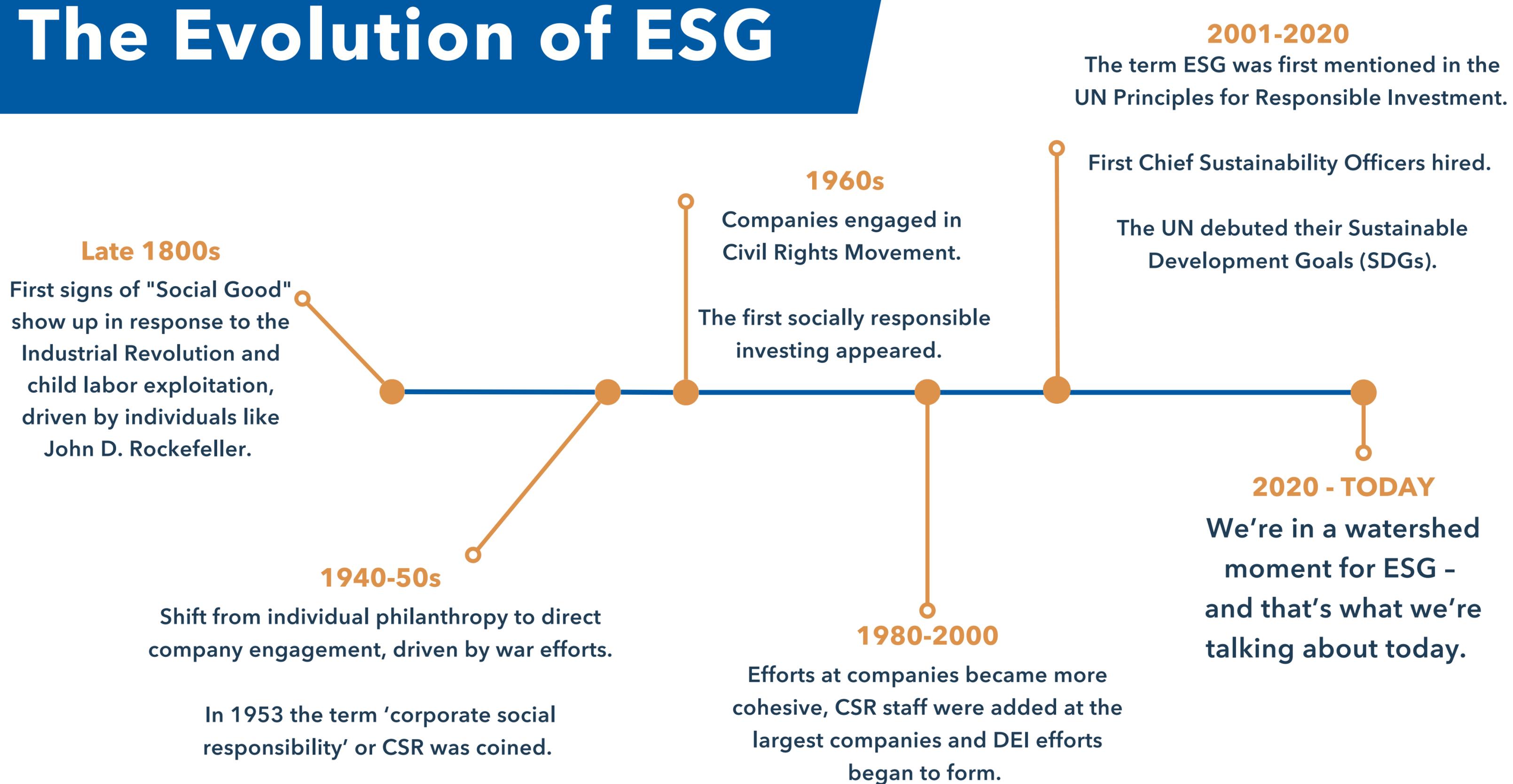
How a company cares for its employees, communities and buyers. Corporate Social Responsibility initiatives fit well into this piece of the puzzle, and Diversity & Inclusion and Racial Justice are also incredibly important aspects of this topic.



Governance

How a company governs itself, conducts business and manages against conflicts of interest.

The Evolution of ESG



How did we get here?

1

Generational Change

2

COVID-19

3

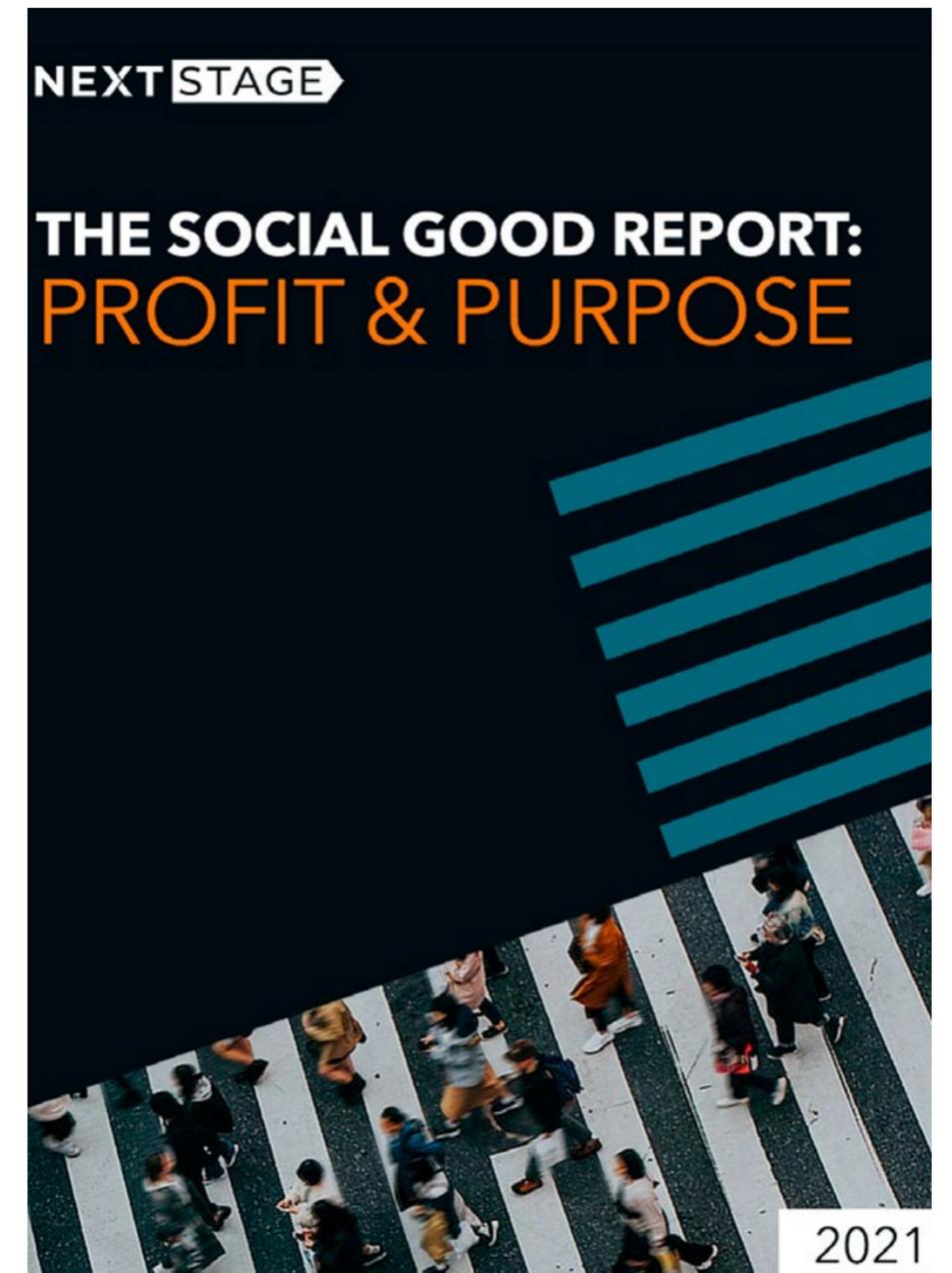
The Fight for Racial Justice

4

Workforce Shortages

5

Focus on Sustainability



Only 3 ESG mentions in 94 pages!



Two years
later, **ESG**
is everywhere.



“Companies have to deliver great returns for shareholders and address important societal priorities – aligning their activities and operations to drive progress on the SDGs. That’s stakeholder capitalism in action.”

**-Brian Moynihan
CEO, Bank of America**

Source: <https://about.bankofamerica.com/en/making-an-impact/stakeholder-capitalism-metrics>

What is changing about corporate relations?

1

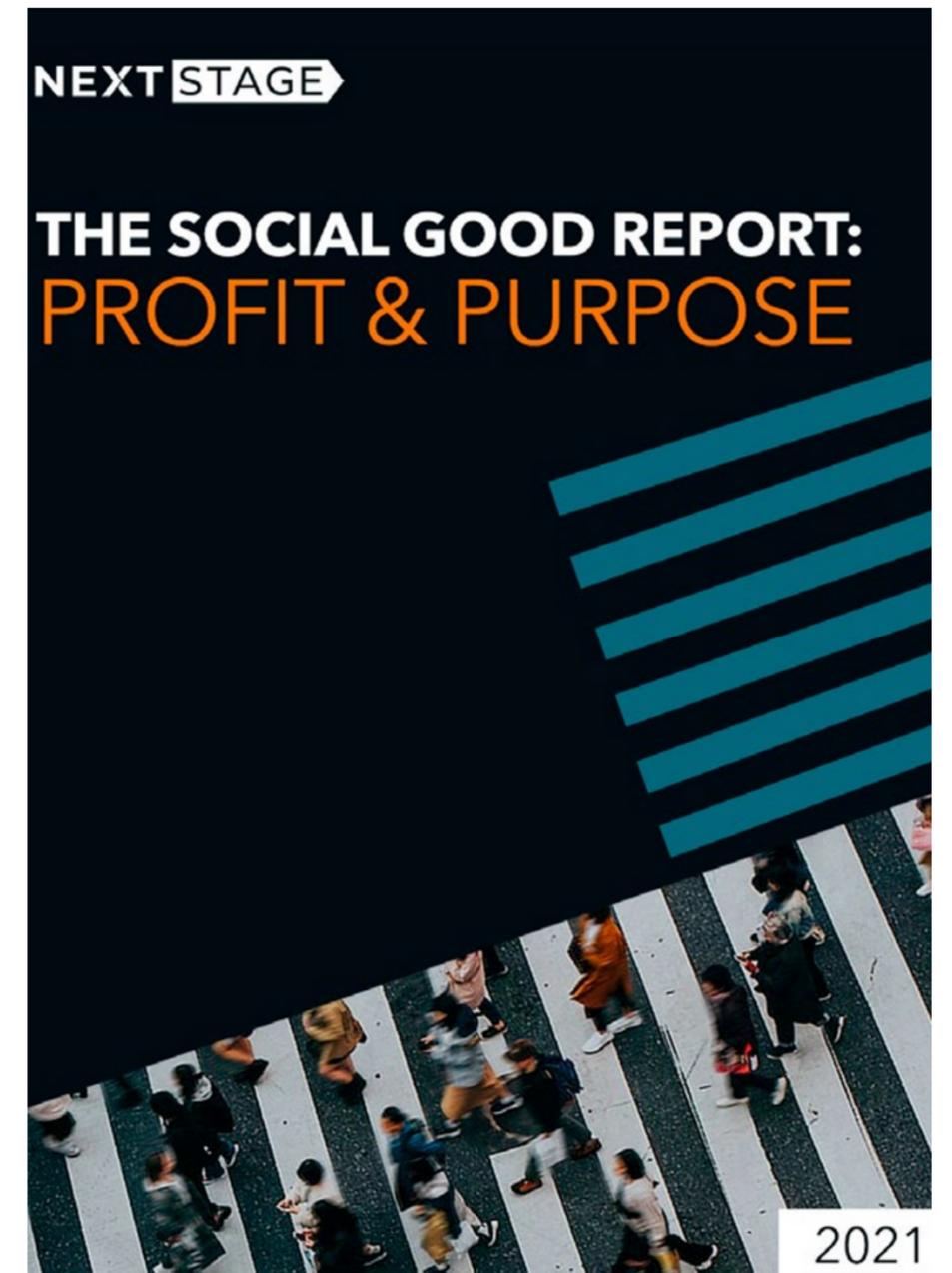
The 'external S' is the new ESG

2

Materiality drives decision-making

3

Sponsorship is out - social investing is in



What do these changes mean for you?



**Know your
value
proposition**



**Shift to a win-
win vendor
mindset**



**Consider
outcomes vs.
outputs**

Case Study: Equitable

Helping local students
get to college



Case Study: Equitable Activities & Measurements



Scholarship
Nights



Cultural
Experiences



FAFSA
Info Nights



College
Campus Tours



49ERS CHARLOTTE

WF WAKE FOREST

GT GEORGIA TECH

HOWARD BISON

NORTH CAROLINA A&T STATE UNIVERSITY

GRINNELL COLLEGE

NC STATE WOLFPACK

NC A&T AGGIES

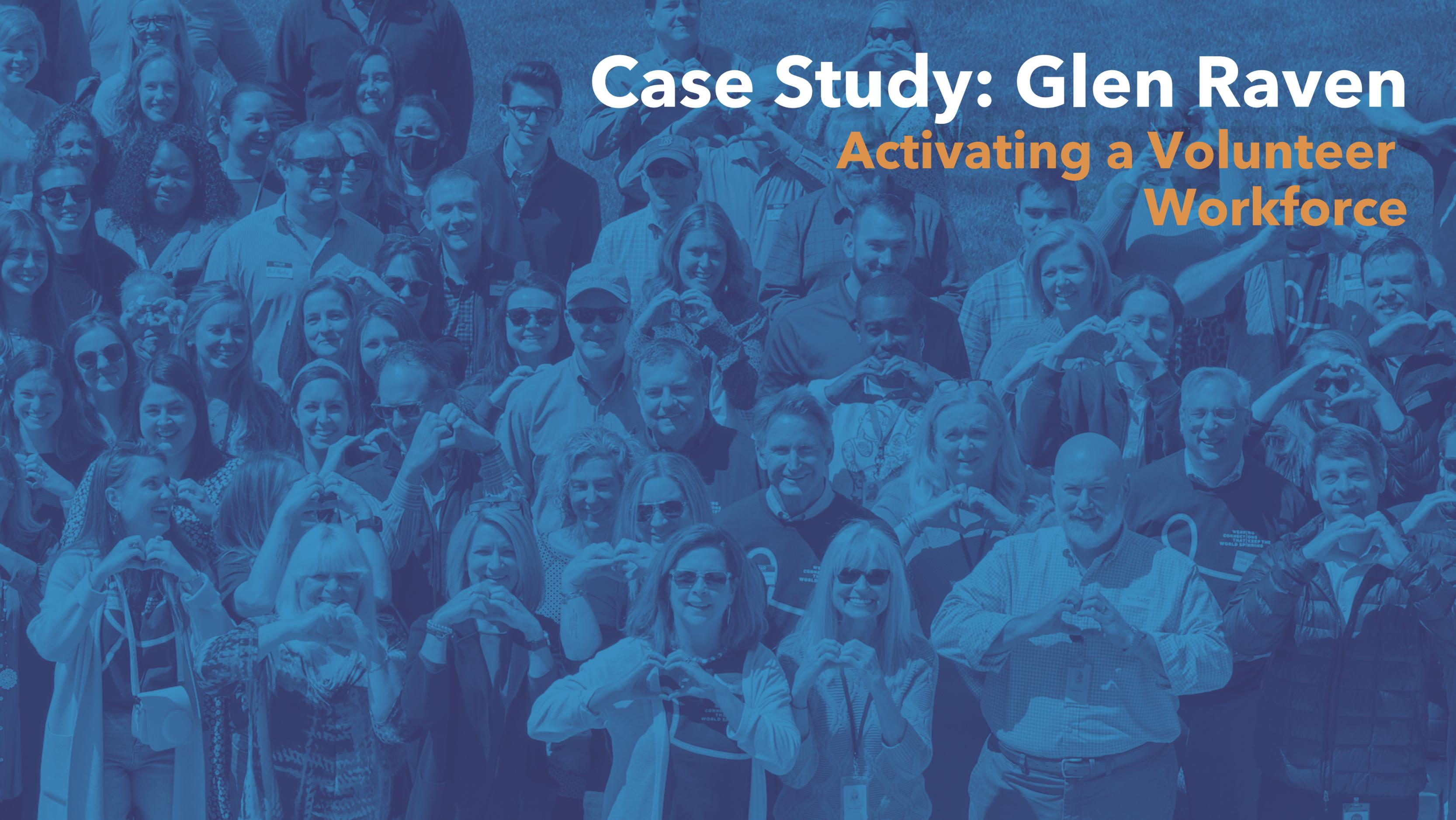
RHODE ISLAND COLLEGE

FURMAN UNIVERSITY

CAROLINA

49ERS CHARLOTTE

NORTH CAROLINA A&T STATE UNIVERSITY



Case Study: Glen Raven

Activating a Volunteer Workforce

Case Study: Glen Raven

Mission: Invest in early education in communities where Glen Raven facilities are located so that every child has the resources they need to achieve an excellent education, a high quality of life and economic mobility.

The Challenges



Achievement in the early years defines a child's future.

Educational success directly impacts the long-term success of communities.

The Investment



Improving access to quality education & experiences

Addressing the basic needs essential for quality learning environments

Focus on long term success and sustainability

The Impact

An increase in education achievement levels

Improved environment for successful learning

A strong workforce pipeline and economic growth for Individuals, families and entire communities.

Questions

Please type your questions
in the chat and we'll get
to as many as we can.



Next Steps



Download
Profit & Purpose:
The ESG Addendum



Join the Mailing List for
our new newsletter,
Moving the Needle:
Impact for Business



Be on the lookout for
regular webinars &
workshops related to
ESG and other social
impact topics

NEXT STAGE 

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