



# corporate social responsibility trends in the digital world

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# why is CSR important?

## corporates

balance the negative impact companies may have on society & environment

look beyond short-term financial results towards longer term financial (& social) results

## employees

pride of association with company & higher level of personal satisfaction

positive workplace and stronger connect with company objectives

## nonprofits

access to funding and resources; capacity building and greater social impact

volunteering provides access to specialized skills and additional manpower

Some countries (*like India*) have made CSR commitments mandatory under law

# how do corporates think about CSR?

## 3 step process

identify area of focus  
(vertical)

- : children, health, livelihood, women, etc
- : often aligned with core business
- : e.g. Coke and Pepsi – water conservation

choose method of intervention  
(horizontal)

- : innovation, technology, grassroots work, etc
- : view of efficiency and overheads
- : geo-bias; location of intervention

choose implementation partner

- : larger vs smaller nonprofit
- : diversified vs specific focus
- : team, past results



The WALT DISNEY Company

### GLOBAL CHARITABLE GIVING GUIDELINES

*The Walt Disney Company aspires to be the most admired company in the world, equally admired for the integrity of our people and the way we behave as citizens of the world as we are for the quality of our exceptional entertainment experiences.*

**Philanthropic Vision:** Disney will build on our philanthropic legacy with programs that share our resources and talents to make lasting, positive change in communities and promote the happiness and well-being of kids and families.

**Funding Priorities:** Disney focuses its charitable giving primarily in three areas, with an emphasis on underserved populations: Community, Conservation and Creativity, as further described below.

Disney receives an extraordinary amount of requests for cash and in-kind contributions from around the world, numbering many more than Disney can accommodate. These guidelines are designed to assist organizations in understanding the company's charitable priorities. However, Disney reserves the right (in its sole discretion) to make all determinations regarding the organizations and programs to which it will provide support. When a request is denied, it does not imply that the applicant's program is not vital or valued. It may be that the request does not fall within these Guidelines or focus areas, or that available funds for the relevant period have been committed to other worthy programs. Disney cannot accommodate every request, and accordingly, it is inevitable that even requests that are consistent with these Guidelines will not be granted.

Generally, Disney does not consider unsolicited requests for financial support. Requests for U.S. theme park tickets may be considered if the request meets certain criteria, as further described in "Additional Requirements for Park Tickets" below.

In addition to direct contributions, Disney supports charitable organizations through Disney VoluntEAR projects worldwide and Disney Employee Programs under The Walt Disney Company Foundation.

***These Guidelines may be modified at any time without advance notice. Disney reserves the right to change, suspend, revoke or terminate its charitable giving at any time, and to deviate from these Guidelines at its own discretion.***

**Financial and in-kind support is focused on the following areas:**

- 1) **Community:** Disney seeks to bring happiness, hope and laughter to kids and families in need around the world.

#### ***What we fund***

- a) **Children's Hospitals:** Bring hope and happiness to kids and families during their hospital stay, principally in areas where Disney does business.
- b) **Disney Wishes:** Create experiences that provide hope, strength and joy to kids faced with illness.
- c) **Youth Development:** Providing tools and resources to help young people become successful.
- d) **Disaster Preparedness and Relief:** Help kids and families prepare for disasters and provide

# recent shifts in CSR strategy

then

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support large no. of nonprofits

very high tracking and monitoring complexity

smaller and shorter commitments

short term support; small grant size

emotion and outcome-orientation

support driven by emotion; soft outcomes

now

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consolidate support to fewer nonprofits

easier tracking/monitoring; deeper partnership engagement

longer and larger commitments

bigger grant size; longer term support

impact and result-orientation

rational approach to support decisions; sustainable impact

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# CSR in the digital world

process efficiency  
for corporates

smoother application  
(solicit/submit/evaluate);  
better planning and  
tracking



program mgmt for  
nonprofits

easier reporting; impact  
measurement/analysis;  
internal systems & tools  
(communication/CRM)



employee  
engagement

payroll-giving systems;  
volunteer management;  
collaboration platforms  
(corp – emp – nonprofit)



corporate brand  
building

ability to showcase work  
& impact; brand building  
thru social media  
(internal & external)

 @CiscoCSR



# case study: **THE/NUDGE**

new-age indian nonprofit focused on poverty alleviation through skill development and life-readiness training of underprivileged youth; started in late 2015

digital-only retail donor channels

- 130k followers on Facebook; presence on Twitter, Instagram
- leverages digital crowdfunding platforms like Ketto, Rang De, Milaap
- zero tele-callers and feet-on-street resources

strong leverage of online channels for fundraising

- CSR partner showcase via LinkedIn, Facebook
- staff hiring through online listings/portals
- philanthropic support through online grant processes

technology as scale driver across functions

- collaboration tools like Workplace, Slack, GSuite
- cloud-based solutions for CRM, attendance, student lifecycle mgmt
- impact monitoring, evaluation & analysis through real-time digital tools

touted as one of **India's fastest growing nonprofits** across **impact & funding support**

a transformed life thanks to CSR



thanks!