

Notes from 4/6/16 call on Corporate Sponsors with national reach

Attendees:

1. Julie Crockford, ESC of New England
2. David Factor, ESC of Southern CA
3. Burt Hering, ESC of Houston
4. Melanie Hillenbrand, ESC of South Florida
5. Jan Burrell, 501 Commons, Seattle
6. Susan Bryant, ESC of Maine
7. David Palmquist, ESC of Tri-Cities
8. Bob Schrage, ESC of Cincinnati
9. Sue Pollack, Impact Broward County
10. Darlyne Koretos, Member at Large
11. Sally Tyler, Member at Large
12. Michael Towers, NESC
13. Trudy Smith, ESC-Triangle

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1. We work with financial institutions that make grants to their grantees and we work with them.
Citizens Bank of MA – We run workshops, do consulting services and coaching
Bank of NY Mellon – They bring in mid-level grantees in the development areas and we train them.
We also work with local banks the same way.
We charge in the neighborhood of \$2500 per workshop but don't always get that. We get in the neighborhood of \$10K grants from the banks.
This comprises about 10-15% of our revenue
 2. We have two areas that are successful for us: our leadership institutes and sponsorships.
Wells Fargo has funded the leadership institutes for about 10 years. We used to receive \$125K for our two institutes. We now receive \$50K and have combined the two institutes into one.
It's a yearlong program with classes. Each participant has a coach who sits next to the participant at each class. We have between 18-22 participants per class. Ideal size is 25.
Our sponsorships come from banks, Edison (gas and electric) and county supervisor. We receive between \$10-\$20K to use toward projects. Some of the companies we work with include City National Bank, Union Bank, Wells Fargo, gas and electric company, law firms.
 3. We are funded by oil companies. We were funded 32 years ago by Exxon. The oil companies are our biggest supporters and the pool from which we draw our volunteers. Because the oil companies have matching funds any contributions made by volunteers who were employed there are doubled. These companies support our programs. We do organizational assessments

and run seminars. We also work with a corporation (Bayer Chemical) and their employees. We train the employees to work with nonprofits and we also have our own consultants supervising.

4. We are new and don't have any corporate sponsors. 90% of our revenue is from fee for service work.
5. We have big events sponsored by consulting firms (cocktail parties) We use the events as fundraisers. They usually raise about \$60K for us. Microsoft is a funder as is Deloitte and Coopers Lybrand.
6. We have no corporate sponsorships yet. Most of our board are retirees from other areas so we don't have a lot of board members with connections.
7. We are funded by banks or state government. Our board members are all retirees. A local bank is being acquired by Key Bank in Cleveland. Ironically, Key Bank originally started in Albany so we are trying to go after Key Bank for funding. We are a fee for service organization for small nonprofits.
8. We have a \$300K budget. \$180K revenue is derived from client fees and \$60K from grants. We have two corporations that fund us – Duke Energy and Proctor & Gamble. We received \$20K less this year from P&G. We are also funded by local foundations – Greater Cincinnati Foundation and Haile Foundation (U.S. Bank) With P&G ESCC pre selects five nonprofits to work with; so far, all our suggestions have been accepted.
We also have a partnership with a local nonprofit to run a leadership institute program. There are four separate programs within the institute. We derive \$40K a year in revenue from this program, which is run by volunteers. The other nonprofit has a part-time person who does the marketing. Tuition for EXCEL is \$1500 this year.
9. American Express is a corporate sponsor we have; the money they give us is unrestricted but it's not a lot of money. We are also funded by CNCS (Corporation of National Community Services.) It's a national grant and requires that we charge no fee for our services.
10. I think Bob Schrage covered most everything about ESCC, the affiliate with which I am connected. I just wanted to add that the reason the program ESCC runs (EXCEL) resembles the one in Los Angeles is that we modeled our program on theirs in 2007. The Institute is still funded by the same funders: United Way, Interact for Health, Haile Foundation, Greater Cincinnati Foundation and Duke Energy.

11. Houston has the largest U.S. chapter of an international group and it's an excellent idea to belong to it (I didn't catch the name of the group.) The Bayer Chemical employee engagement project came about because of our work with Yvonne Van Haitsma from the Pittsburgh affiliate. It's a good example of working together – one ESC to another – and it's something we need to explore more.

12. 90% of our earned income comes from projects – 50% of that from consulting projects and 50% from search projects. We had a board member who was an executive with Heidrick & Struggles; that's how that started. We do searches for CEOs and EDs in the range of \$80K-\$200K salary range. We get 20% as our fee from each project. I serve as interim financial head or controller to a few clients.
We serve NY, NJ and Long Island.
We don't have many funders; the one funder last year gave us money for our new website.
We have no industries – no corporations in New York that support us.
We had a big event we used to do. We didn't do it last year because it's harder to get sponsors. We used to get \$125K for the event. In the past we had the president of AARP and someone from the Smithsonian as guest speakers. We have very few grants. Our grants have dropped (in the past 13 years) from \$1M to \$500K.

13. No big corporate sponsors; we have leadership training like LA. Our program has six sessions over four months. We put 12 agencies through. We're working on a new program through Board Source. They are providing portals on employee engagement. (Houston, Boston and LA does something similar.) We are working on employee engagement with companies in the Research Park. We had interest from IBM but it didn't work out.

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- Suggested that our next teleconference subject be corporate employee engagement
 - Julie asked if someone could provide a basic financial model for all ESCs.
 - There is no one model. Varies greatly from one affiliate to the next
 - One source to look at is the 2015 survey of affiliates. (I sent her the password to the Member Lounge on the website.)
 - Another way to go at it is to look at the 990s of each ESC through Guidestar.
 - Julie said she has a financial person there who could take on such a project.
 - David Factor said he is changing the dialog from asking for money from funders to forming a partnership with them. The foundations are pulling back from funding.
 - Chambers of Commerce in affiliate's area is a way into the corporate landscape. Greater Houston Partnership is like a chamber. Houston is a member. LA Chamber has a nonprofit sub group and has started a program to do leadership training.
 - A future teleconference call subject might be "what is the profile of your volunteer?"
 - Discussion around what the going consulting rate is in various areas: NY uses a \$225 hr. multiplier. LA uses a range of \$215-\$225 an hour. Durham uses \$150 an hour.

- Suggestion made to perhaps invite Marv Berenblum or one of his team to national conference to explain how NESC' search program works.