



Practical, provocative, fun,
food for thought for nonprofits

Why ESG is Important to Your Nonprofit - Live Q&A

Presented by:

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Host

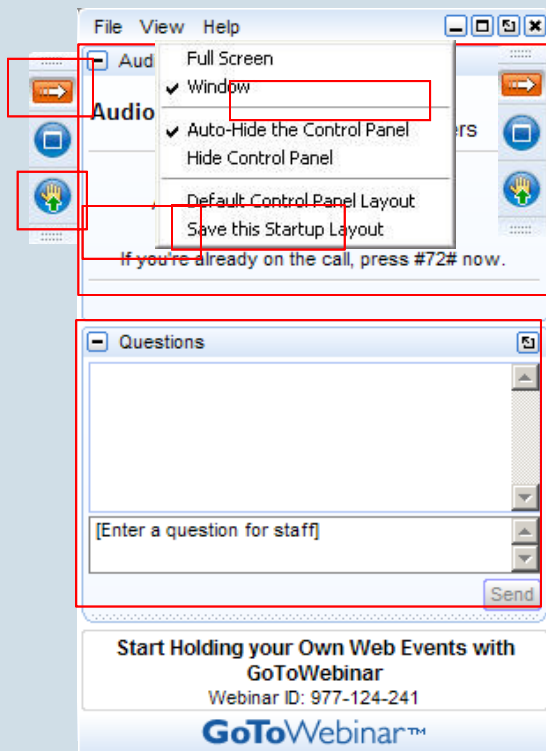
Julie Bernhard

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How to Participate Today



- Open and Close your Panel
- Raise your hand
- View, Select, and Test your Audio
- Submit text questions

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Agenda

What is ESG?

Why Should ESG Matter to Nonprofits?

Why Mission-Driven is Not the Same as ESG

Integrating ESG Principles Into Your Mission

Communicating Your ESG Efforts

What is ESG?

Environmental, Social, and Governance (ESG)

ESG is a corporate strategy that focuses on the three pillars of the environment, social, and governance.



Environmental

- Renewable fuels
- Greenhouse gas (GHG) emissions
- Energy efficiency
- Climate risk
- Water management
- Recycling processes
- Emergency preparedness



Social

- Health and safety
- Working conditions
- Employee benefits
- Diversity and inclusion
- Human rights
- Impact on local communities



Governance

- Ethical standards
- Board diversity and governance
- Stakeholder engagement
- Shareholder rights
- Pay for performance

Environmental, Social, and Governance (ESG)



Environmental

- Renewable fuels
- Greenhouse gas (GHG) emissions
- Energy efficiency
- Climate risk
- Water management
- Recycling processes
- Emergency preparedness

Environmental factors refer to an organization's environmental impact(s) and risk management practices.

Environmental, Social, and Governance (ESG)

Social factors refer to an organization's relationships with stakeholders.



Social

- Health and safety
- Working conditions
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- Diversity and inclusion
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Environmental, Social, and Governance (ESG)



Governance

Ethical standards

Board diversity and
governance

Stakeholder engagement

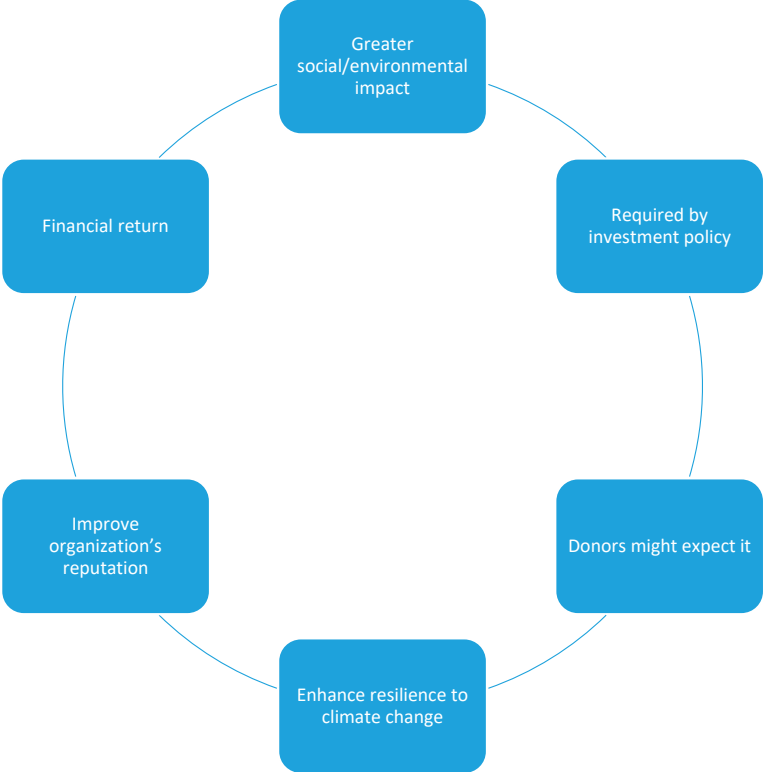
Shareholder rights

Pay for performance

Governance factors refer to how an organization is led and managed.

Why Should ESG Matter to Nonprofits?

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Why Mission-Driven is Not the Same as ESG

Why Mission-Driven is Not the Same as ESG

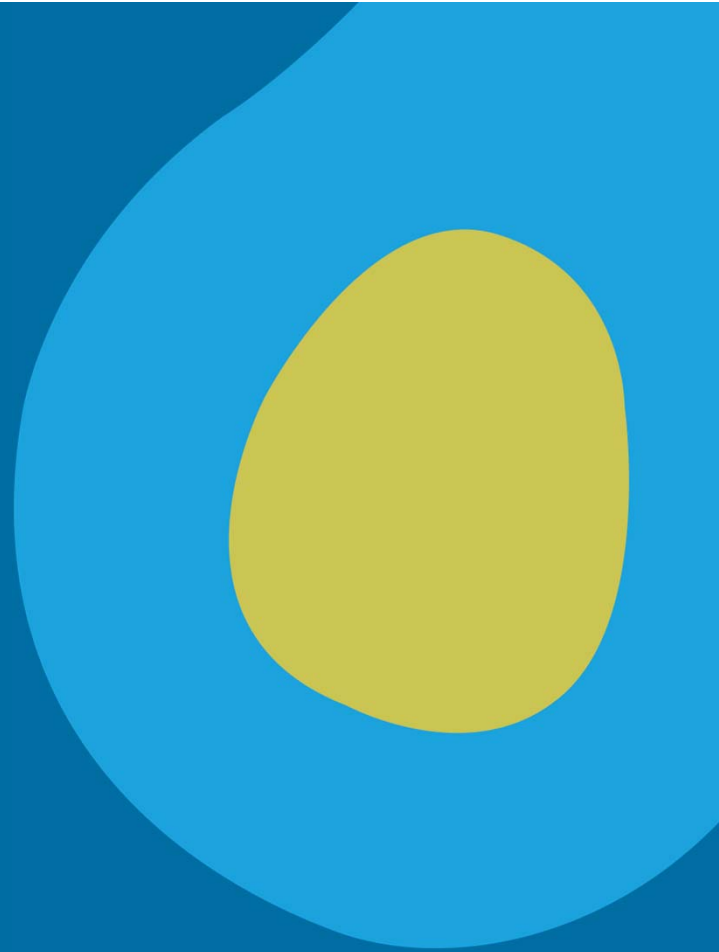
Your Organization's Mission

Should outline its goals and how it achieves those goals.

Your Organization's ESG Principles

Should guide how those goals are carried out.

Integrating ESG Principles Into Your Mission



Integrating ESG Principles Into Your Mission

Take a look at what you are already doing

Use ESG principles to guide stakeholder relationships

Make ESG objectives obvious to stakeholders

Encourage current governance to include ESG oversight

Communicating Your ESG Efforts

Communicating your ESG efforts

Make a communication plan

Track your efforts and results

Collect stories, not just data

Look for allies to help tell your story

Beware of political landmines

Q and A

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