

Webinar:

Featuring:



Candi Maciel
Best Friends
Animal
Society



SPLC
Southern Poverty
Law Center

Willemijn Keizer,
Southern
Poverty Law
Center
(SPLC)



Presented by America's Charities



Emily Gross
Director, Client Engagement
America's Charities



**We inspire employees and organizations
to support causes they care about.**

**We do this to bring more resources to the
nonprofits that are changing our world.**

More Employee Giving = Greater Social Impact



www.charities.org/changestartsatwork

Saving the World One Paycheck at a Time



Did you miss a webinar? [Click here](#) for recordings from this series.

About This Campaign:

Workplace giving is a highly valued tradition offering benefits to employers, employees, nonprofits, and the people they help.

But what would happen if employee giving programs didn't exist? On the flipside, what would the world be like with *MORE* employee giving?



Saving the World One Paycheck at a Time

[Webinar Series](#)

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[Join the Workplace Giving Movement](#)

Register for Our May 15th Webinar:



Nonprofit
Perspective:
The Real-
World Impact

Employee Giving – Our Core Questions

1. What would happen if it **didn't exist**?
2. What **real-world difference** does it make?
3. Why **payroll deduction**?
4. What **changes** have there been and how is it **evolving**?
5. How do we **communicate the impact**?
6. How does it help all stakeholders – employers, nonprofits, and individual donors – **achieve greater social impact**?

Our Guest Speakers



Candi Maciel

*Manager, Corporate Engagement
Best Friends Animal Society*

Our Guest Speakers



SPLC
**Southern Poverty
Law Center**

Willemijn Keizer
*Director, Institutional Giving
Southern Poverty Law Center*

More about...



Best Friends®

www.bestfriends.org



SPLC
Southern Poverty
Law Center

www.splcenter.org

Best Friends Animal Society



For over 30 years, Best Friends Animal Society has been running the nation's largest no-kill sanctuary for companion animals and building effective programs that reduce the number of animals entering shelters.

Today, 2,200 dogs and cats are killed every day in animal shelters. We've made a pledge: **We will reach no-kill in this country by 2025.** Working collaboratively with shelters, other animal welfare organizations, we can Save Them All. **Join us, and help make history.**

www.bestfriends.org



Southern Poverty Law Center



SPLC
**Southern Poverty
Law Center**

Mission

Dedicated to fighting hate and bigotry and to seeking justice for the most vulnerable members of our society. Using litigation, education, and other forms of advocacy, the SPLC works toward the day when the ideals of equal justice and equal opportunity will be a reality.

www.splcenter.org

When did you first discover employee giving?



Candi Maciel

Best Friends Animal Society

www.bestfriends.org



Willemijn Keizer

Southern Poverty Law Center

www.splcenter.org

YOUR SUPPORT HELPS PUT ANTI-BIAS MATERIALS IN SCHOOLS ACROSS THE COUNTRY

Distributing More Than One Million Educational Materials Every Year

➤ **450,000** *Teaching Tolerance* magazines mailed to educators twice annually



➤ **300,000** Classroom activity guides sent to educators in the last 5 years



➤ **350,000** award-winning documentary films and teaching kits sent to educators in the last 5 years



➤ **170,000** people have accessed *The Trump Effect*, our report on the 2016 presidential elect impact on our nation's schools



Number of Teaching Tolerance magazines delivered

1,000 – 4,999 5,000 – 9,999 10,000 +

What would happen if employee giving **didn't exist**?



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Southern Poverty Law Center

Fighting Hate • Teaching Tolerance • Seeking Justice
www.splcenter.org

How are employee donors **changing our world** for the better?

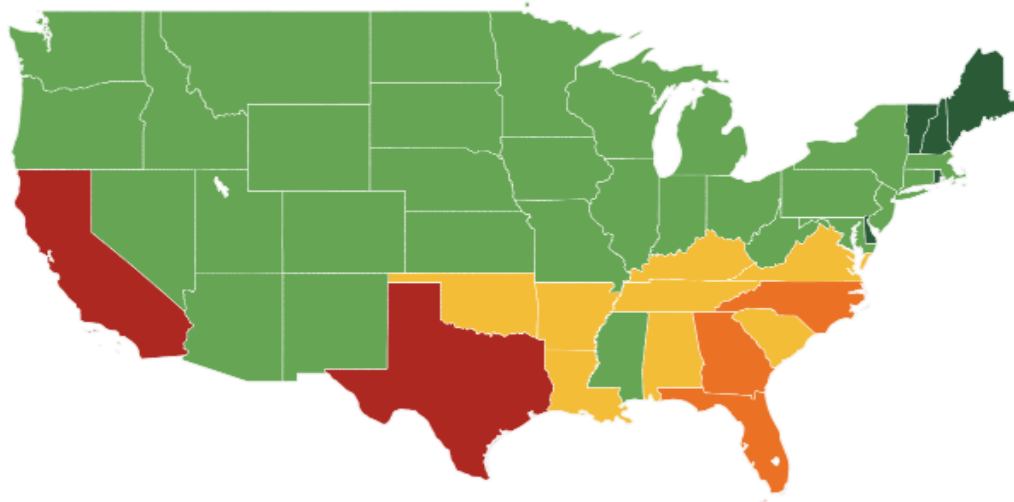


Lifesaving Progress Around the Country

National Lifesaving Map		No-Kill Community Map		No-Kill Community List	
77%	5.8M	4.4M	800K	5K+	86%
Save Rate (saved/intakes)	Total Intakes	Cats & Dogs Saved	Need Saved	Reporting Orgs	Known Data

published January 31, 2019

Showing:



■ No-Kill ■ <14K ■ 14-40K ■ 40-100K ■ Over 100K

State color is based on the total cats & dogs that need saved in order to reach No-Kill.

Why should employees consider giving through **payroll deduction**, as opposed to a one-time gift?



Southern Poverty Law Center

What **changes** have you seen in employee giving?
How do you see it evolving?



Best Friends Animal Society

How can we better **communicate the impact** of employee giving?



Southern Poverty Law Center



How does employee giving help **all stakeholders** – employers, nonprofits, and individual donors – achieve **greater social impact**?





Q&A

*Please enter your questions
into GoToWebinar*

Charting the Course for Collective Impact

America's Charities 2019 Member Assembly

June 7, 2019 | Washington, D.C. | Register Now



www.charities.org/collective-impact-conference



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THANK YOU

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Keep the dialogue going and learn more:
www.charities.org/ChangeStartsAtWork

#ChangeStartsAtWork
clientsolutions@charities.org