

presented by



Giving Back to the Community

Why is it important to give back? How can giving back also be beneficial to your company? What is the importance of giving back in North Texas? These questions were addressed and answered by an esteemed panel in our recent webinar "Giving Back to the Community." John Humphrey, CRO & EVP of Cyber Group moderated this session.

The panelists included:

- **Sarah Beeks Humphrey** | Director of Charitable Giving, Collin County | Communities Foundation of Texas
- **Erica Yaeger** | Chief External Affairs Officer | North Texas Food Bank
- **Marilyn Kibler-Colon** | President | DFW Alliance of Technology and Women

We have included some key takeaways from this time below. You can also watch the full webinar [here](#).



Why is it so important for corporations and individuals to be actively engaged in doing well and helping others in the community?

Our panel agreed that it takes a village to support our local nonprofits and that the positive outcome can be felt on both sides of the equation.

Erica emphasized the importance of the work that organizations like ATW do to close the gap for future generations. She also shared her perspective on seeing both the worst and the best of humanity all at once. "We see those who are suffering, hurting, and making tough decisions. **I also get to see the best of people when they choose to invest their hard earned resources to address these issues. They get to be a part of something larger than themselves and they get to make an impact and a difference in our community.**"

Erica closed by saying that It takes all of us: "the communities, foundations, and individuals to make this happen and we're a better community as a result."

Sarah expanded upon the importance of each role in creating this positive impact. "It's the thought leadership that comes from business leaders in their roles to be able to provide innovative solutions such as the Get Shift Done Fund. It takes community foundations such as the Communities Foundation of Texas to be able to catalyze that group and catalyze the excitement and mobilize the troops to address those issues of need."

Sarah added that doing well and helping others brings our community together to "address the needs that are apparent in the community in all realms of nonprofit organizations and as a result **we get to have a thriving community and a healthier community.**"

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As we turn towards this time of giving, what are your thoughts on North Texas Giving Day? How can people get involved?

Our panelists have three different perspectives from different backgrounds with giving platforms, influential organizations, and initiatives, but all are appreciative of the impact of North Texas Giving Day and what it means to them.

Sarah started us off by saying that **getting involved in North Texas Giving Day is as easy as going online [here](#)** and "looking up your favorite nonprofits or a particular area of interest for you and you can get a whole array of the nonprofits in a particular sector. It is very easy to make your gift online and it is open from 6 AM to midnight on September 17th."

Erica shared what North Texas Giving Day means to the North Texas Food Bank after 11 years of participation. She mentioned that North Texas Giving Day has become a critical component of their overall fundraising strategy.

They need to raise over \$18 million this year as a result of increased need due to the pandemic.

"We really count on the generosity of this North Texas community. We count on them mobilizing on September 17th. We start planning for this day at the very beginning of the year. We line up corporate sponsors that are matching every dollar provided on this day."

Marilyn closed out this question, excited for DFW*ATW's first year of North Texas Giving Day involvement and shared that they also plan to give back during this time. "We are going to donate \$50 to various nonprofits in the name of our speakers at ELF tomorrow night. **This is our way of starting and getting much more involved in this North Texas Giving Day.**"

From your experience, what are the tangible and intangible benefits for those companies who commit to a formal social responsibility program?

When companies commit to give back to the communities that they are a part of, this panel wholeheartedly agreed that a major benefit of that commitment is increased employee engagement. Erica said NTFB has found that engaging through volunteering, fundraising, or organizing a drive, is "such a **great employee engagement opportunity.** Like how John talked about the culture, I think that the **impact on employee engagement is the most tangible benefit that our corporate partners are experiencing**"

Sarah agreed with Erica, adding, "I think employee engagement is very important. We run a program called CFT for Business and it is a match for companies that want to do

good in the community and want to give back through volunteer engagement. It's **a great win-win for the nonprofits that need the volunteer assistance and its great for the companies because they have an opportunity to network and bond with each other and build that culture.**"

Sarah also emphasized the benefits that social responsibility brings to a company's reputation. She pointed out the aspect of "leadership that it shows in the community". She closed out her response by tying in the benefits to recruitment and retention of talent. "Retention rates of companies that are very corporate-minded in terms of..."

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From your experience, what are the tangible and intangible benefits for those companies who commit to a formal social responsibility program?
(Continued)

"...philanthropic vision and mission find that **they have a much higher employee retention rate over time because it does build that sense of community and culture inside the company but it also provides that opportunity to open the eyes of employees to the needs out there in the community.**"

Marilyn shared how a company benefits when their employee is involved with DFW*ATW. "When a company provides a membership or actively is involved in ATW, **ATW gives that person a platform to enhance their leadership skills through our programs...**"

"It involves all kinds of skills and our corporate partners recognize their employees and the efforts they put in."

We concluded this question with Marilyn highlighting the benefit of **building relationships through involvement with a nonprofit.** She added that when an employee gets to follow their passion through engaging with a nonprofit, they take that information and energy and passion back into the office. **It truly comes full circle for companies that encourage their team members to give back to the community.**

What is it about Dallas that makes it an epicenter of giving and time?

Our North Texas leaders all expressed gratitude toward the generosity of our community. We closed out our panel discussion with a fitting question about why our region is so great about giving back to our community. Sarah led this response "The entrepreneurial spirit and can-do attitude of the DFW region in North Texas is pervasive. It's the fabric of who we are here, particularly in this region."

She added that this is a thriving, growing area so "we begin to see that collective philanthropy and collective desire to make the community better and with a higher quality of life for all. The business leadership, the donors - individuals and families that step up and opportunities like North Texas Giving Day." North Texas Giving Day helps with community awareness and gives the community a platform to hear the stories of many nonprofits. "Whether it's hunger or the need for STEM education for young women, it's a nice equalizer from that standpoint where **we're all working (that day in particular) together as a community to try to make it a thriving community for all**"

Marilyn shared her point of view from when she moved to this area. She was pleasantly surprised to find the groups that she has gotten involved with and to see the growth and its impact. "**All of these nonprofits are being interwoven into the community.**" She closed by saying that Dallas is a great place for nonprofits, entrepreneurs, and "it's a great place with companies moving in and experiencing our North Texas growth."

Erica closed out our time with her gratitude toward the community. "We are blessed in this community to have so many philanthropic families that set an example for so many others. Same with our local companies. Like Sarah said, it's just this can-do attitude where 'by golly, **if there's an issue, we're going to fix it. Hunger is not acceptable in our community so let's do something about it.**"

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Our Conclusions from the Discussion

- Corporate and individual giving is essential to our community.
- North Texas Giving Day is a great way to get involved, learn about local nonprofit organizations, and give back.
- Companies benefit when they give back and when they encourage and enable their employees to give back.
- Our North Texas community is an excellent example of a community that is dedicated to helping one another.

Watch the full recording of this event [here](#). Learn about North Texas Giving Day and each of the organizations represented here today via the links below.



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Thank you to our panelists, attendees, and post-event readers! We hope you enjoyed the discussion and gained some insight on the importance of giving back.

