



BUILDING A BENEVOLENT BUSINESS

BETTER BUSINESS. BETTER WORLD.

The E-Book!



LOVE. PURPOSE. PROGRESS.

Introduction

Benevolence in Business

Phase 1 - Fruitful Exploration

Phase 2 - Being Fruitfully Effective

Phase 3 - Evaluating Your Fruitfulness

TABLE OF CONTENTS



TABLE OF CONTENTS

BUILDING A BENEVOLENT BUSINESS

BUILDING A BENEVOLENT BUSINESS

SIGNATURE CAUSE: DOG RESCUE



THE FRUITFUL COMPANY

Brandi Tanille Carter

Founder & CEO

- 20 years of helping people create something constructive out of the chaos in our world.
- Guided countless individuals, companies and foundations in supporting causes that matched their values, missions and visions
- Committed to living a life of service and helping others to do the same
- Established The Fruitful Company in 2019

WHAT IS A BENEVOLENT BUSINESS?

A benevolent business values workers, customers and social good while also pursuing profitability. They

1. Create a sustainable future for humans, society, the economy and the environment
2. Actively work to eliminate damage
3. Maximize possibilities and profits
4. Empower through benevolent leadership

BENEVOLENT BUSINESS



WHY YOU SHOULD BUILD ONE?

A benevolent business is a better business

- 1.They create a strong internal culture
- 2.They encourage purchasing
- 3.They foster long-term customer/brand loyalty

BENEVOLENT BUSINESS



CONSUMER PREFERENCE



Consumer Choice

64% of consumers will choose, switch, avoid or boycott a brand based on its stand on societal issues.



Pay for Proceeds

71% of Millennials said they would pay more for a product if they knew some of the proceeds went to charity.



Lead Consumers

While, 71% of U.S. millennials hope companies will take the lead on the social issues they find important.



Strong Purpose

When consumers think a brand has a strong Purpose, they are 4.1 times more likely to trust the company. While, more than half of millennials would defend a purpose-driven company if people spoke badly of it.

EMPLOYEE ENGAGEMENT



Lower Turnover

Turnover dropped by 57% in employee groups most deeply connected to their companies' giving and volunteering efforts.



Lead Change

76% of people say that CEO's should take the lead on change rather than waiting for government to impose it.



Speak Out

54% of respondents say CEOs speaking publicly on controversial political and social issues they care about is important when considering an organization as a potential place of employment



Build Trust

To build trust respondents want to know a CEO's personal values (79%), the obstacles a CEO overcame to be successful (71%), and a CEO's personal success story (67%)



COVID RESPONSE



Purpose is Power

Working for a company with a strong Purpose is more important to employees (88%) now than ever before



Help People

89% of consumers say they want brands to shift money and resources to produce products that help people meet pandemic-related challenges



Support The Team

67% of young people want brands to keep them informed on how they're supporting employees and the broader team.



Help Workers

68% of respondents said they wanted brands to donate to programs that provide direct support for medical workers.



Do More

35% of employees are reconsidering their current job because the company is not doing enough to address social justice issues externally



GDP Gain

By 2050 our country stands to realize \$1 trillion gain in GDP by closing the US racial equity gap



Expecting Equity

85% of Americans expect companies to help address racial inequity



Address Racism

57% of Americans believe companies need to address racism in their branding

The 6 Stages of Building a Benevolent Business

1. Be a Cheerful Giver: Find the Power in Purpose
2. Plant the Seeds of Change: Cultivate Your Cause
3. Find Fertile Ground: Be a Goal Getter Instead of Goal Setter
4. Be a Planting Patron: Plan(t) for Impact
5. Be a Budding Benefactor: Blossom in Philanthropy One Year at a Time
6. Be a Fruitful Philanthropist: Measure What Matters and Repeat

FRUITFUL EXPLORATION

Unearthing what moves you



PHASE 1

01

Cheerful Giver

Find Your Power in Purpose

How your business' values, mission, vision and philanthropic personality define your purpose and give you power to make a difference.

THERE IS POWER IN PURPOSE



02

Plant the Seeds of Change Cultivate Your Cause

Finding a primary or signature cause enables you to make a concentrated impact. Selecting a signature cause offers you focus without losing flexibility.

WHAT IS YOUR WHY?

8 REASONS WHY



8 REASONS WHY

WHAT IS YOUR WHY?

#1 KNOWING YOUR WHY

8 Not 13 Reasons Why

Knowing your way makes being a benevolent business a delightful experience and empowers you to make focused giving and programming choices.

WHAT'S YOUR WHY?



VALUES

What's Needed: Clear Values

Your generosity is guided by your business' values



HERITAGE

What's Needed: An Origin Story

Your generosity is guided by the desire to help the communities and country from which your family emerged



ANALYSIS

What's Needed: Objectivity

Your generosity is guided by objectively identifying the biggest need or the issue that can be successfully solved with philanthropic resources.



FINANCIAL

What's Needed: A Good Accountant

Your generosity is guided by good financial sense, taxes and estate planning



FAMILY

What's Needed: A Willing Family

Your generosity is guided by a shared purpose or values, the desire to honor your ancestors, and your upbringing and traditions.



EXPERIENCE

What's Needed: A Sense of Gratitude

Your generosity is guided by the generosity you have personally experienced and the desire to provide others the opportunity to experience the same.



FAITH

What's Needed: A System of Belief

Your generosity is guided by your spiritual beliefs or religious practices, including the need to support places of worship and organizations that help others to experience your faith.



RECOGNITION

What's Needed: Drive For Success

Your generosity is guided by the desire to be associated with good works.



WHAT'S YOUR WHY?

Share your why in the comment box

What's your reason for building a benevolent business?

WHAT IS YOUR PERSONALITY TYPE?

6 PHILANTHROPIC PERSONALITIES



6 PHILANTHROPIC PERSONALITIES

WHAT IS YOUR PERSONALITY TYPE?

#2 KNOW YOUR TYPE

7 Types of Philanthropist

Understanding the type of philanthropist you are in your business will ensure that you are connecting with like-minded organizations and partners and using the right vehicles for your generosity.

[FIND YOUR TYPE](#)



COMMUNITARIAN

Doing Good Makes Sense - 26%

Believes that doing good in the community makes good business sense.



DEVOUT

Doing Good is God's Will - 21%

Feels it is God's will to do good; 96% of their giving is to religious purposes.



INVESTOR

Doing Good is Good Business - 15%

The investor says that doing good is good business. They are very careful about investigating the organizations they give to.



SOCIALITE

Doing Good is Fun - 11%

The Socialite likes having fun in their funding work, and that is the main reason they get involved.



REPAYER

Doing Good in Return - 10%

They feel that they are doing good because the organization has already given them something special.



ALTRUIST

Doing Good Feels Right - 9%

They give because they believe it is the right thing to do. They are genuinely selfless. They almost always focus on social issues.



DYNASTY

Doing Good is a Family Tradition - 8%

They usually come from affluent families. They grew up in families where there is a tradition of giving.

7 TYPES OF PHILANTHROPIST



WHAT'S YOUR TYPE

WHAT DO YOU WANT TO ACHIEVE?

FINDING YOUR SIGNATURE CAUSE



FINDING YOUR SIGNATURE CAUSE

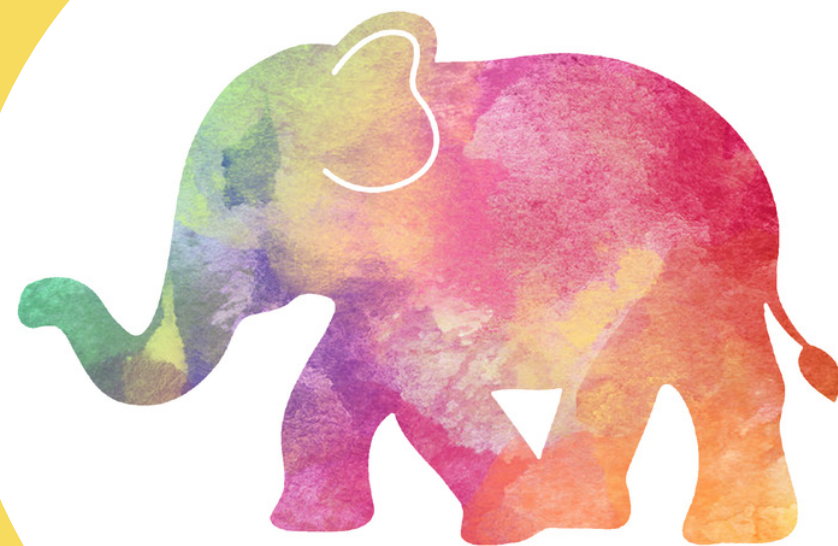
WHAT DO YOU WANT TO ACHIEVE?

#3 KNOW YOUR OUTCOME

What Do You Want to Achieve?

Knowing what you want to achieve will help you find the cause that you can truly get behind.

START WITH THE END IN MIND



FRAME THE ISSUES

Start with the Big Challenges

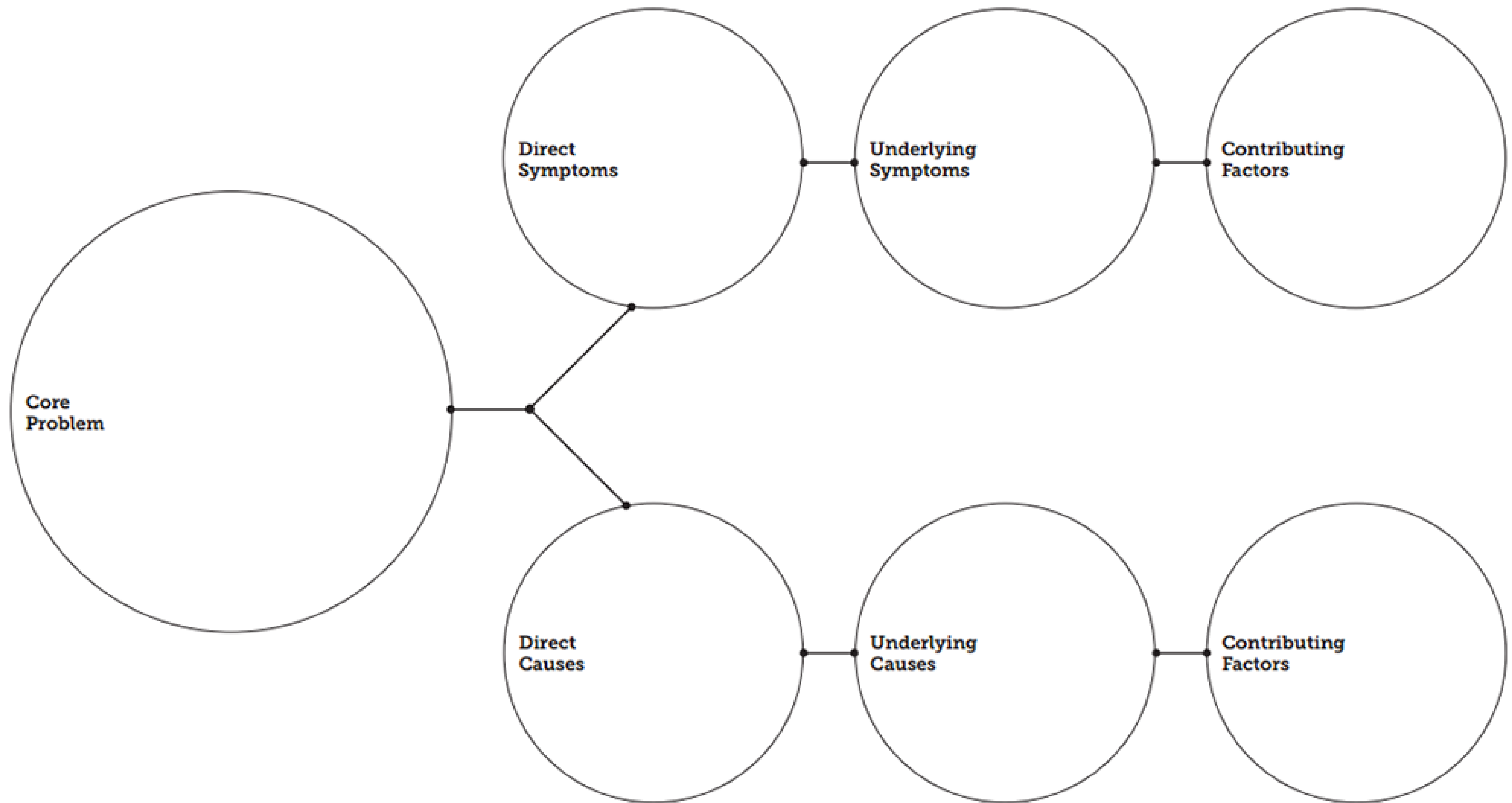
Poverty, Disease, Education, Climate Change, etc.

Get to More Specific Challenges

Define your focus further by drilling down into the micro-issues
(Exmple: Big Challenge is Disease / Micro issue is Malaria)

joint Decision-Making

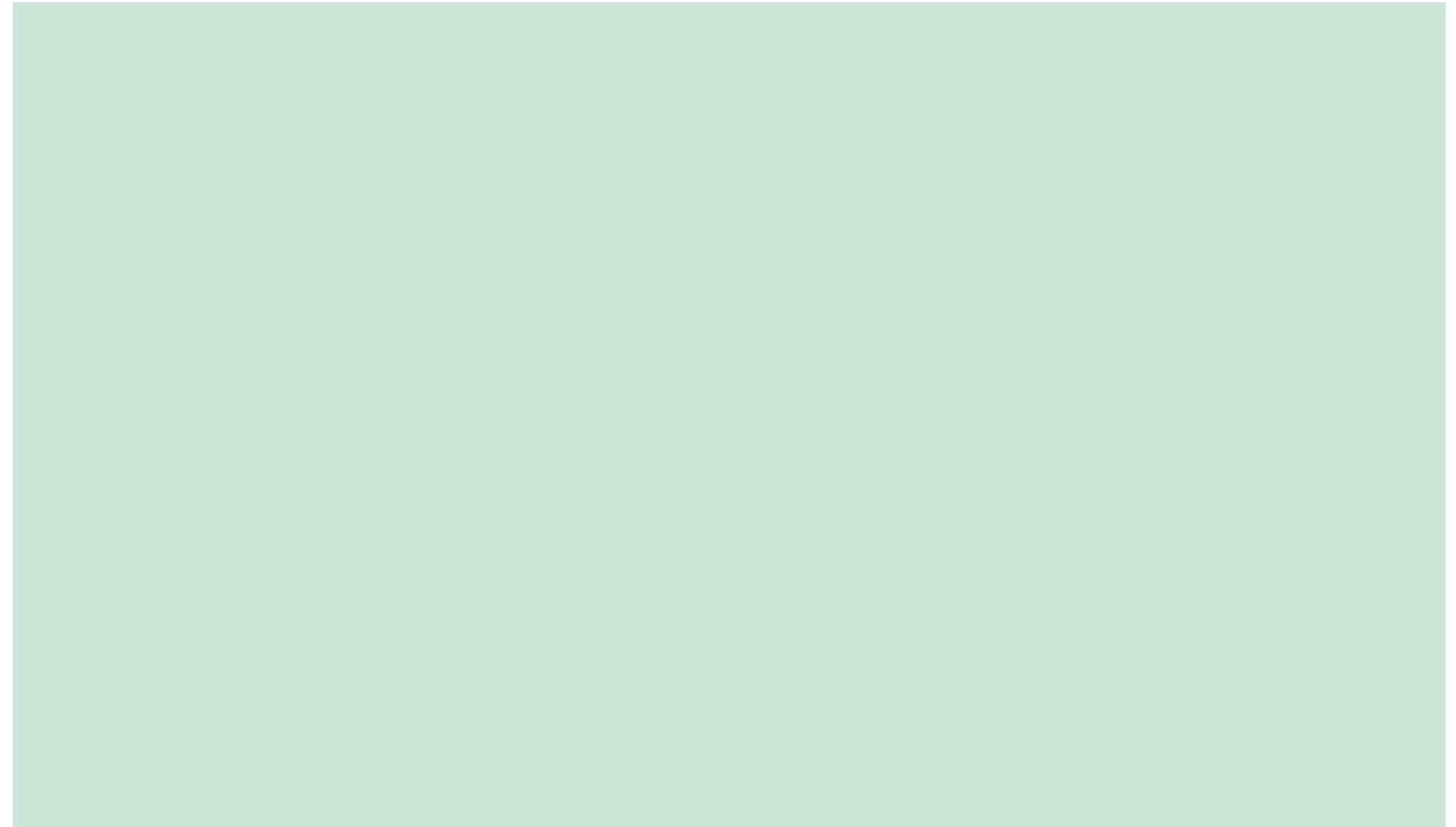
As a business owner you may share decision making responsibilities. Therefore, framing the issue may require a strategic plsnning session.





WHAT'S YOUR ISSUE?

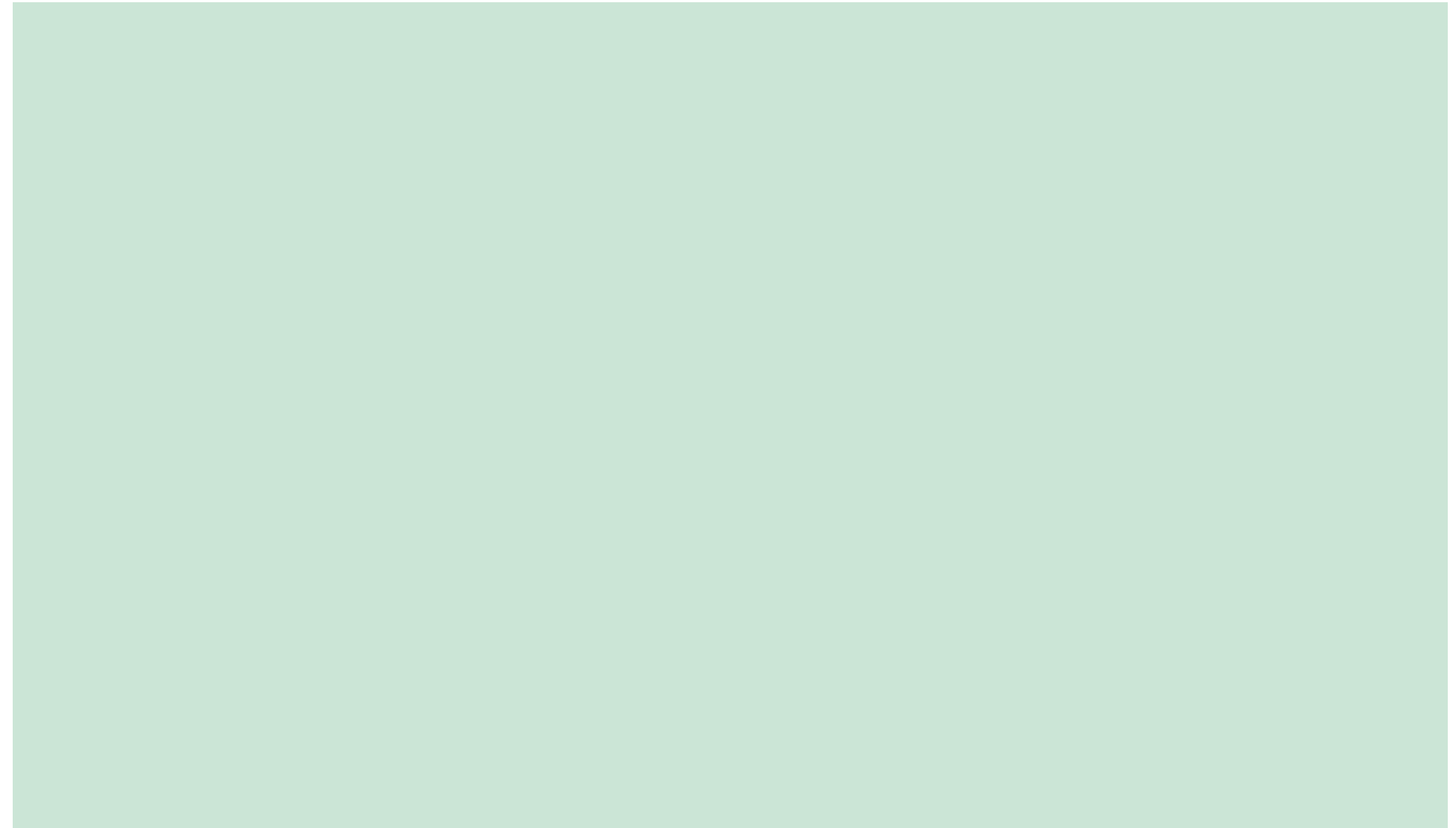
The Big Challenge





WHAT'S YOUR ISSUE?

Get More Specific





WHAT CHANGE DO YOU WANT TO SEE?

Populations

You can opt to focus on a specific population such as women, children, the elderly, animals or immigrants/refugees

Places

You can opt to keep your generosity local or select places that have important meaning to your organization

Institutions

You can also opt to focus on types of institutions that make a difference in a specific way, like think tanks, advocacy groups or museums.



WHAT CHANGE DO YOU WANT TO SEE?

Populations

Share your population in the chat

Places

Share your place in the chat

Institutions

Share your institution (if applicable) in the chat



PUTTING IT ALL TOGETHER

Big Challenge Inequality

Micro Challenge Inequality in Philanthropy

Population Inequality in Philanthropy for Black people

Places Inequality in Philanthropy for Black people in the U.S.

Institutions Educational institutions that are eradicating inequity in Philanthropy for Black people in the U.S.



PUTTING IT ALL TOGETHER

Big Challenge_____

Micro Challenge_____

Population_____

Places_____

Institutions_____



THE FRUITFUL COMPANY

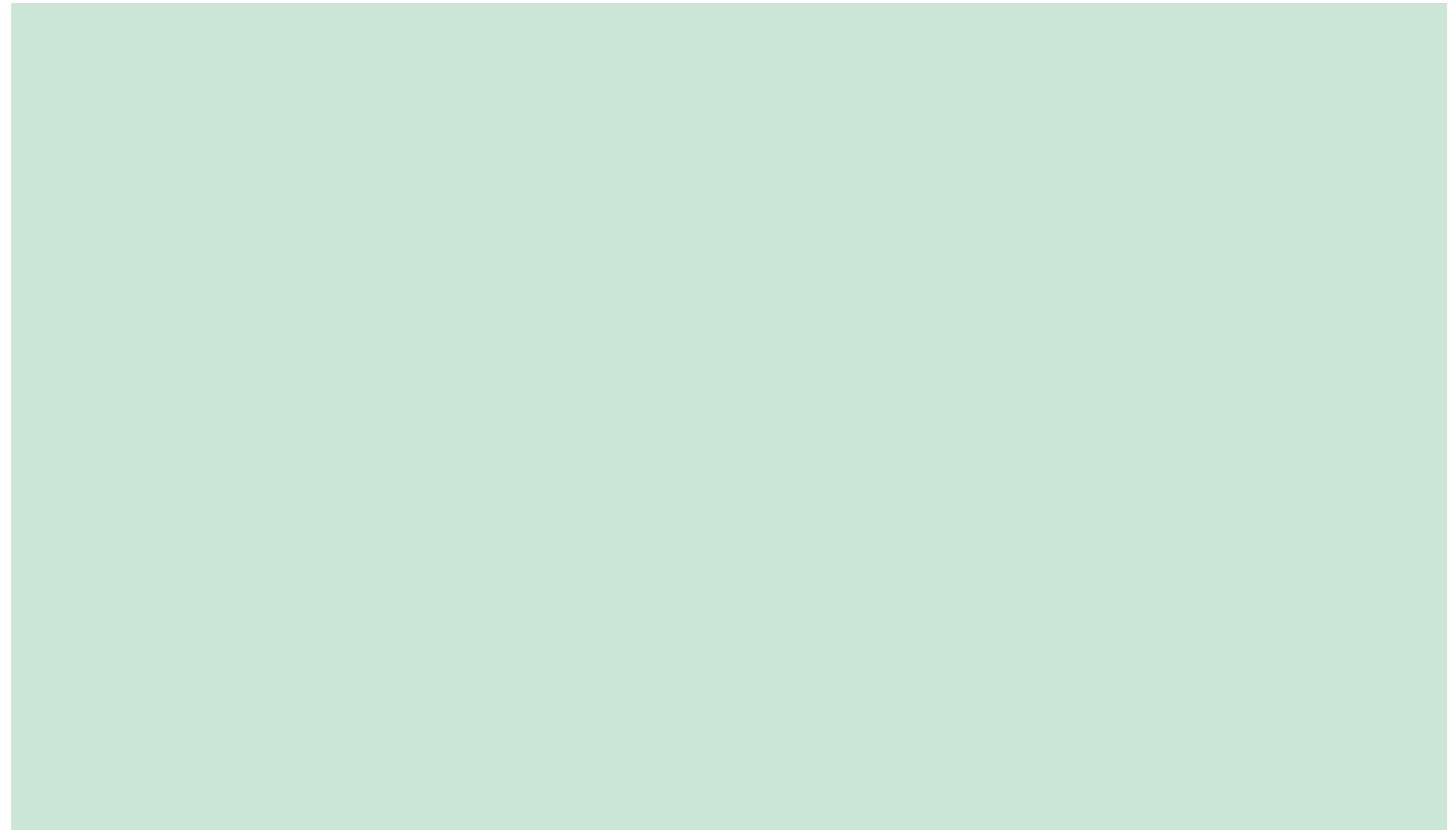
STATEMENT OF SUPPORT

The Fruitful Company supports educational institutions that are working to eradicate inequities impacting Black people in America's philanthropic landscape.

FINDING YOUR SIGNATURE CAUSE



YOUR STATEMENT OF SUPPORT





THE FRUITFUL COMPANY

VISION STATEMENT

The Fruitful Company exists to provide simple approaches to engage people of all colors in philanthropy that so brilliantly reaches the full spectrum of Americans that every philanthropist feels included and honored for their generosity.

03

Find Your Fertile Ground

Goal Getting not Goal Setting

Goal getting businesses chase their goals and the knowledge and resources to attain them. Whether in business or philanthropy, goal getting is key to making an impact.

#1 Know the Lay of the Land

Network to Know Your Work

Use networking and service to gain education and insights into your cause. By building relationships with advocates, donors and leaders you can learn:

- The organizations working in your cause area
- How much time and money it will take to resolve the issue
- What does success look like in this cause
- What are the current signs of progress
- Who is working on the issue



#2 Create a Theory of Change

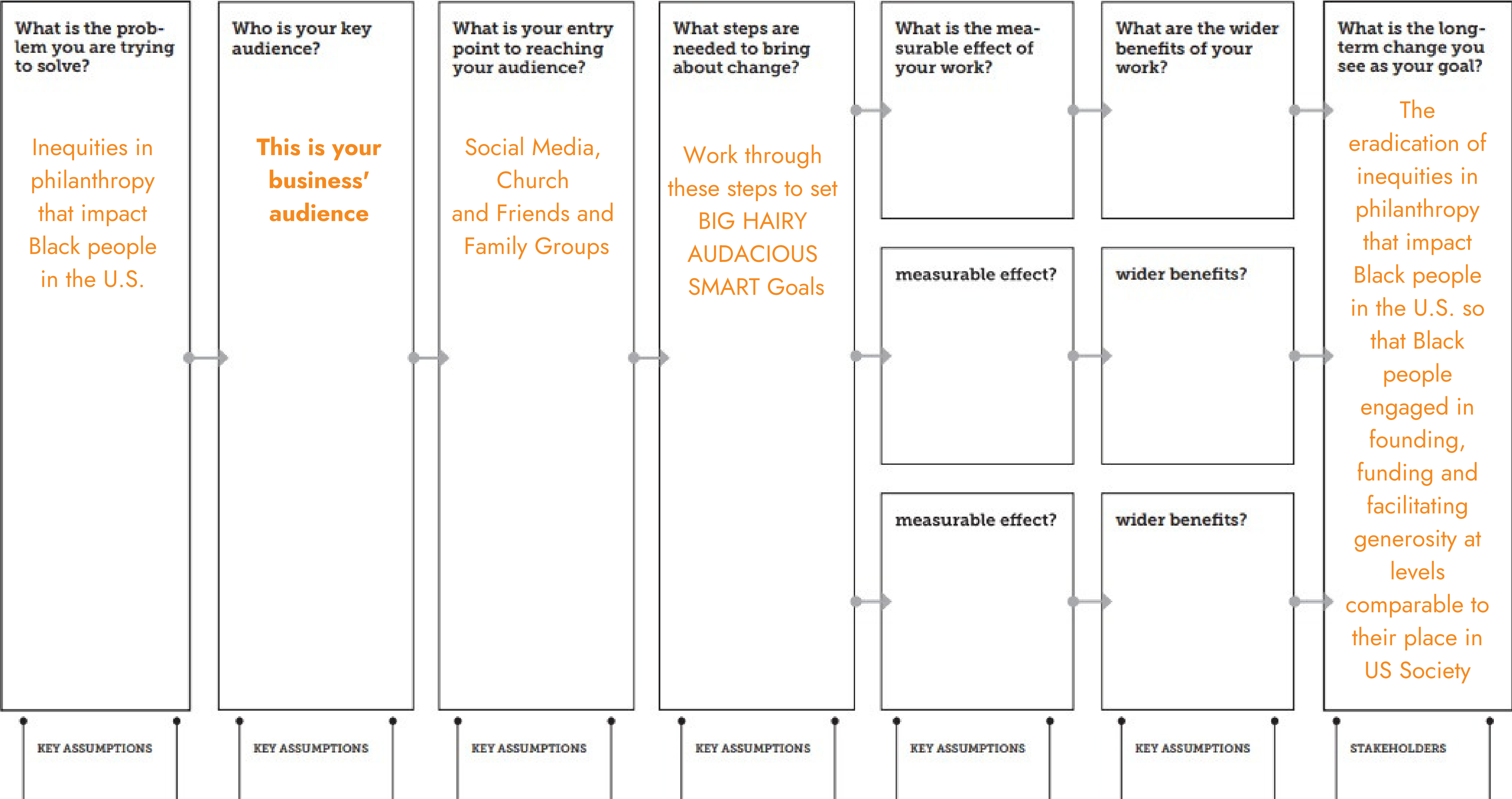
What is a Theory of Change?

- A specific method for planning, participating and evaluating philanthropy
- It promotes social change
- Defines long-term goals
- Maps back to identify the steps and resources needed to succeed



I want to clarify my priorities
by defining my goals and the path to reach them

THEORY OF CHANGE



What is the problem you are trying to solve?

Who is your key audience?

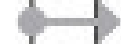
What is your entry point to reaching your audience?

What steps are needed to bring about change?

What is the measurable effect of your work?

What are the wider benefits of your work?

What is the long-term change you see as your goal?



KEY ASSUMPTIONS

KEY ASSUMPTIONS

KEY ASSUMPTIONS

KEY ASSUMPTIONS

KEY ASSUMPTIONS

KEY ASSUMPTIONS

STAKEHOLDERS

measurable effect?

wider benefits?

measurable effect?

wider benefits?

#1 Identify Your Resources

Types of Resources to Consider

- **Physical:** Tangible resources you can use to add value (product, office locations, equipment, etc.)
- **Intellectual:** Skills, your brand, patents and copyrights
- **Human:** Your time and presence
- **Financial:** Money, stocks, bonds, insurance, accounts





FRUITFUL EFFECTIVENESS

Plan(t)ing for progress



PHASE 2

04

Be a Planting Patron Plan(t) for Impact

Apply what you learned through exploration to creating a plan to make specific progress over 5 years. This 5 Year Strategic Plan is the north star for your annual action plans.

What's in a Plan?

5 Years to Effectiveness

Executive Summary

Program Overview

Resource Strategies:

- Physical
- Human
- Intellectual
- Financial

Marketing and Communications Strategy



Executive Summary (what impact do you hope to make over 5 years and why?)

1. I hope to help more Black people in securing high-level positions in philanthropy
2. I hope to minimize racial biases impacting both donors and those receiving services from charitable organizations
3. I hope to increase the number of Black led nonprofit startups that reach mature status within 5 years

Program Overview (how do you plan to accomplish the impact detailed in your executive summary)

- (1) Host a job fair for HBCU students and leading nonprofit organizations
- (2) Develop a career mentorship program to help Black people in nonprofit remain in the sectors
- (3) Fund racial bias training to offer for free or reduced to organizations
- (4) Develop a fellowship program for startups and their founders

Marketing, Social Media, Public Relations and Community Relations opportunities

- Social media messages to encourage and inform about career opportunities
- Corporate and academic partnership
- Marketing opportunities for the career fair
- Success stories
- Future clients generated from those we help

Financial Resources Required

- (1) Money for mentoring events
- (2) money to pay for bias training or a portion of the training
- (3) Money for a fellowship retreat and guest speakers
- (4) Money to grant to startups
- (5) Money to provide tech resources to startups

Specific Programs & Approaches

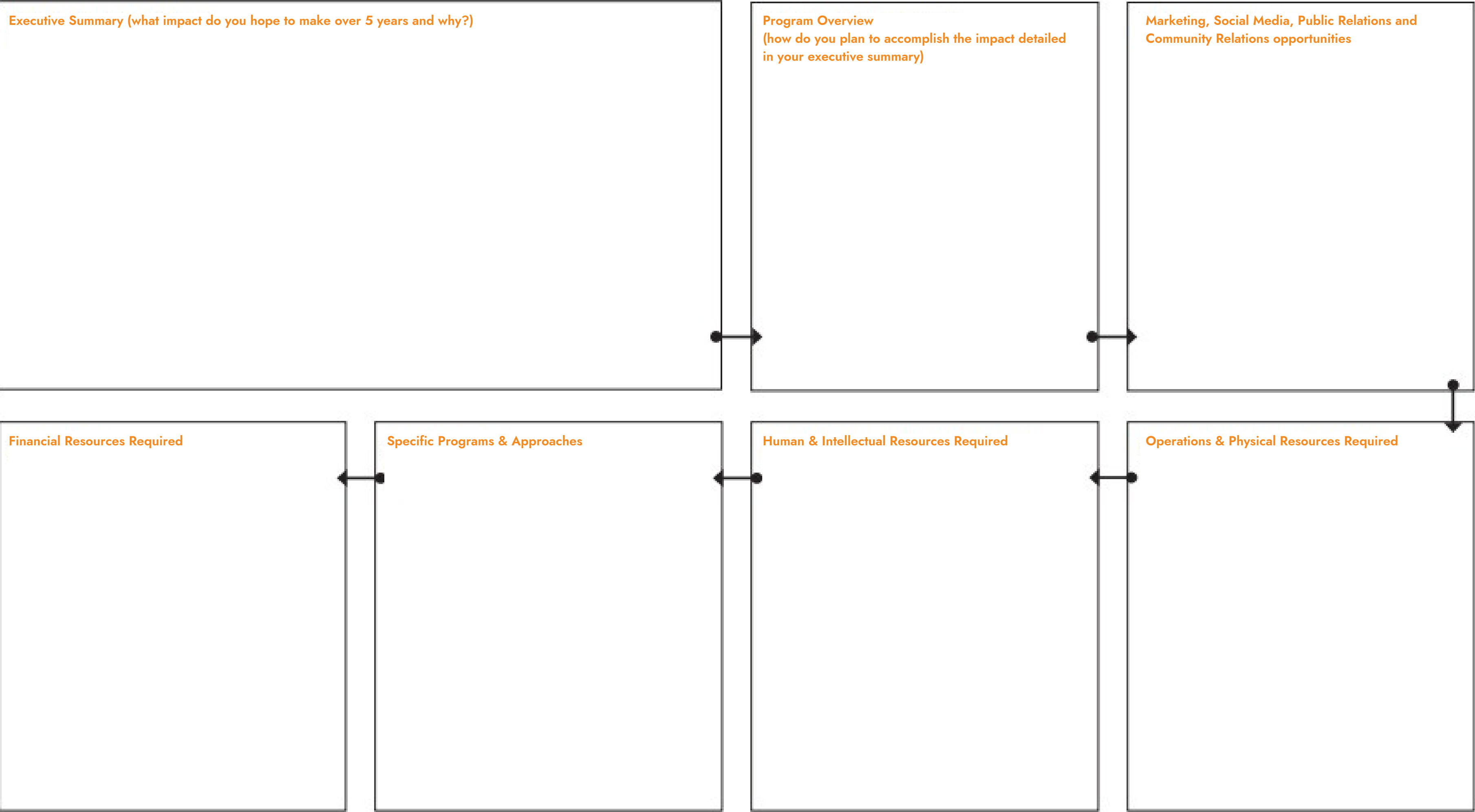
- Job fair
- Mentoring program
- Free courses for nonprofit organizations
- Fellowship
 - retreat
 - Workshops
 - Guest speakers
 - Grant for their organization
 - Tech resources

Human & Intellectual Resources Required

- Mentors
- Teachers and experts
- A committee for the job fair
- Relationship with HBCU associations
- Nonprofit HR directors and leaders
- Racial bias trainer
- Fellowship coordinator
- Our brand
- Graphic designer
- Marketing and PR support

Operations & Physical Resources Required

- A location for the job fair
- Retreat locations
- Workshop locations
- AV equipment
- Budgets
- Timelines



05

Be a Budding Benefactor Blossom in Philanthropy Annually

How do you eat an elephant? One bite at a time.

With a 5 year strategic plan for your benevolent business, you may be overwhelmed. Yet, the best way to ensure that you succeed at making an impact is to create one year action plans that map back to your strategy.

What's in an Action Plan

Planning for a Year of Impact

- Specific activities (objectives) written using the SMART goal formatting
- Owner of each SMART goals and other human resources planned for implementation
- Budget for the each action
- The dates when the actions should be completed



ACTIVITY	→	ASSIGNED TO	→	BUDGET	→	DEADLINE	→	SIGN OFF

EVALUATING FRUITFULNESS

Measuring what matters



PHASE 3

06

Be a Fruitful Philanthropist

Measure What Matters and Repeat

Measuring your businesses impact is key to ensuring that you are heading in the right direction. Use your measurements to set the course for the following year, always with an eye on achieving the end goals outlined in your 5 Year Strategic Plan.

What To Measure

Collect the Following Data Making Measurement Easier

Quantitative Data - Impact numbers like:

- Numbers served
- Volunteer hours
- Money invested

Qualitative Data - Impact statements:

- Volunteer testimonials
- Program and organizational feedback
- Press clippings



Other Impact Areas and Measurements

- Ethics
- Environmental Protection
- Governance
- Transparency
- Business Relationships and Supply Chain
- Employment Practices
- Financial Returns and Product Value
- Other Community Involvement

*make
a positive
impact*



Wishing You the Best in
Making The World Better!

CULTIVATORS' COMMUNITY

THE FRUITFUL COMPANY

CONTACT INFORMATION

 [/thefruitfulcompany](#)

 [/thefruitfulcompany](#)

 [/thefruitfulco](#)

 branditanille@thefruitfulcompany.com

 www.thefruitfulcompany.com