

Giving for Personal GROWTH:

how to achieve success in career and life
through giving back

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ABOUT ME



HISTORY OF THE LPBC



2005

2008



5 AREAS OF STRATEGIC FOCUS

5 AREAS OF STRATEGIC FOCUS

A photograph of four women standing together at a charity event, smiling. They are wearing name tags and t-shirts. The woman on the far left has a name tag that says "Suzanne" and a t-shirt with "SAMA" and "WWW.SAMA.ORG". The woman on the far right has a name tag that says "Broel" and a t-shirt that says "SAHARITAN'S FEET" and "www.pamtsaharitanfeet.org". In the background, there are other people, a white van, and a scoreboard showing "Mike Shelton 3/23", "Fall Out Boy 3/18", and "Billy Joel 3/25".

**COMBINE FORCES
AND FUNDS**

5 AREAS OF STRATEGIC FOCUS

A group of young people are gathered around a table, focused on a project. One person in the foreground is holding a small, white, cube-shaped robot with a camera lens and a light. The background shows a wall with a framed picture of a group of people. The entire image has a dark blue overlay.

**CONNECT OUR
COMMUNITY**

5 AREAS OF STRATEGIC FOCUS

A group of people are climbing a rock wall. The image is overlaid with a dark blue tint. The text is centered over the image.

**SIMPLIFY ENGAGEMENT
WITH FREE EVENTS**

5 AREAS OF STRATEGIC FOCUS

A group of approximately 15-20 volunteers, mostly men, are standing in a room filled with stacks of canned goods. They are wearing light-colored shirts and some are wearing caps. In the background, a large sign on the wall features a stylized house icon above the word "MAHAFFEY". The room appears to be a warehouse or a food bank storage area.

MAHAFFEY

**PROVIDE TURNKEY
VOLUNTEER OPPORTUNITIES**

5 AREAS OF STRATEGIC FOCUS



**SHARE A PIPELINE OF
POSITIVE STORIES**

LPBC TODAY



80 CORPORATE PARTNERS

Owner:

Lipscomb & Pitts Insurance

Charter Partners:

American Residential Services

AutoZone, Inc.

Baptist Memorial Health Care

CB Richard Ellis Memphis

FedEx Corporation

Independent Bank

masterIT

Smith & Nephew

Partners:

American Home Shield

AmeriSpec

Angela Mazanti Events

Baker Donelson

Bella Caffe Fine Coffee & Espresso

Campbell Clinic Orthopaedics

Cannon Wright Blount

Capstone Sales Performance

Champion Awards & Apparel, Inc.

Christian Brothers University

Clear Channel Outdoor

The Commercial Appeal

Conway Services Heating & Cooling

Creation Studios Photography

Data Facts

Drexel Chemical Company

Duncan Williams Asset Management

EBiz Solutions

Emergency Mobile Health Care

ePaymentAmerica

FedEx Office

Flash Staffing

Furniture Medic

Germantown Day Spa

The Great Hall & Conference Center

Harmonyx

Hilton Memphis Hotel

HRO Partners

Humana Inc.

iHeartMedia

Inside Memphis Business Magazine

Level Nine Services

Mahaffey Tent & Event Rentals

MBI

Mednikow

Medford Roofing

Memphis Convention & Visitors Bureau

Meridian Leasing Corporation

Merry Maids

Metro Construction

Monogram Food Solutions

Napa Café

nexAir

Nolan Audio Video Solution

NovaCopy

Phelps Security

Pickering Firm, Inc.

Republic Services

Ring Container Technologies

ServiceMaster Clean

The ServiceMaster Company

ServiceMaster by Stratos

ServiceMaster Property Restoration

Simply Delicious Caterings

Skyline Exhibits MidSouth

Solar-Tech Glass Tinting & Graphics

State Systems Inc.

Sullivan Branding

TshirtChampions.com

Terminix

Tioga Environmental Consultants

TPC Southwind

Transnetyx

TruGreen

University of Memphis Athletics

University of Memphis

Vaco

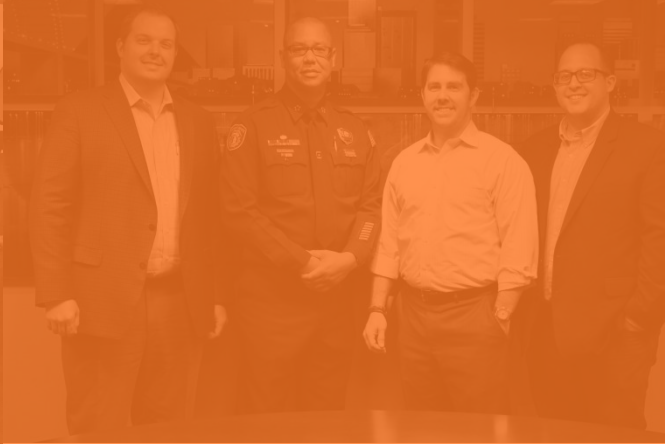
V2 Media

WKNO-TV

Yuletide Office Solutions



HOW DOES THE LPBC ACTIVATE COMMUNITY?



PROGRAMS & EVENTS

181 EVENTS IN 2015



PROGRAMS & EVENTS



- The Signature Breakfast Series
- Business Expos
- Speaker Receptions
- Executive Lunches
- Sales Force Lunches
- TV & Radio Show Tapings
- UofM LEAD Lunches
- The Referral Rectangle
- Seminars and Workshops
- Lunch & Learns
- Give Back Afternoons
- Nonprofit Tours
- Cultural Connections
- Golf Scrambles
- Tennis Mixers
- Social Mixers

PROGRAMS & EVENTS



THE SIGNATURE



BREAKFAST SERIES

PROGRAMS & EVENTS



EVENING RECEPTIONS

PROGRAMS & EVENTS



WEEKLY LUNCHEES

PROGRAMS & EVENTS

SEMINARS & WORKSHOPS



PROGRAMS & EVENTS



GOOD
works
Presented by The LPBC

BROADCAST MEDIA &

CONTENT SHARING



changemakers
Presented by @TheLPBC

PROGRAMS & EVENTS

Jeremy C. Park



GIVING FOR GROWTH

Achieving Success
Through Giving Back

Foreword by Johnny Pitts

*"A must read for anyone looking to transform their
community through collaboration"*

Manny Ohonme, Samaritan's Feet

GIVING BACK WITH PURPOSE

Fueling growth through community involvement



By **Jeremy Park** *Foreword by* **Johnny Pitts**

BOOKS THAT

GIVE BACK



PROGRAMS & EVENTS



MPD FALLEN OFFICER MEMORIAL

PROGRAMS & EVENTS



MEMPHIS ROCKS

PROGRAMS & EVENTS

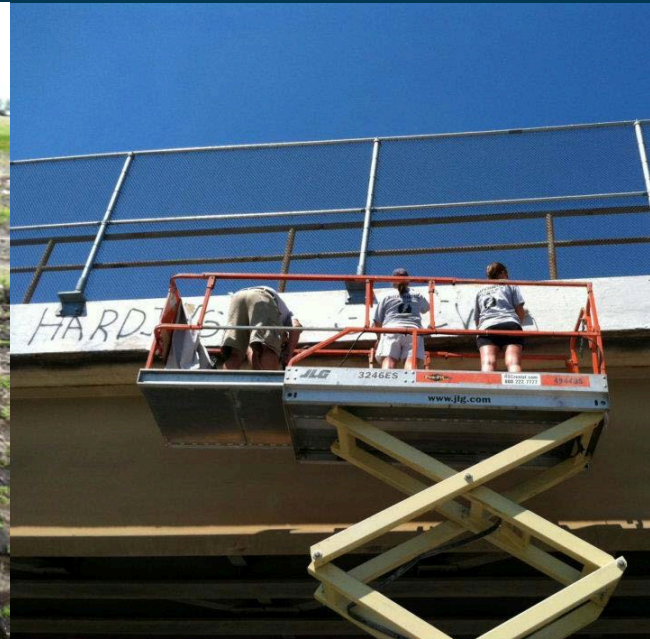


COMMUNITY ACTIVATION



AND IMPACT

PROGRAMS & EVENTS





THE
THREE
TRUTHS

THE THREE TRUTHS

1) **PEOPLE** physically
solve problems



THE THREE TRUTHS

2) **PEOPLE** provide
opportunities for people

THE THREE TRUTHS

3) **GIVING** leads
to **GROWTH**



**TRENDS IN CORPORATE
PHILANTHROPY**

Social IMPACT

is now mandatory

TRENDS IN CORPORATE PHILANTHROPY



**Dual Expectation of
Financial + Engagement**

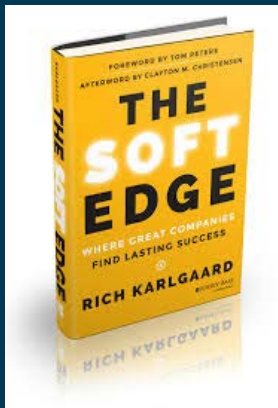
HEADLINES & QUOTES

The logo for Forbes magazine, featuring the word "Forbes" in a white, serif font on a dark blue rectangular background.

“Companies without social impact culture will soon be obsolete.” - Forbes Magazine

The logo for USA Today, featuring the words "USA TODAY" in a white, bold, sans-serif font on a blue rectangular background. The "U" in "USA" is stylized with horizontal lines.

“Consumers Looking at Corporate America to be the Solution” - USA Today



“...for the first time in history, impressions of openness, sincerity and authenticity are more important to corporate reputation in the United States than the quality of products and services...”
- The Soft Edge

TRENDS IN CORPORATE PHILANTHROPY

85% of millennials correlate their purchasing decisions based on the social good efforts a company is making

ADDING PURPOSE

The Traditional Marketing Mix Model is Expanding

P

PRODUCT

PRICE

PLACE

PROMOTION

PEOPLE

PROCESS

POSITION

PURPOSE

ONE FOR ONE MODEL



TRENDS IN CORPORATE PHILANTHROPY

In 2014, individuals gave \$258.51 billion (72%), foundations gave \$53.97 billion (15%), bequests were \$28.13 billion (8%), and corporations gave \$17.77 billion (5%)

Giving is becoming
more **systematic** and
sustainable

TRENDS IN CORPORATE PHILANTHROPY

Giving **MORE** to **less**
organizations

TRENDS IN CORPORATE PHILANTHROPY

85% of companies are measuring and tracking the societal outcomes and impacts of investments

**Aligning expertise and
leveraging ALL assets**

Engaging the **PUBLIC**
in giving back

**Making volunteerism turnkey
and transforming employees
into armies of do-gooders**

TRENDS IN CORPORATE PHILANTHROPY

The volunteer rate declined by 0.4 percentage point to 24.9% for the year ending September 2015

TRENDS IN CORPORATE PHILANTHROPY

The estimated dollar value of
volunteer time is **\$22.55 per hour**

TRENDS IN CORPORATE PHILANTHROPY

44% of millennials are more likely to volunteer if their manager does too

TRENDS IN CORPORATE PHILANTHROPY

Nearly 90% of companies with
volunteer programs found a positive
correlation between employee
participation in these programs and
higher employee engagement scores



**THOUGHTS
ON TRUST, POWER
& PURPOSE**

RELATIONSHIPS ARE BUILT ON TRUST

The most expensive thing in
this world is **TRUST**.

It can take years to earn and
only seconds to lose.

The more you **GIVE**
the more you receive

Power comes from access to
resources or **INFLUENCE**

Cities need **privately funded**
catalysts to solve problems

You can be the
central system to
draw your city together

FINDING YOUR PURPOSE

You find yourself in the
SERVICE of OTHERS

FINDING YOUR PURPOSE

HAPPINESS

+

MEANING

AND THIS...



Let's
Create Jobs

WE HAVE TO MAKE IT EASY

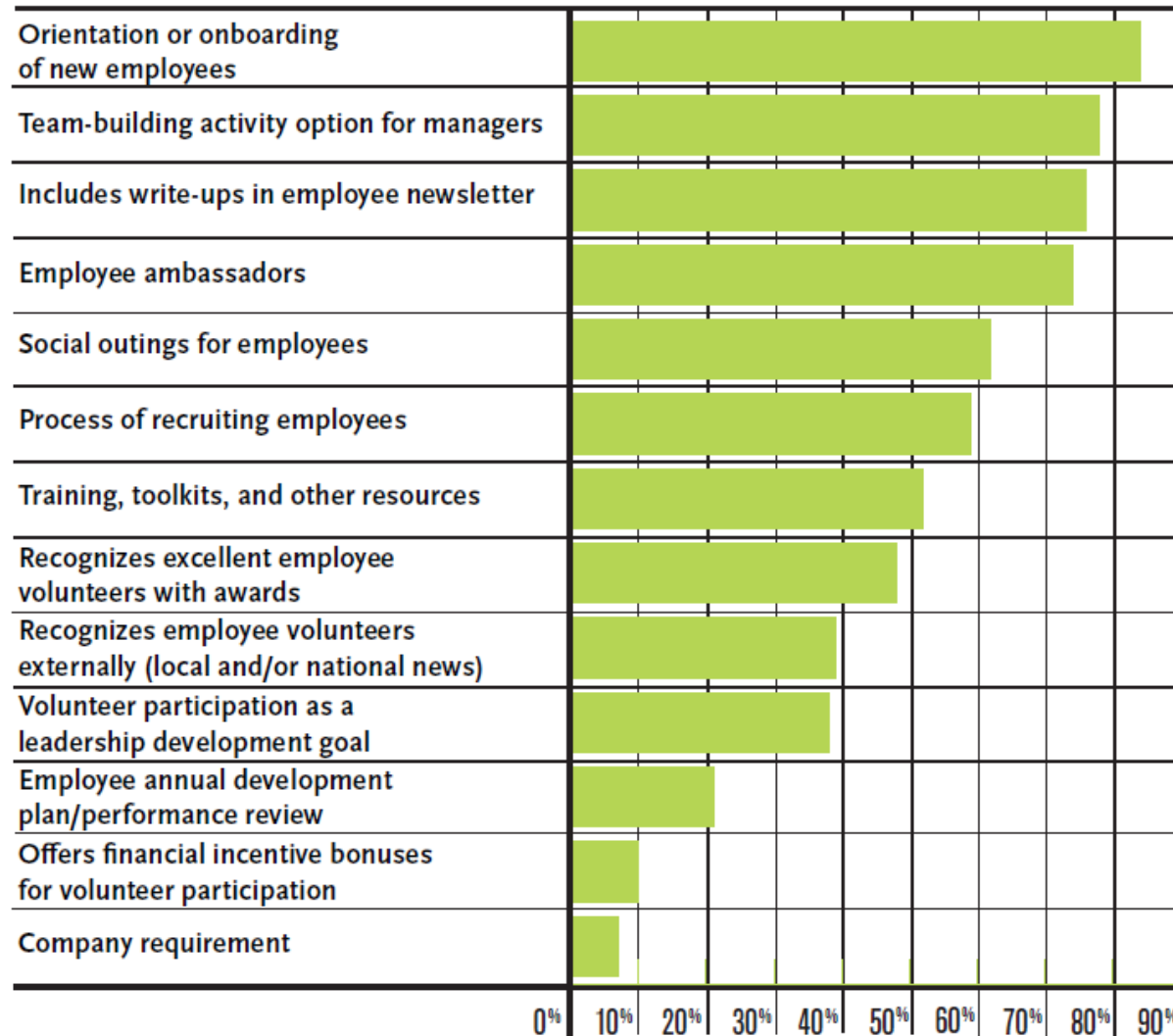


Habitat
for Humanity
of Greater Memphis



MAKING VOLUNTEERING EASY

The ways that companies engage employees in volunteer programs



MAKING VOLUNTEERING EASY



Modified Work Schedules

MAKING VOLUNTEERING EASY



Bring Opportunities In-House

MAKING VOLUNTEERING EASY



Organize Nonprofit Tours

MAKING VOLUNTEERING EASY

Casual Fridays



MAKING VOLUNTEERING EASY

Match employee contributions
or sponsor events employees take
a leadership role in organizing

**Publically recognizing employees
who volunteer is proven to
encourage more employees to
volunteer**

A man with a beard and short hair is smiling and looking towards the camera. He is wearing a light-colored shirt and is in the process of packing cardboard boxes. He is holding a stack of metal cans in his hands. The background is filled with other people and more boxes, suggesting a busy charity event or warehouse. The entire image has a warm, orange-toned overlay.

**WEAVE GIVING INTO
YOUR ROUTINE**

MAKE IT EASY TO GIVE BACK

A group of four people (two men and two women) are shown from the chest up, cheering enthusiastically. They have their mouths wide open in smiles and their arms raised in the air. The image is overlaid with a semi-transparent blue filter. The text 'BENEFICIAL WATCH PARTY' is centered over the bottom half of the image.

**BENEFICIAL
WATCH PARTY**

MAKE IT EASY TO GIVE BACK

ADD ADVENTURE





TAKEAWAYS & TIPS TO USE

TAKEAWAYS & TIPS TO USE

Define your **PURPOSE**

Create your
Community Calling Card

**Make your giving systematic
and automatic**

TAKEAWAYS & TIPS TO USE

Get engaged with one large
nonprofit and one small nonprofit
where you can make a difference

TAKEAWAYS & TIPS TO USE

Wear a cause and shop
with purpose

TAKEAWAYS & TIPS TO USE

Include community in your
newsletter and **create FREE** events
for the public to attend

TAKEAWAYS & TIPS TO USE

Capture pictures, videos, and
testimonials to share on
social media

TAKEAWAYS & TIPS TO USE

Empower employees to use social
media and become brand
ambassadors
(use #hashtags)

TAKEAWAYS & TIPS TO USE

Use *ALL* your resources to help nonprofits, including social media, conference rooms, vehicles, cameras, and more

TAKEAWAYS & TIPS TO USE

Do your research ahead of time
and learn more about those
attending events, which will
help you connect

Be a SPARK

and bring the community
together as you lead by
example and lift others up with
your positive spirit

THINK
START SMALL
BIG
ACT NOW!



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@THELPBC

THELPBC.COM