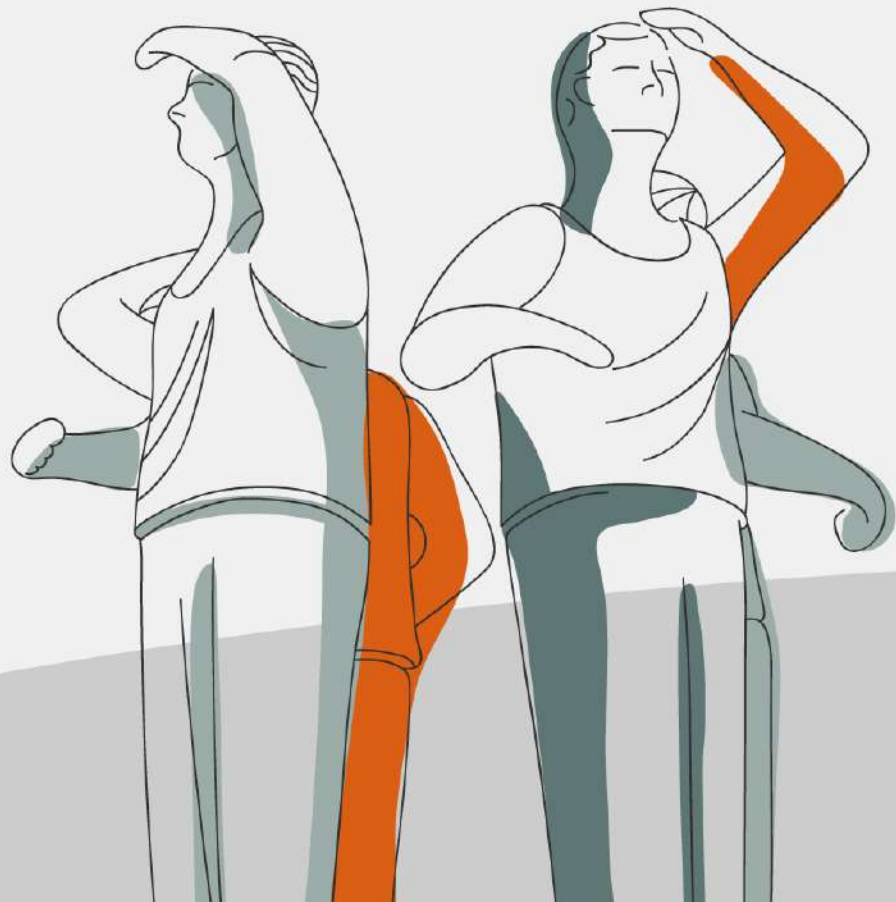


Fundaciones & Sostenibilidad

Cultivando Relaciones Exitosas
con Donantes y Empresas

 **CREDICOR capital**
Fundación





CPC

CONFEDERACION
DE LA PRODUCCION
Y DEL COMERCIO

Nuestro **compromiso** con la *sociedad*

Alfonso Swett - Presidente CPC
Fundación Credicorp Capital
11 de octubre de 2019



Construir **sociedad** entre todos





“La empresa
empieza en la venta,
pero no termina en
la utilidad, termina
en la **sociedad**”.

Rol de los empresarios en el desarrollo social

Pensando en áreas sociales como educación, salud, pobreza o cultura, ¿Con cuál de las siguientes frases está usted más de acuerdo?



Es **positivo** que los empresarios contribuyan.

60%



Los empresarios **no deberían** contribuir, es un rol exclusivo del Estado.

37%



No sabe o no responde

3%

Nos **preocupan** y **ocupan**
los problemas de Chile



Mediante una
alianza
entre todos



Fuente: DepositPhotos

Sociedad civil - Empresarios - Trabajadores - Gobierno



UNA RESIDENCIA
UNA EMPRESA
juntos por la infancia
PROYECTO 3xi



CPC y su **compromiso** con la sociedad



PROYECTO  **MERCURIO**
www.elmercurio.com

Incorpora al Estado, empresas particulares y organizaciones de la sociedad civil:

Inédita alianza público-privada busca reinsertar a la mitad de la población penal chilena

CPC y su **compromiso** con la sociedad



Con nuestras acciones
queremos ayudar a construir **confianza**





Fuerte relación entre aporte social de las empresas y mejor imagen

En su opinión, ¿Si aumentarán significativamente los aportes a temas sociales por parte de los empresarios, su imagen pública..?



Mejoraría
65%



No cambiaría
en nada
27%



Empeoraría
4%



No sabe, no responde
4%

LA **PERSONA**

AL CENTRO DE LAS DECISIONES
DE LA EMPRESA





Kevin Carter



CPC
CONFEDERACION
DE LA PRODUCCION
Y DEL COMERCIO

Muchas gracias

Fundaciones & Sostenibilidad

Cultivando Relaciones Exitosas
con Donantes y Empresas





Creating an Ecosystem of Engagement

Santiago, Chile

October 2019

AGENDA

Gerald Chertavian, Year Up Founder

- Year Up model and results
- How we work with donors
- Questions & discussion

Shawn Bohan, Grads of Life Founder

- Extending our reach for impact
- Commitments



The Opportunity Divide in the United States

Founded in 2000, Year Up's mission is to close the Opportunity Divide by ensuring that young adults gain the skills, experiences, and support that will empower them to reach their potential through careers and higher education.



4 million young adults

are out of work, out of school, and without access to the economic mainstream



7 million jobs

requiring post-secondary education will go unfilled in the next decade

Year Up Model

Phase 1

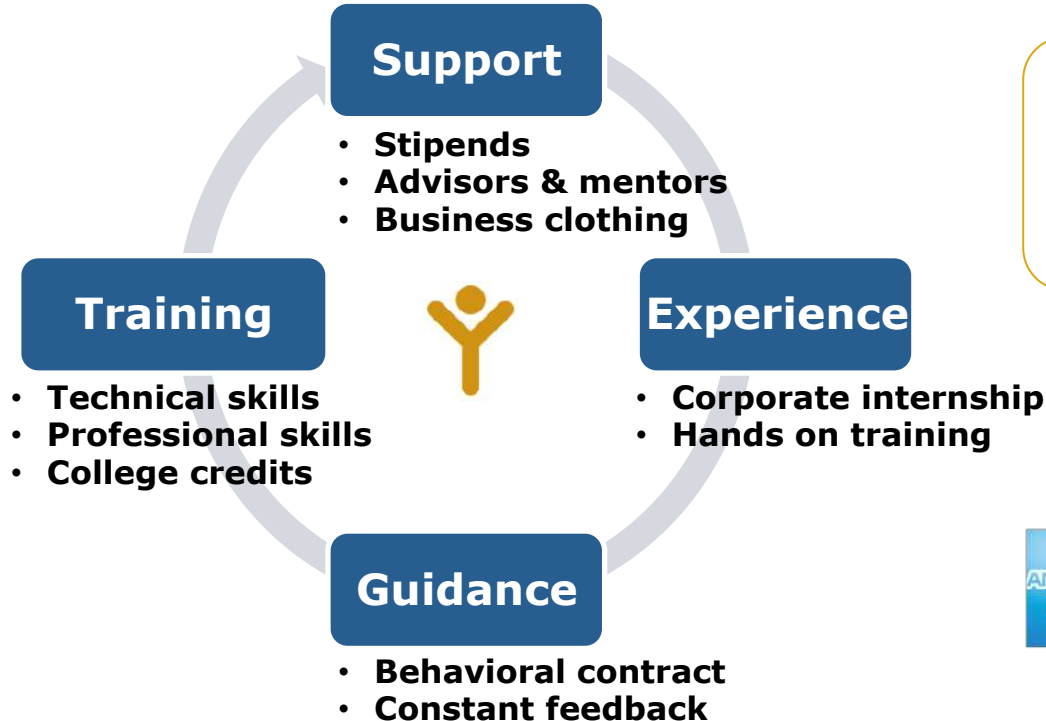
Learning & Development
(~6 months)

Phase 2

Corporate Internship
(6 Months)

Phase 3

Career & Higher Education
(Ongoing)



Corporate revenue makes up about half of Year Up's total budget (\$28,000 per intern)

JPMORGAN
CHASE & CO.

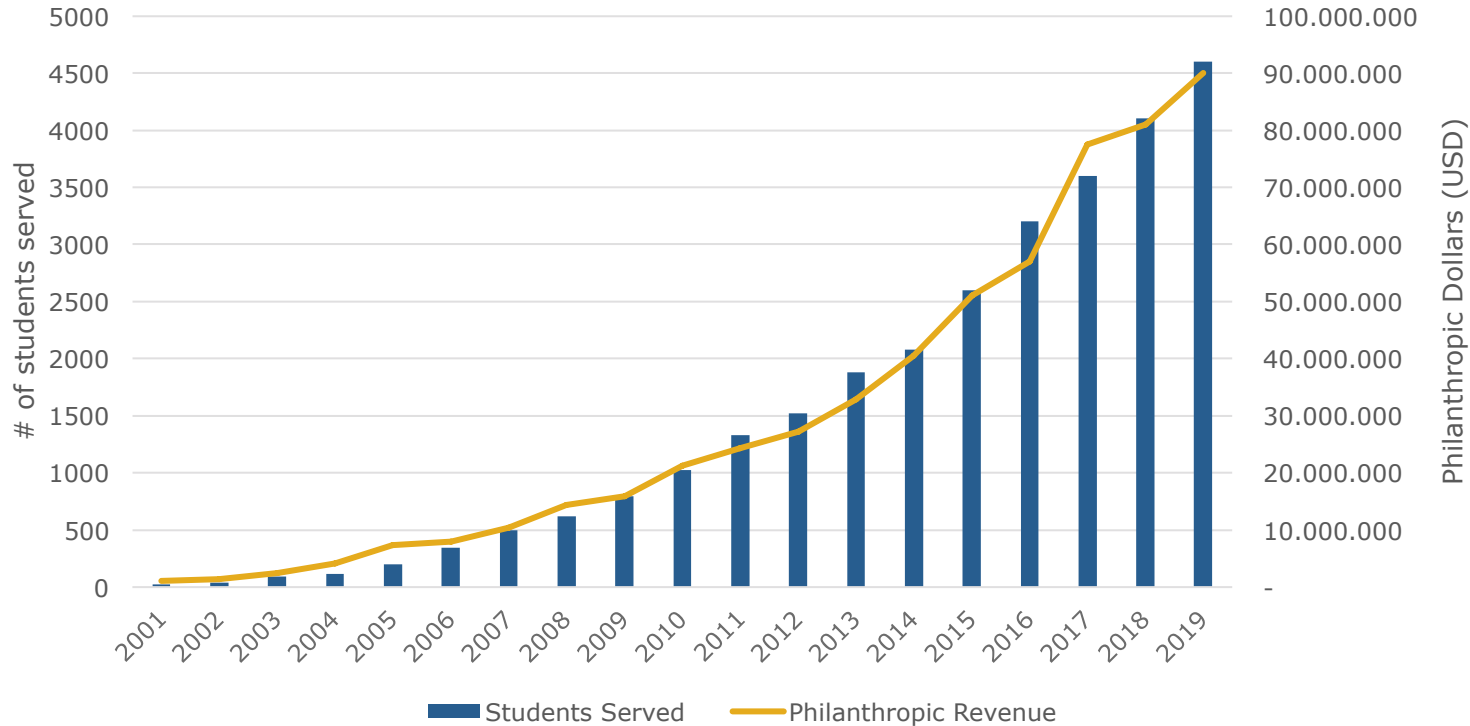


facebook.



Year Up has grown steadily since its founding

Year Up: Philanthropic Revenue and Students Served Per Year



Philanthropic revenue makes up the other half of Year Up's budget



**There are 1.5 million
nonprofits in the
United States**



**Year Up is #350 in
total fundraising**



28,000
young adults served

29 Year Up sites
in 25 U.S. cities

300+
employer partners

\$40,000
average graduate
salary

90%
of graduates employed or
enrolled in postsecondary
within 4 months

Bank of America



Google

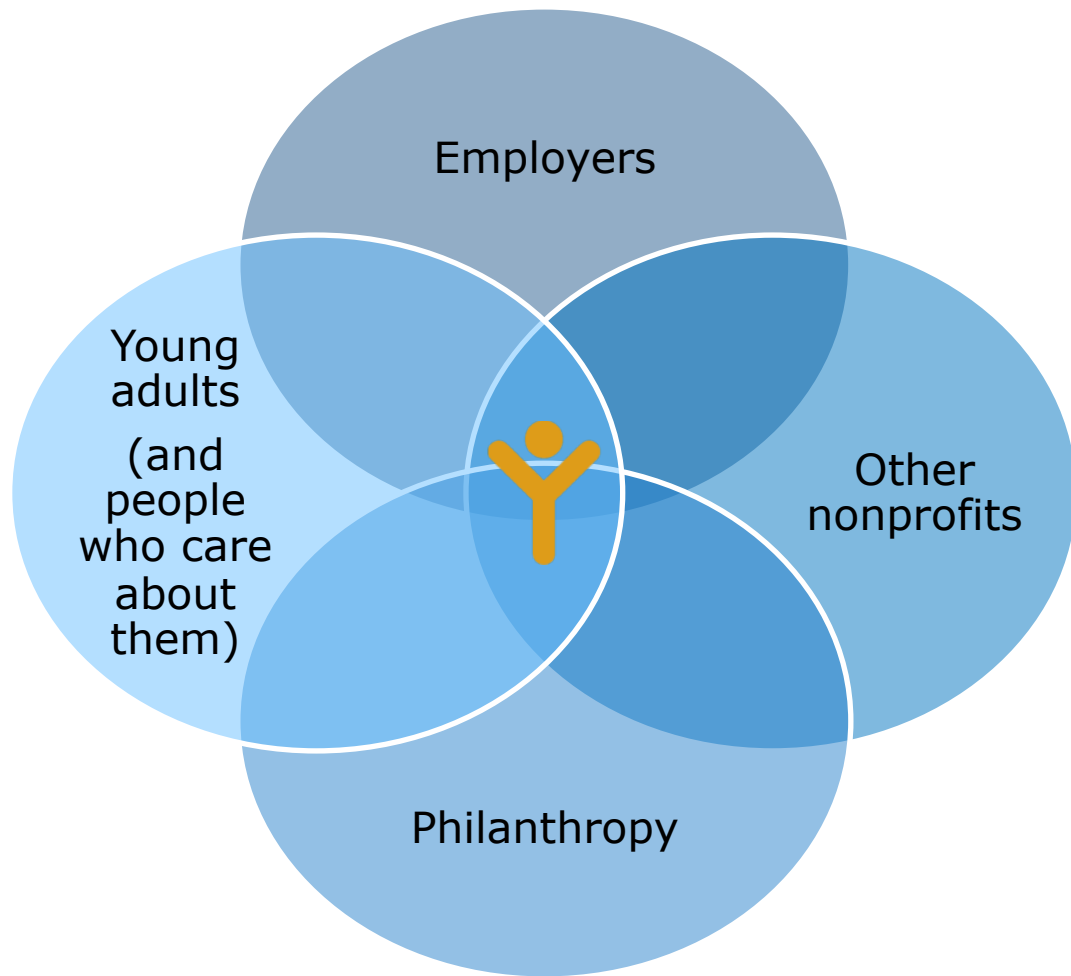
LinkedIn



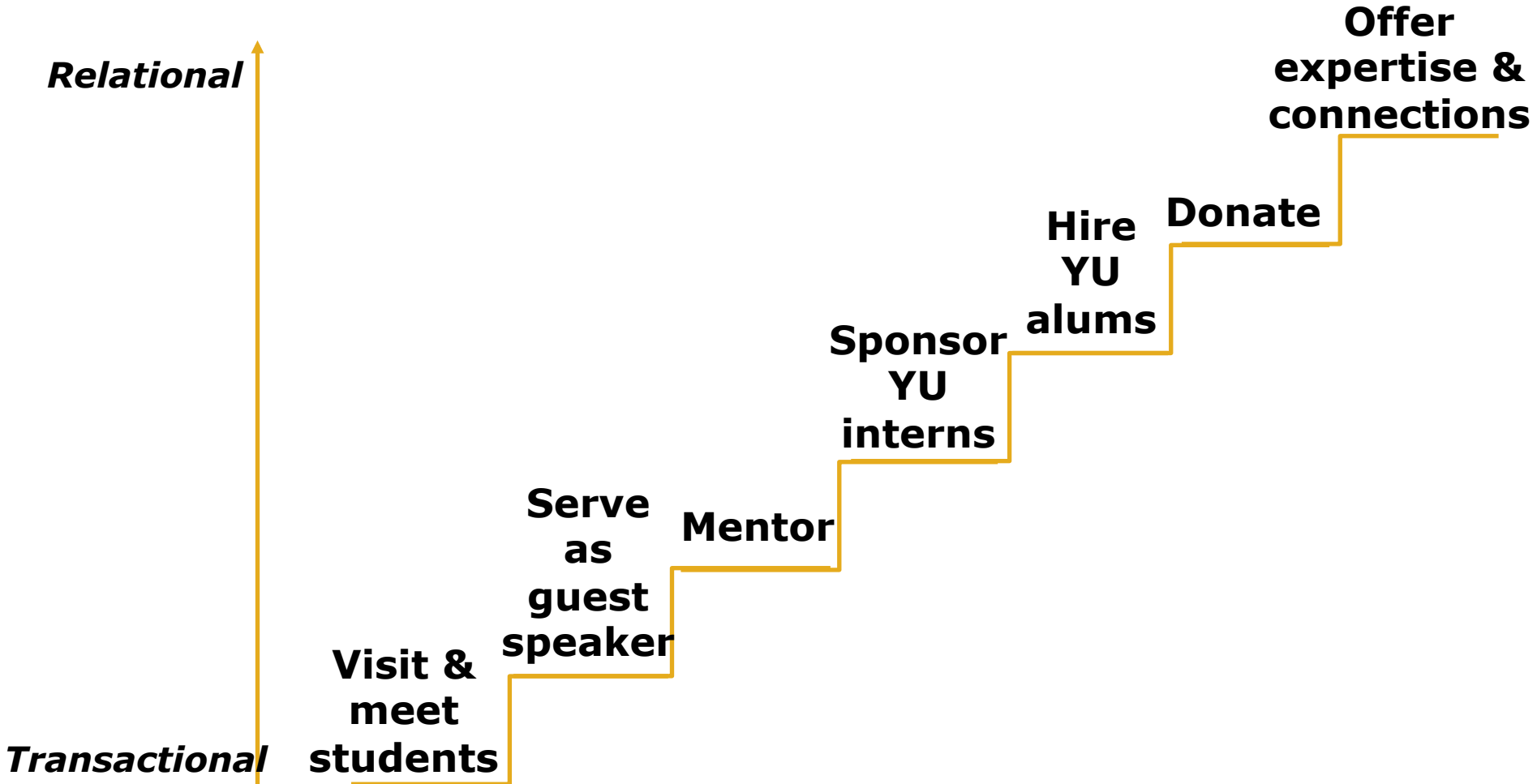
**HARVARD
BUSINESS SCHOOL**



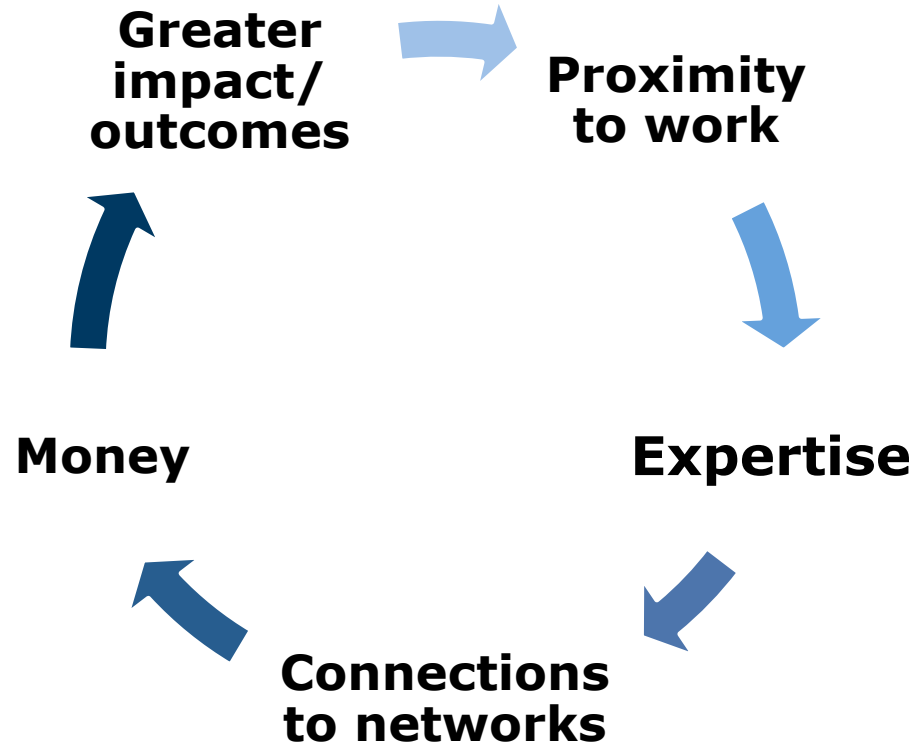
Year Up's Ecosystem



Creating relationships to maximize our success

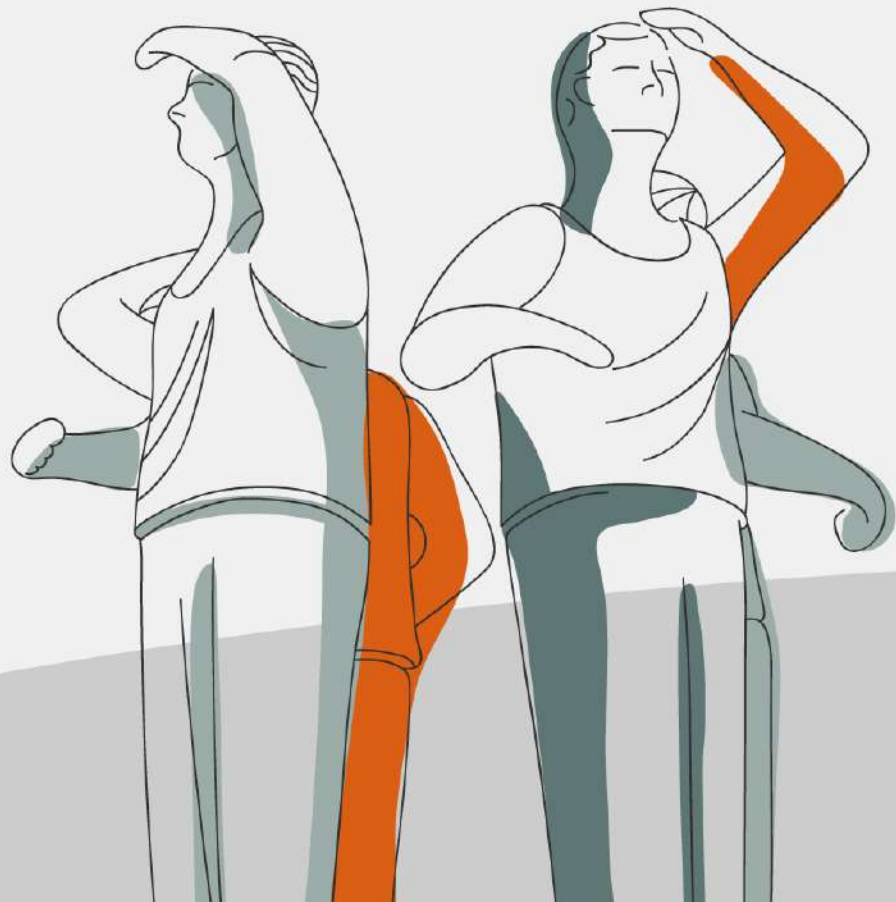


Cycle of engagement builds momentum



Fundaciones & Sostenibilidad

Cultivando Relaciones Exitosas
con Donantes y Empresas



AGENDA

Gerald Chertavian, Year Up Founder

- Year Up model and results
- How we work with donors
- Questions & discussion

Shawn Bohan, Grads of Life Founder

- Extending our reach for impact
- Commitments



BBC NEWS

Employers warn of widening skills shortage

The New York Times
The Middle-Class Struggle to Pay for College

businesstoday

Soft skills just as important as technical skills: Infosys research

The Jakarta Post

120 million workers around the world need reskilling as result of automation: Study



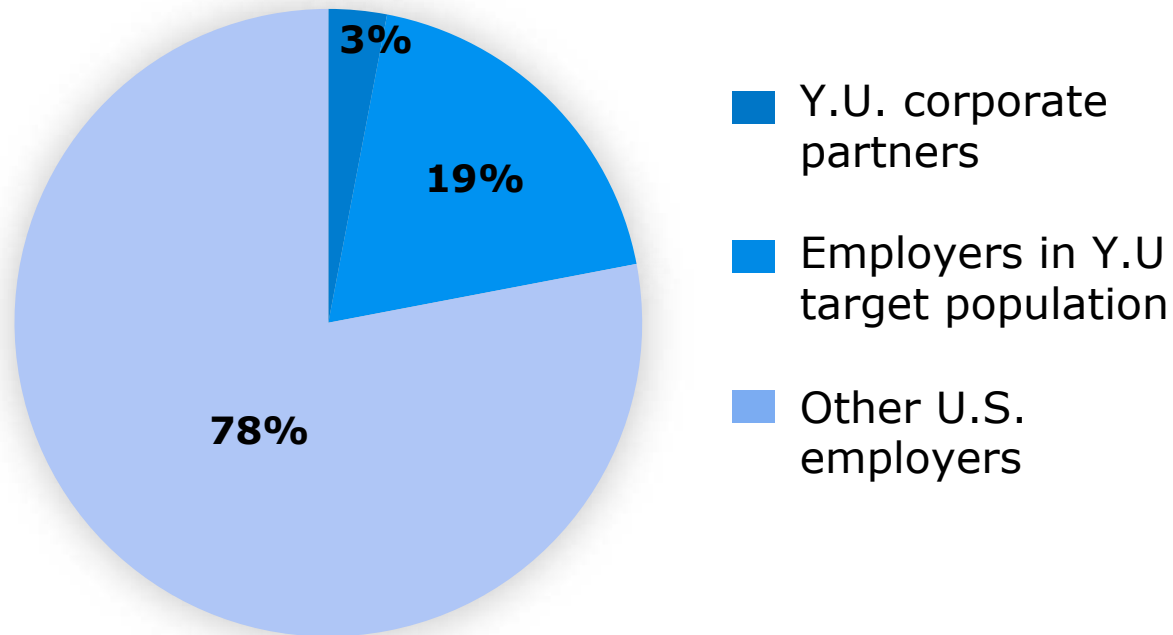
An alternative way of thinking about the Opportunity Divide

*In 2011, we changed our mission statement **to reflect our leadership in the space** – we had the expertise and credibility to take on the Opportunity Divide in a big way.*



We knew employers had a critical role to play in closing the Divide

*Especially as the Opportunity Divide continued to grow, we also knew that we **couldn't engage enough employers to close the Divide through our core program alone.***



Deeply engaging employers requires changing their perceptions

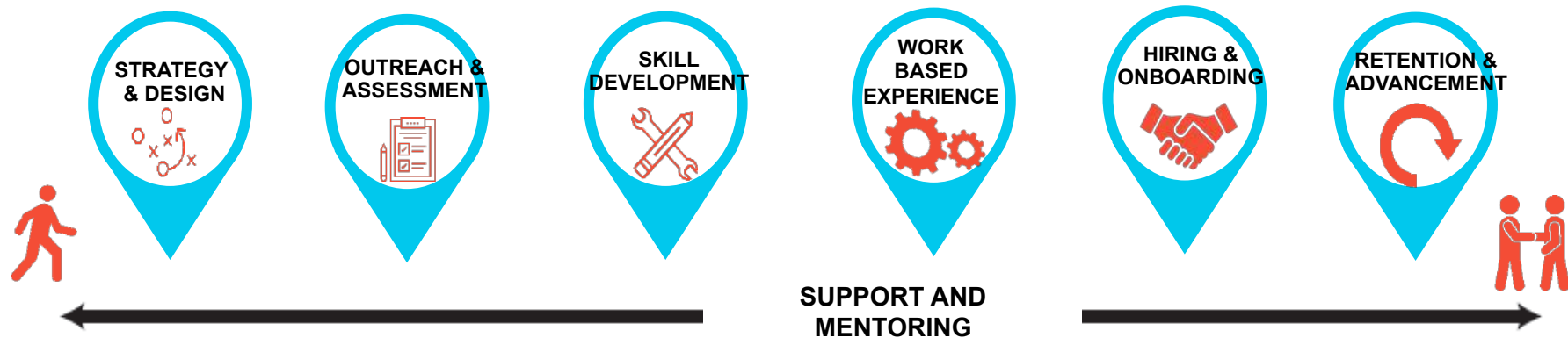
\$100 million+ In donated media

25 million+ Views to in-kind blog on Forbes.com

1000+ Inquiries from employers on GOL.org



Engaging with employers to respond to their needs





GRADS
of **LIFE**

Training

- **Professional skills**



Career Labs

A 40-hour version of Year Up's 6-month professional skills curriculum

Guidance

- **Behavioral contract**
- **Constant feedback**



Opportunity Manager Training

A training to help frontline managers understand how to manage Opportunity Youth talent

What is one thing you personally commit to doing to strengthen a network in your community?



Fundaciones & Sostenibilidad

Cultivando Relaciones Exitosas
con Donantes y Empresas

