

# Public Affairs Council

## Fostering Nonprofit and Foundation Partnerships



## MEET YOUR PRESENTERS!



Anna Anderson  
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First Book



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Kellogg Company

**Better Days at**

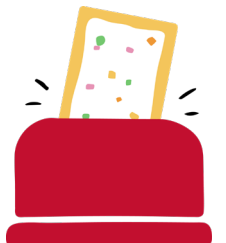
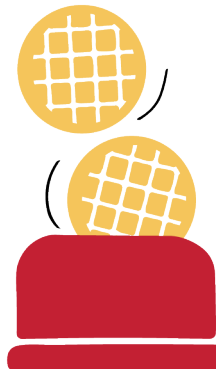
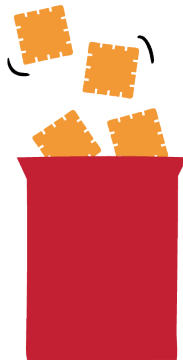
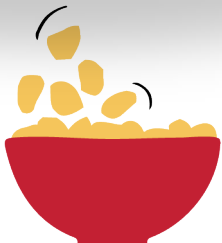
*Kellogg's*

# WINNING & MAKING A DIFFERENCE



*“Our ability to win in the marketplace and to make a difference in the world are absolutely symbiotic. Operating in today’s world, with today’s socially conscious consumers, we simply cannot do one without the other.”*

*- Steve Cahillane, Kellogg Company*



# The Heart of Who We Are and What We Do

Our company's founder was an original wellbeing visionary, and we continue his legacy by recognizing the important role our diverse plant-based foods play in positively impacting wellbeing – across physical, emotional and societal needs of people, communities and the planet.

Our brands and employees' commitment to feeding the world and celebrating special moments are at the heart of all that we do.



# GROWTH STRATEGY & BETTER DAYS





# THE WORLD IS CHANGING AND NOW MORE THAN EVER, KELLOGG WILL MEET

## TRENDS PRE-COVID

91%

of Millennial Americans **would switch** from a product they typically buy, to a new product from a Purpose-driven company\*

60%

of Millennial consumers are **belief-driven buyers** across 14 major markets, including the U.S., China, India, Mexico, U.K., The Netherlands, Germany, Brazil, Japan ^

After learning a brand supports a social cause or is socially responsible, Gen-Z consumers are

85%

more likely to trust a brand

84%

more likely to buy their products

82%

More likely to recommend that brand to their friends and family.~

## COVID WORLD INSIGHTS

- Increased public consciousness about impact; **re-think what your brand stands for** and synchronize with messaging and branding, actions speak as loud as words (McKinsey 2020)
- Reputation Institute sites **Food Security** as one of the top impacts and reputation drivers due to COVID-19
- COVID-19 is impacting consumer attitudes from NMI May 2020 report:
  - 55 percent** of respondents told us that as a result of their COVID-19 experiences they were "... more likely to purchase environmentally friendly products."
  - 78 percent** of consumers believe companies could be doing more to help them make decisions that improve environmental outcomes.
- Health and wellbeing are going to be more top of mind with consumer seeking out solutions to protect and nourish.



# WHAT A CUSTOMER & BRAND ACTIVATION MIGHT LOOK LIKE

A customer has said in a recent business planning meeting that they have a partnership with First Book

***Brand equity stands for “a little love when it is needed most”***



RELATIONSHIP  
BUILDING



INCREMENTAL  
DISPLAY



VOLUNTEERISM



FOOD BANKS



POSITIVE  
PUBLICITY



CELEBRATING  
LOCAL HEROES

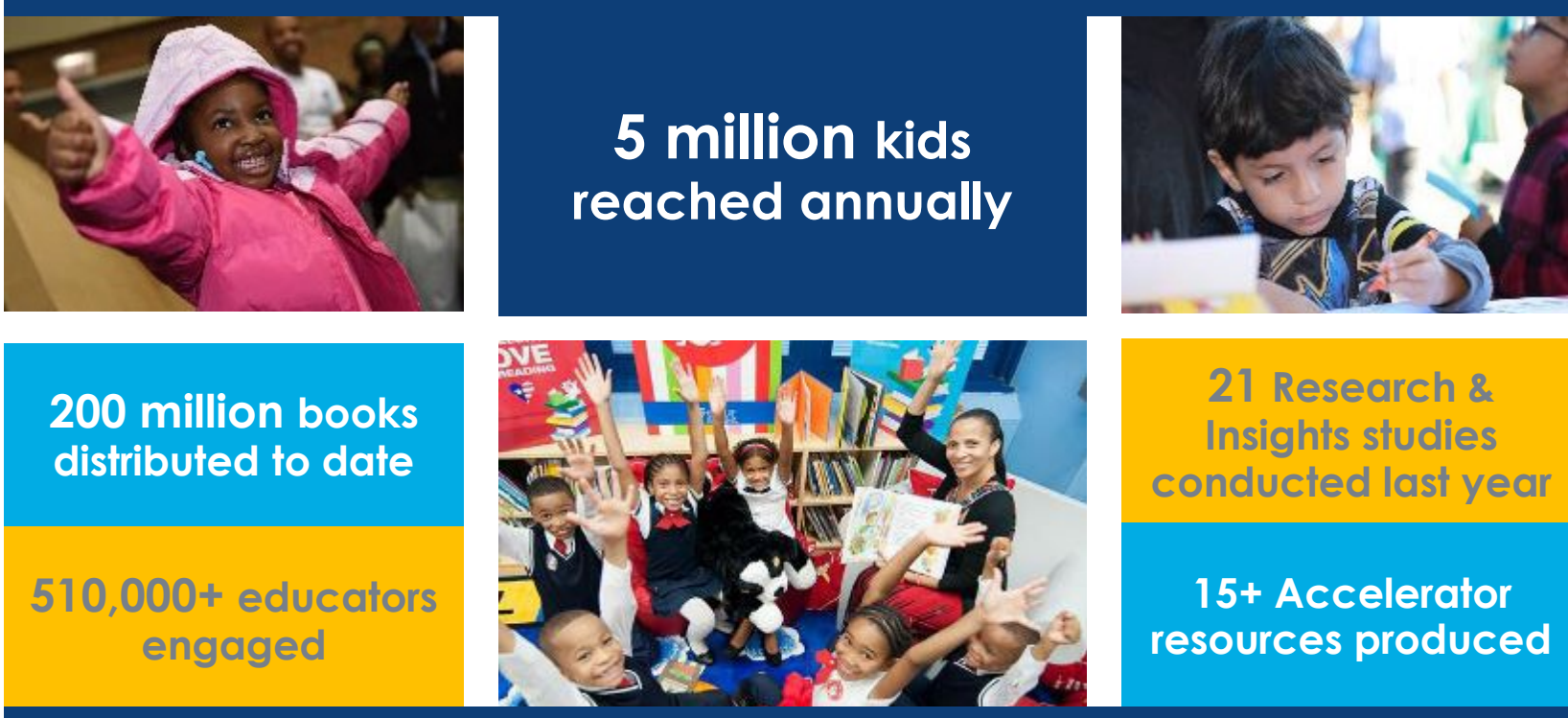


Education is the best way out of  
poverty for children in need.  
But access to quality education is  
not equal.

**First Book** removes barriers to  
education equity.



# FIRST BOOK DELIVERS IMPACT



**97% of all revenue is used directly for program impact.**

# FIRST BOOK IS MORE THAN BOOKS: OUR MODELS WORK TOGETHER TO BREAK DOWN BARRIERS TO A QUALITY EDUCATION

Educators in the **First Book Network...**



...reveal **unique needs** through **First Book Research & Insights**, which...



...drive development of **expert-informed educator and parent resources** through the **First Book Accelerator**...



...and enable First Book to create and curate the widest range of **diverse and relevant new books and resources** on **the First Book Marketplace**



**First Book uses its market strength to break down barriers to learning and give all children equal access to quality education.**



## EXAMPLE OF FIRST BOOK'S CORPORATE PARTNERSHIPS



# FIRST BOOK MODELS WORKING TOGETHER



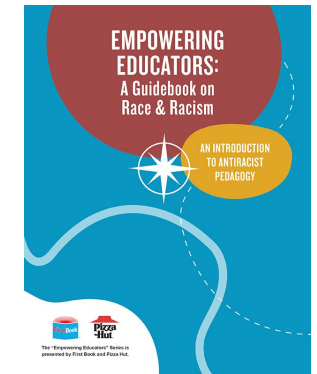
A **January 2020 survey of the First Book Network** revealed:

- Lack of diversity among educators,
- Desire to engage in conversations about race, and
- Feelings of fear and lack of preparedness to engage.

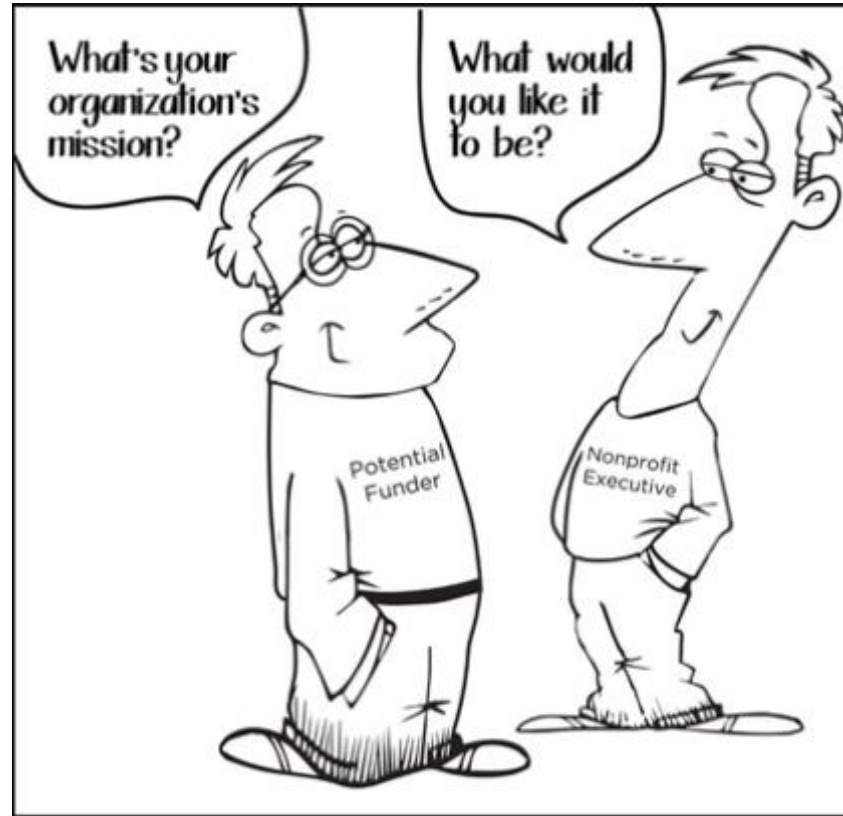
**Empowering Educators series** was developed in partnership with **Pizza Hut** to address the need, and includes:

- **50-page Guidebook on Race & Racism** – a research-based, expert-informed guidebook – to support conversations on race and racism.
- **A video series** of experts who contributed to the guidebook discussing how to have conversations about race and social justice with students.
- **A launch webinar:** a convening of anti-bias, anti-racism experts discussing racial equity in education.

**Five (5) Stories for All Project™ books** were released as custom paperback editions.



# WHERE DO I BEGIN?



Source: SSIR "Mission Matters Most", 2014



# BUILDING AND FOSTERING RELATIONSHIPS



Source: NIH, 2018

# LESSONS LEARNED

