

TAPROOT FOUNDATION | THEORY OF CHANGE
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VISION

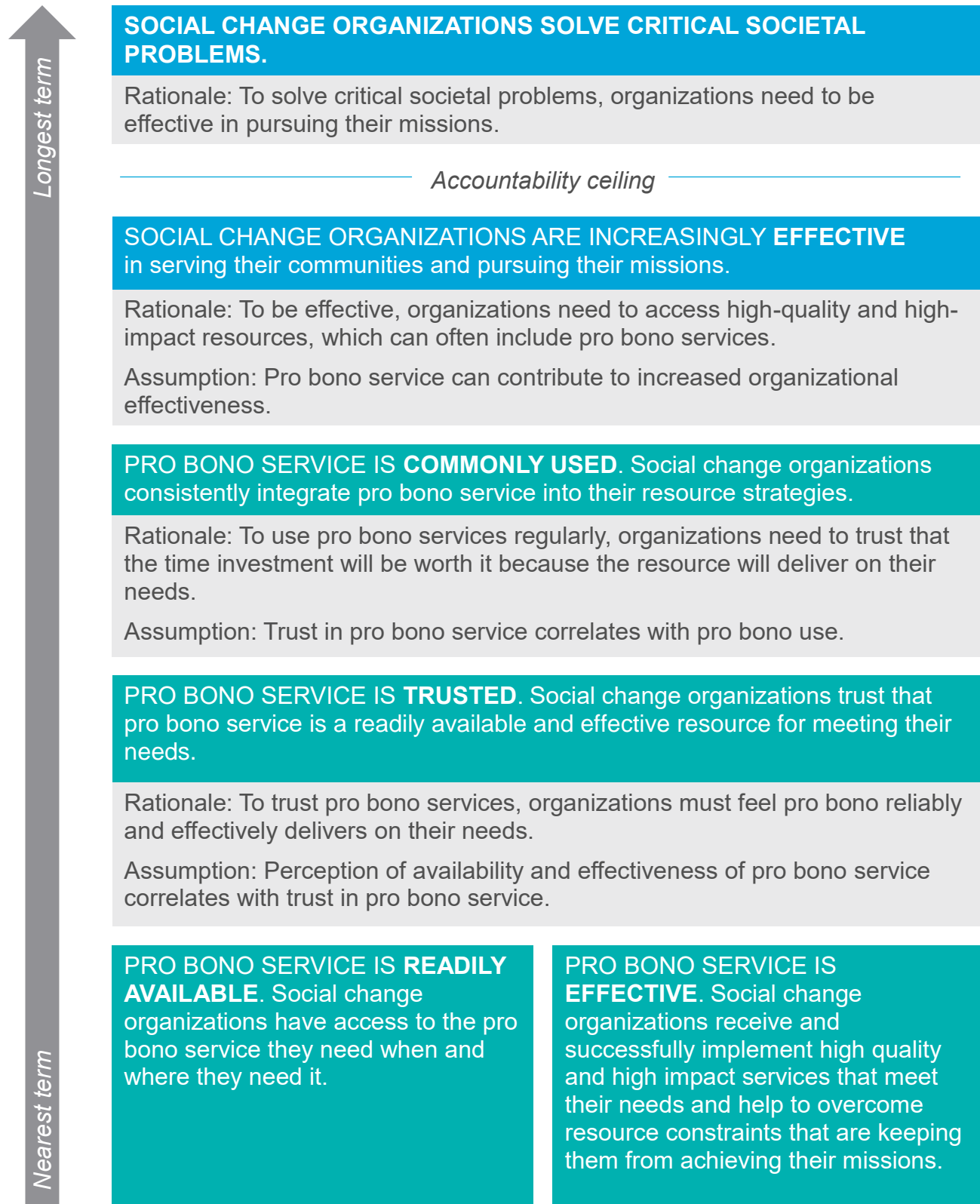
One day we envision all organizations with promising solutions will be equipped to successfully take on urgent social challenges.

Taproot will lead the way in ensuring that mission-driven organizations have access to high impact pro bono where and when they need it.

NARRATIVE SUMMARY

Taproot helps social change organizations solve critical societal problems by ensuring that pro bono service is a readily available, effective, trusted, and commonly used resource for social change organizations to achieve their missions.

OUTCOMES



ACTIVITIES

To achieve these outcomes, Taproot provides programs to deliver pro bono service, consult on pro bono service delivery, and lead the pro bono movement.

Program Delivery	Consulting	Pro Bono Leadership
<p>Taproot delivers pro bono services directly to organizations through a range of local and national programs using individual skilled volunteers.</p> <p>Programs include:</p> <ul style="list-style-type: none"> ▶ Service Grant program ▶ Done in a Day Events ▶ Taproot+ ▶ Virtual Consulting <p>Taproot makes pro bono service <u>readily available</u> by removing barriers to access and delivering a range of services that can meet unique organizational needs. Assumptions:</p> <ul style="list-style-type: none"> ▶ Taproot programs remove barriers to access. ▶ Taproot programs meet a wide range of organizational needs. <p>Taproot carefully designs and monitors its programs to ensure that the pro bono service it delivers is <u>effective</u>. Assumption:</p> <ul style="list-style-type: none"> ▶ Taproot programs are effective. <p>Taproot builds <u>trust</u> in pro bono service by delivering consistently high quality and high impact services across the country. Assumption:</p> <ul style="list-style-type: none"> ▶ Taproot programs build trust when delivered effectively. 	<p>Taproot enables others to deliver pro bono services by providing consulting services.</p> <p>Programs include:</p> <ul style="list-style-type: none"> ▶ Corporate Advisory Services ▶ Consulting to global pro bono service providers <p>Taproot’s consulting services enable key stakeholders to make pro bono service <u>readily available</u> through new channels. Assumption:</p> <ul style="list-style-type: none"> ▶ Taproot’s consulting services lead to pro bono services delivered. <p>Taproot’s consulting services ensure the <u>effectiveness</u> of pro bono service provided by key stakeholders outside of Taproot. Assumption:</p> <ul style="list-style-type: none"> ▶ Pro bono services delivered through consulting services are effective. <p>Taproot’s Corporate Advisory Services increase <u>trust</u> in pro bono service through the reputation of the corporate community and its clients. Assumption:</p> <ul style="list-style-type: none"> ▶ There is a correlation between Taproot’s association with the corporate community and trust in pro bono services. 	<p>Taproot builds the pro bono movement through campaigns, convening, and thought leadership.</p> <p>Programs include:</p> <ul style="list-style-type: none"> ▶ Pro Bono Week ▶ Pro Bono Summits ▶ Research and thought leadership <p>Taproot builds <u>trust</u> in pro bono service by widening awareness of pro bono services and strengthening its reputation through campaigns, convening, and thought leadership. Assumptions:</p> <ul style="list-style-type: none"> ▶ Campaigns, convening, and thought leadership reach new markets. ▶ Campaigns, convening, and thought leadership build trust in Taproot.

(Program Delivery Cont'd)

Taproot programs promote **common use** by providing ongoing access to pro bono service at scale across the U.S. Assumptions:

- ▶ Organizations use Taproot services repeatedly.
- ▶ Taproot programs serve a high volume of organizations.
- ▶ Taproot programs serve organizations across the U.S.

(Consulting Cont'd)

Taproot's consulting services promote **common use** by bringing pro bono service to new markets. Assumption:

- ▶ Taproot's consulting services partners deliver pro bono services in new markets.

INPUTS

Inputs across human resources, staff expertise, financial support, and operational support are needed to deliver Taproot's programs.

Human Resources

- ▶ Taproot staff
- ▶ Taproot board
- ▶ Social change organizations
- ▶ Professionals
- ▶ Pro bono service providers
- ▶ Sector-wide partners
- ▶ Corporate partners

Staff Expertise

- ▶ Program development and management
- ▶ Product development and management
- ▶ Consulting
- ▶ Corporate client management
- ▶ Nonprofit client management
- ▶ Knowledge of pro bono service
- ▶ Relationship management
- ▶ Project management

Financial Support

- ▶ Fee for service
- ▶ Program, events, and thought leadership sponsorship
- ▶ Pilot/build sponsorship
- ▶ General operating funding

Operational Support

- ▶ Tech expertise, infrastructure, and support
- ▶ Operations (F&A and HR)
- ▶ Program materials
- ▶ Knowledge management
- ▶ Marketing and branding