



Strategy to Measurement: Proving Positive Social Impact

September 26th 2023

IHG® Atlanta, GA
HOTELS & RESORTS

DELEGATE PACK

Event Agenda

Date: Tuesday 26th September 2023

Time: 9:30am – 4pm (optional networking reception from 4-6pm)

Location: IHG Corporate Office, 3 Ravinia Dr NE #100, Atlanta, 30346 ([map](#))

09:30-10:30 **Registration and networking breakfast**

10:30-10:40 **Welcome from hosts**

- Townsend Bailey – Head of CR, Americas | IHG Hotels & Resorts

10:40-11:00 **Introduction: ACCP, B4SI & CVC – 30 years of support**

- Lacey Gaitan – Vice President, Content & Learning | ACCP
- Clodagh Connolly – Global B4SI Director | Corporate Citizenship - part of SLR
- Cheryl Kortemeier – Executive Director | CVC Atlanta

11:00-11:40 **Panel Discussion 1: Tackling inequality through the value chain**

- Anthony D'Arcy – Director of ESG Enablement | Nokia
- Jada Garrett – Senior Manager, Community & Strategic Initiatives | Salesforce
- Matt Sparkes – Sustainability Director | Linklaters
- **Facilitator:** Clodagh Connolly – Global B4SI Director | Corporate Citizenship - part of SLR

11:40-12:00 **Coffee break**

12:00-12:40 **Panel Discussion 2: Building trust in social impact reporting**

- Geneva Hall-Shelton – CR, Global Community Impact | IHG Hotels & Resorts
- Christine Riley Miller – Executive Director, Sustainability & CSR | BeiGene
- Lindsay Wilkinson – Senior Director, ESG & CSR Reporting | Cox Enterprises, Inc.
- **Facilitator:** Simon Robinson – Director of B4SI APAC | Corporate Citizenship - part of SLR

12:40-14:00 **Lunch**

14:00-14:40 **Workshop Session A** (Options listed below)

14:40-15:00 **Coffee break**

15:00-15:40 **Workshop Session B** (Options listed below)

15:40-16:00 **Closing remarks**

16:00-18:00 **Networking reception**

Workshop Summaries

Attendees will have the opportunity to attend two out of four workshops (subject to workshop capacity).

Building a Community Engagement Model to Improve Health Equity

- Bonnie Reyna – MPH, MSED, DrPH(c), National Director, Health Equity, Quest for Health Equity | **Quest Diagnostics**
- Rev. Kimberly L. Williams – Executive Director | **Choose Healthy Life**
- Debra Fraser-Howze – Founder | **Choose Healthy Life**

This workshop will demonstrate how building meaningful partnerships with trusted community leaders and organizations can improve the health of the community. The team will share approaches to reduce health disparities within target patient/member populations through collaboration with various community partners across many sectors to drive change and empower better health in underserved populations.

Diversifying the Field of Corporate Social Impact

- Lacey Gaitan – VP, Content & Learning | **ACCP**
- Jerome Tennille – Director of Social Impact and ESG | **The Uplift Agency**

In recent years, society has reckoned with racial divides in the US. The corporate citizenship function sits at the intersection of business and community, where mutual social relationships and commitments between corporations and community stakeholders are created and carried out. As CSR professionals, our work is fundamental to creating change and driving equity. Yet there is a deficit of lived experience on CSR teams and a lack of training or support for the critical and nuanced work needed to address social justice effectively. Join us for a conversation to learn about the current state of the field and efforts underway to advance equity in CSR.

Engaging Employees and Defining Your 'S' Metrics

- Christina Fagan – Director, CSR Programs | **ACCP**
- Deidra Parrish Williams – Global Corporate Citizenship Leader | **Trane Technologies**

How do we define the “S” in ESG? Employee engagement is just one piece of the “S”, but we can track so much more than participation rates. Join us for a conversation on how companies can involve employees in the design and implementation of their CSR efforts which can lead to engagement, retention, and greater community impact.

Building better social impact programmes

- Ruth Collins – Corporate Affairs Adviser - Social Investment | **Woodside Energy**
- Simon Robinson – Director of B4SI APAC | **Corporate Citizenship - Part of SLR**

During this session, we will help attendees: identify key elements of a successful social impact strategy, identify the steps you need to take to improve your impact, prioritize social impact actions, find your way through the maze of social impact, and ultimately, deliver value to your stakeholders. Join the B4SI team to find out how to build better social impact programmes with the B4SI Social Impact Compass.

Speaker biographies



Anthony D'Arcy (Tony)
Director ESG enablement | Nokia

Anthony is passionate about sustainability, and the critical role of digitalization in helping to resolve many of the challenges faced by humanity and the planet. Collaboration across functions and stakeholders is critical as we move from voluntary to mandatory reporting and ESG is realized as a business and financial imperative. Tony has worked in the current Nokia sustainability function since 2016 overseeing ESG reporting, stakeholder engagement and enablement, and social impact programs across the organization. He has worked at Nokia for over 28 years in various functions in Finland and the US.



Bonnie Reyna
National Director, Advancing Health Equity | Quest Diagnostics

Bonnie leads community engagement at Quest Diagnostics through key initiatives designed to positively impact community health within targeted markets across the country. Before joining Quest, Bonnie championed community engagement and health equity efforts at Westchester Medical Center Health Network, and her work spans across numerous fields.

Bonnie holds an M.Ed. degree from Long Island University and an MPH from New York Medical College and is a Public Health PHD candidate at New York Medical College. She is a member of the American College of Healthcare Executives and American Public Health Association, along with holding a regional role within Westchester County Youth Bureau board.



Cheryl Bramblett Kortemeier
Executive Director | Corporate Volunteer Council of Atlanta

Cheryl has served as Executive Director of the Corporate Volunteer Council (CVC) of Atlanta since 2011. Prior to this, she was Director of Communications and Development for Atlanta nonprofit, Trees Atlanta.

Her current and former duties as chair include Science ATL, the Partnership for Southern Equity's Just Business Roundtable, EarthShare Georgia as well as the United Nations endorsed Greater Atlanta Regional Centre of Expertise on Education for Sustainable Development (RCE).

Cheryl is an alumna from University of Georgia, the Atlanta Regional Commission's Regional Leadership Institute (RLI), and the Institute for Conservation Leadership's Executive Director Training Program. She completed a sustainability fellowship in Kyoto with the Japan-U.S. Nichibei Pathfinding Opportunity Program (NPOP).



Christina Fagan
Director of CSR Programs | ACCP

As part of the Content and Learning Team, Christina oversees the strategy for ACCP's educational programming to further advance the social impact profession. She also provides ACCP members with ongoing support for benchmarking, member connections and field questions through the ACCP Connect program.

Prior to joining ACCP, she served as the founding Executive Director for Union Home Mortgage's corporate foundation, establishing company policies and programs around several topics. She has spent over five years in the nonprofit sector in Higher Education and the Cleveland Zoological Society. She is a Baldwin Wallace University's Arts Management Program alumna and has served on the Board of Directors for Volunteers of America Ohio & Indiana.



Christine Riley Miller
Executive Director, Sustainability and Corporate Social Responsibility | BeiGene

Christine is responsible for advancing BeiGene's global ESG and philanthropic priorities. With over 20 years' experience mitigating risk and improving footprint from cradle to grave across retail, consumer goods, and manufacturing, she is an expert in materials sourcing, energy, and packaging issues.

Prior to BeiGene, Christine led ESG at Samsonite where she developed and implemented the first-ever global sustainability strategy and programs, and she has also led the sustainability team and the Corporate Foundation at Dunkin' Brands Inc. where she shaped the supply chain agenda. Christine was named one of 12 White House Champions of Change for her leadership and influence and has a graduate certificate in Leadership for Change from Boston College and a BS in Sociology from BYU.



Clodagh Connolly
Global B4SI Director | Corporate Citizenship

Since joining Corporate Citizenship in 2018, Clodagh has designed and implemented the change programme for B4SI, and she manages the strategic direction and operational overview globally. Clodagh's expertise is in strategy development, stakeholder engagement, and impact measurement. She is passionate about the power of business as a driver of meaningful societal and business impact. Clodagh's career spans across the private, public & non-profit sectors and she has collaborated with multinationals to create and evolve bespoke strategies, flagship programs, and measurement frameworks with a view to positively impacting society.



Debra Fraser-Howze
Founder | Choose Healthy Life – Partner of Quest Diagnostics

Debra is the Founder of Choose Healthy Life (CHL), a non-profit organization addressing public health disparities through the Black Church. After seeing the disproportionate death and inequitable health impact Covid-19 was having on the Black community, Debra saw an opportunity to bring faith and medical science together by establishing a trusted health workforce within the Black church, bringing health services to hard-to-reach and underserved communities.

Prior to Choose Healthy Life, Debra was the Senior Vice President, Government and External Affairs at OraSure Technologies. She has also served as the President/CEO of the National Black Leadership Commission on AIDS (NBLCA) where she was an author of the Minority AIDS Initiative (MAI), strengthening HIV-related services in minority communities.



Deidra Parrish Williams
Global Corporate Citizenship Leader | Trane Technologies

Leading Global Corporate Citizenship and Community Engagement for Trane Technologies, Deidra's oversight includes Trane Technologies Foundation and the company's global citizenship strategy and programs. By 2030, Deidra will oversee the \$100M philanthropic investment and 500K hours of employee volunteer time directed at improving education and career access for students worldwide who are currently under-represented in STEM and sustainability careers.

Deidra began her career as a high-tech journalist before transitioning to corporate communications where she developed a deep passion for strategic corporate citizenship. She has held leadership roles in the private, public, and non-profit sectors for organizations including Cablevision, the national Girl Scouts organization, QBE Insurance, and Report for America.



Geneva Hall-Shelton
Senior Manager, Corporate Responsibility, Global Community Impact | Intercontinental Hotels Group

Geneva manages global community impact efforts for over 6,000 hotels and corporate offices in over 100 countries at IHG, focusing on workforce development, philanthropic giving, volunteerism, waste diversion, anti-human trafficking, and disaster relief initiatives.

She sits on the boards of CareerRise, the Corporate Volunteer Council of Atlanta, as well as the Atlanta Technical College Industry Council. Prior to IHG, Geneva worked at Habitat for Humanity leading corporate partnerships and at The Center for the Working Girl, an organization that educates and empowers girls in Ecuador living in extreme poverty. An Atlanta native, Geneva attended Georgetown University where she studied Languages and International Development.



Jada Garrett
Senior Manager, Community and Strategic Initiatives | Salesforce

As a senior manager of Community and Strategic initiatives in the Office of Equality at Salesforce, Jada heads strategy focused on engaging the customer and trailblazer community to share and amplify the work Salesforce is doing to become the most inclusive company.

Jada is a thought leader who is focused on building community through inclusive, engaging, and meaningful experiences. Jada has over a decade of experience in leading large-scale transformation programs and thrives in program/change management, culture building, and employee experience. She lives by the saying that you should be the change that you wish to see in the world.



Jerome Tennille
Director of Social Impact and ESG | Uplift Agency

Jerome leads social impact work for Uplift's wide range of corporate clients. Passionate about bridging the gap between companies and the communities they seek to serve, Jerome specializes in comprehensive strategy development including signature philanthropic program design, equitable grant making processes, and impact toolkits for program optimization.

As a US Armed Forces veteran, Jerome began his social impact work in the nonprofit sector focusing on military family and veteran grief and bereavement, and his extensive experience spans across numerous fields. He is a Certified Volunteer Administrator (CVA) and previously led the global corporate volunteer program for Marriott International. Jerome is also a published author of "Transforming Disruption to Impact: Rethinking Volunteer Engagement for a Rapidly Changing World".



Rev. Kimberly L. Williams
Executive Director | Choose Healthy Life – Partner of Quest Diagnostics

Kimberly is the Executive Director of Choose Healthy Life, a non-profit faith-based organization committed to addressing health disparities through the Black church. An Ordained Minister with a high-level of business acumen, Kimberly is committed to achieving equitable health solutions in underserved communities. She is exceptionally skilled at developing and maintaining relationships with community-based organizations, medical partners, and state and local government officials, and has demonstrated success in working with faith-based organizations to build effective plans of action. She has studied at Clark Atlanta University and earned a master's degree in theological studies from Drew University. She is also a certified Personal Development Coach, is a member of the Alpha Kappa Alpha Sorority, Inc. and currently serves as Chaplain of the Central New Jersey Chapter of Jack & Jill of America, Inc.



Lacey Gaitan
Vice President, Content & Learning | ACCP

At ACCP, Lacey is responsible for the learning opportunities and resources available to our community, designed to help corporate social impact professionals gain new insights, enhance professional skills, and advance social impact effort effectiveness. Prior to this, she helped launch Round Up, an in-restaurant fundraising initiative, and led marketing & communication at the Taco Bell Foundation. Lacey has more than 15 years' experience working in CSR, including time guiding community impact efforts for Cox Communications and the Disneyland Resort.

A Southern California native, Lacey received her BA in Spanish from UC Irvine, an MPA from Brandman University, a Certificate in Corporate Community Involvement from BCCCC, and a Sustainable Capitalism & ESG Certificate from UC Berkeley.



Lindsay Wilkinson
Senior Director, ESG & CSR Reporting | Cox Enterprises, Inc.

Lindsay Wilkinson is the Senior Director of CSR and ESG Reporting at Cox Enterprises where she oversees the company's approach to ESG strategy and reporting, partnering with key stakeholders from a variety of business functions. She also leads the organization's approach to social impact measurement.

Prior to her time at Cox Enterprises, Lindsay worked for InterContinental Hotels Group (IHG), focusing on environmental impact and integration into business operations. Lindsay earned an MBA at the Goizueta Business School at Emory University and a Bachelor's degree at New York University.



Matt Sparkes
Head of Sustainability | Linklaters LLP and B4SI EMEA Steering Group Chair

After running a small charity for three years, Matt made the move to Linklaters just as the financial crisis saw trust in business plummet. Since then, demonstrating that business can be a force for good has become increasingly critical and Matt's brief at Linklaters has expanded. He now looks after the firm's responsible business activities globally as well as its award-winning pro bono and community investment programmes. As well as being Chair of B4SI, Matt was instrumental in the development of ICRS, is a Chair of the Legal Sustainability Alliance, and also chairs an east London charity and school.



Ruth Collins
Corporate Affairs Adviser - Social Investment | Woodside Energy

At Woodside Energy, Ruth works in Communities and Social Performance, where she presently manages the social impact measurement program and key social investment partnerships. Her research and analytical capabilities in the development of effective measurement processes for social impact programs have significantly improved business performance outcomes.

Ruth is a reputable corporate affairs practitioner who graduated from Edith Cowan University in Western Australia. Over the years, she has garnered practical experience in several fields including advertising, public relations, social media management, brand management, and content creation. Ruth has exceptional skills in communicating to diverse communities, stakeholder engagement and promoting social responsibility.



Simon Robinson
Director of B4SI APAC | Corporate Citizenship – part of SLR

Simon is a specialist in corporate community investments and impact assessment, having worked for B4SI for over 14 years. In that time, Simon has led the introduction of an online data collection and reporting platform, advised companies on impact assessment and social impact strategy development, and overseen the reporting and verification of social investments.

A sustainability professional since the early 1990's, Simon has held numerous senior positions, including Deputy Regional Director for Business in the Community, GM for Corporate Responsibility at Sensis and inaugural CEO of Melbourne/Australia Cares.

Simon was voted into the top 25 most influential people in the Australian social sector in Pro Bono's inaugural Impact 25. He has a BSc from Liverpool University and a PGCert in management from Leeds Metropolitan University.



Townsend Bailey
Head of Corporate Responsibility, Americas | IHG Hotels & Resorts

Townsend leads Corporate Responsibility efforts for the Americas region at IHG Hotels & Resorts. In this role, he drives the implementation of environmental sustainability and community impact-focused initiatives to support IHG's Journey to Tomorrow Responsible Business action plan. In addition, he is focused on integrating these areas across global marketing, commercial and technology efforts.

Townsend started his career as a high school teacher and coach and has also worked within McDonald's Global Supply Chain and Sustainability team. He holds a BA in classical studies from Villanova University, a M.Ed. from the University of Notre Dame, and an MBA from Georgia State University. Townsend also serves on the board of the Georgia Conservancy.

Attendees

ACCP

Agnes Scott College

Alliance Theatre

Atkins Foundation

Avangrid

Avangrid Foundation

B4SI

BeiGene

Big Brothers Big Sisters of Metro Atlanta

Capgemini

Carters

CBRE

CHC: Creating Healthier Communities

Chick-fil-A

Choose Healthy Life

CINTRA

City of Atlanta

CNH Industrial

Construction Ready

Coursera

Cox Enterprises

CVC Atlanta

Dematic

EY

FirstKey Homes

Georgia Power Company

HCA Healthcare Foundation

IHG Hotels & Resorts

Invesco

JLL

Kilpatrick Townsend

KPMG

Linklaters

MedShare

NCR

Nokia

Norfolk Southern

Otis

Parker

Points of Light

Pyxera Global

Quest Diagnostics

Sage Foundation

Salesforce

Share the Magic Foundation

SLR Consulting

Synergy Specialty Solutions

The Coca Cola Company

Thermos LLC

Trane Technologies

Uplift Agency

UPS

Wells Fargo

Woodside Energy