



Lunch Panel: Breaking Down Barriers Between Sectors—Corporate & Nonprofit Partnerships

Session Description

This moderated session will focus on the development of corporate and non profit partnerships, sharing success stories, lessons learned and how expectations are negotiated between parties.

Speakers: Shawna Holmes, Hewlett Packard
 Beach Pace, City Year
 Julie Trell, Salesforce Foundation
 SF Homeless Connect, Judith Klain

Moderator: Diane Solinger, Entrepreneurs Foundation

Shawna Holmes

Shawna Holmes joined HP in 1997 where she holds the position of senior manager of strategy, operations and communications for Government Affairs. In this role, she oversees all business planning, communications, operations and horizontal collaboration matters for the WW Government Affairs organization. Shawna serves as a board member for City Year San Jose/Silicon Valley and IISME (Industry Initiatives for Science & Math Education), the Cupertino Chamber of Commerce, and is a member of the Economic Development Committee for the City of Cupertino. Prior to joining HP, Shawna worked for BFI where she was part of the Market Development Team for the Bay Area and Manager of the Customer Service and HR organizations. Shawna's involvement in the education and youth began in 1990, when she went to work for then Assembly member Delaine Eastin as the lead District Staff person on educational, women's and environmental issues. Shawna is a graduate of UC Berkeley and has a certificate in Corporate Community Relations from the Center for Corporate Citizenship at Boston. She resides in Fremont with her husband David, their 8 year old daughter Avery and several pets. In her off time, Shawna volunteers at Avery's school serving as Room Parent, Vice President of the Chadbourne Family and Faculty Association, and Co-Leader of a Brownie troop.

Beach Pace

Beach Pace is the Executive Director of City Year San Jose/Silicon Valley one of 18 sites which makes up City Year Inc. City Year is an international nonprofit organization which provides tutoring and mentorship to youth.

Beach served in the US Army both domestically and overseas as a Bomb Squad Executive Officer and Commander. As a commander she lead her unit in highly sensitive explosive disposal operations, improvised explosive device operations and State Department security operations for the US President, Vice President, Secretary of State and other dignitaries both foreign and domestic. Her awards while serving include the Meritorious Service Medal and National Defense Service Medal.

Her corporate experience comes from the pharmaceutical industry where she worked in sales and marketing for 9 years. She was a regional manager and led a highly successfully team of 26 covering the Pacific Northwest and Hawaii.

Beach is originally from New Jersey and holds a B.S. from United States Military Academy at West Point and an MPA from Northern Michigan University. She lives in San Jose, CA with her partner Jincy Pace (Detective, San Jose Police Department) and their two children Aidan and Conor.



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 in bringing together companies
 to promote
Integrated Philanthropy
 in their corporate cultures.

Judith Klain

Judith Klain was appointed Executive Director of Project Homeless Connect by Mayor Gavin Newsom in 2004. She has lead responsibility for creating, innovating and managing Project Homeless Connect. Declared a national *best practice* model by the President's Interagency Council on Homelessness, this project is now replicated in over 160 cities in the US, Canada and Australia and has been the recipient of many awards for volunteerism, innovation and public service.

Through Judith's leadership, over 23,000 homeless San Franciscans have been connected to hundreds of services ranging from medical care, substance abuse treatment, legal, benefits, wheelchair repair, dentistry, vision care, haircuts, food, employment, housing and more. Through her vision of a one-stop-shop model, this project targets individuals who have historically had difficulty negotiating multiple appointments and sites for services. PHC clients can get done in one day what may otherwise take 8 months.

Judith has fostered an unprecedented collaboration among 250 government and non-profit, and 300 private/corporate providers: invigorating community interest in the plight of the homeless and expanding the array of services. As of February 2008, over 18,000 individuals have volunteered for this project.

Judith has been working for the City and County of San Francisco since 1983. Her previous positions have included HIV planning, co-authoring the city's Sexual Harassment Ordinance, SF General Hospital Rebuild, disaster readiness and innovative program targeting needs of the poor and disenfranchised.

Judith is the recipient of the Mayors 2007 Public Managerial Excellence Award.

Julie Trell

Julie Trell, Director of All Things Fun, Meaningful & Rewarding, joined the Salesforce.com Foundation in July of 2000. The Foundation was launched in 2000, less than a year after the launch of parent company salesforce.com, a U.S.-based provider of on-demand customer relationship management solutions. She directs all foundation activities involving global employees supporting their requests to make a difference in their community including matching donations, Dollars for Doers Program, Community Action Team grants, volunteering, building relationships with nonprofits and sharing our model with like-minded businesses (www.sharethemodel.org). Leveraging her experienced education background, Julie developed and delivers the Salesforce.com Foundation signature youth entrepreneur program, BizAcademy, which offers a hands-on program for at-risk youth to experience the business world, network with our employees and partners, and participate in challenging internships. Julie recently spent a year in Asia developing programs and further incorporating the integrated philanthropy model to the salesfoce.com offices and extended communities.

Prior to joining the Foundation, Julie was a Technology Specialist in a middle school developing curriculum and coaching teachers how to integrate technology effectively into the curriculum. She has a BA degree from Emory University and a Master's in Early Childhood Development. She was also named Apple Distinguished Educator in 1998.

The Foundation has earned a number of awards for excellence in philanthropy including: the 2002 Points of Light Award for Excellence in Corporate Community Service; the 2003 U.S. Chamber of Commerce's Corporate Stewardship Award; the Full Circle Fund Award for Corporate Social Responsibility in 2005; and Excellence in Corporate Philanthropy in 2007.

From its inception, the Salesforce.com Foundation used a unique model of integrated philanthropy, one designed to grow with the company. The 1/1/1% model disseminates the financial and intellectual wealth of the organization to those most in need:

- * 1% Equity: Using one percent of founding stock to offer grants and monetary assistance to those in need, especially to support youth and technology programs.

- * 1% Product: Facilitating the donation of salesforce.com licenses to nonprofits helping them to increase their operating effectiveness and focus more resources on their core mission.

- * 1% Time: Finding meaningful activities for salesforce.com employees to use their six paid days off a year devoted to volunteerism, and promoting a culture of caring.

- *1 With The Earth: Becoming "carbon neutral" where we increase our efforts to reduce our greenhouse gas emissions, and the prevent the danger of climate change.

Diane Solinger

Diane Solinger is the Executive Director of Entrepreneurs Foundation. Since joining Entrepreneurs Foundation in 1999, she has held the positions of Director, Corporate Community Involvement and Director, Corporate Participation. She has greatly expanded the Foundation's volunteer involvement through the creation of the Development Council and was instrumental in the development of the Foundation's current Board of Directors. As Executive Director, Ms. Solinger oversees all fund raising, operations, new business development and affiliate relations.

Ms. Solinger has over 17 years of non-profit management experience. Prior to joining Entrepreneurs Foundation, Ms. Solinger served as Executive Director of the American Heart Association, Silicon Valley. She was with the organization for seven years. There she developed and implemented new community health and fund raising programs, launched the Latino Task Force, created the first Stroke Advisory Council for the region, and raised \$1.1 million annually from locally organized initiatives. She has also held positions with the University of Colorado Foundation, the American Cancer Society and the United Way of the Bay Area.

Ms. Solinger received her bachelor's degree in English from the University of Colorado at Boulder, spending one year at the University of Bordeaux in Bordeaux, France.

Ms. Solinger is involved with several community organizations including the Community Foundation Silicon Valley's Advisory Board and the American Heart Association, Silicon Valley.