



MAPLE MONROE

A GLOBAL SOCIAL IMPACT THINK & DO TANK

LEARN MORE



TAKE NOTE

”

At this pivotal moment in time, there is a choice to be made about the kind of work that you do and the impact you will make.



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**We catalyze social impact with
innovative and sustainable
Environmental, Social, and
Governance (ESG) campaigns,
initiatives, and events.**

PROVEN TRACK RECORD OF SUCCESS

Microsoft

DIVERSE & ENGAGED

Saks Fifth Avenue

—The—
Calais
Foundation



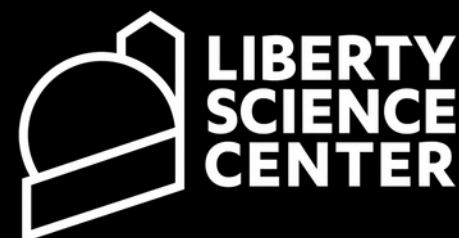
NEW 
COMMUNITY

Google

**SCOTCH
PORTER**

 **Prudential**

THE
NEWARK
MUSEUM
OF
ART




Entertainment
GROUP

and more...

WHAT IS MATTERS TO OUR CLIENTS

1

GOALS

- Increased market share
- Improved ESG scorecard
- Talent recruitment and retention
- Reputation management
- Marketing & PR
- Social Impact

2

PROBLEMS

- Social Justice issues
- Environmental challenges
- Health & Wellness concerns
- Cash flow and access to capital

3

TASKS

- Research & Analysis
- Measurement & Reporting
- Collaboration with external partners
- Developing & implementing sustainable social impact

4

BARRIERS

- Lack of awareness or understanding
- Cost or resource constraints
- Cultural or organizational barriers
- Regulatory or legal barriers
- Complexity
- Lack of perceived value

5

FEARS

- Reputational damage
- Competitive disadvantage
- Legal liability
- Financial losses
- Regulatory penalties
- Stakeholder disengagement

6

FRUSTRATIONS

- Bureaucratic processes
- Data Management
- Talent acquisition and retention
- Stakeholder engagement
- Supply chain
- Limited resources

TAKE NOTE

The world faces numerous challenges and uncertainties. We believe in embracing these critical times and diving deeper into the pressing issues that society confronts. Our purpose is to make a lasting impact and drive meaningful solutions.

OUR THEORY OF CHANGE



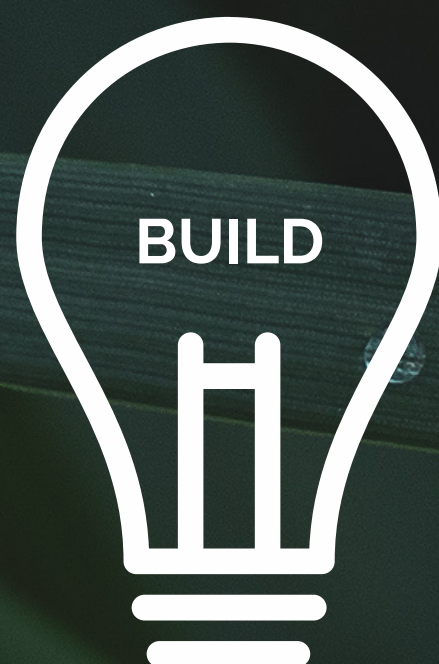
Research and Analysis

Conducting in-depth research and analysis to understand the root causes of the issue at hand, identify key stakeholders, and gather relevant data and information.



Program Development and Design

Developing and designing evidence-based programs and interventions that target the identified issues and align with the desired outcomes.



Capacity Building

Providing training, workshops, and resources to enhance the skills, knowledge, and capacities of individuals and organizations involved in the initiative.



Collaboration & Partnerships

Collaboration and Partnerships: Establishing strategic partnerships and collaborations with relevant stakeholders, including government agencies, non-profit organizations, community groups, and private sector entities, to leverage collective resources and expertise.



Advocacy and Awareness

Engaging in advocacy efforts to raise awareness about the issue, mobilize support, and influence policy and decision-making processes.



Implementation and Delivery

Executing the planned activities, delivering the programs and interventions, and ensuring effective implementation according to the defined strategies and timelines.

BENEFICIARIES

1

Communities

- Positive Social Change
- Improved Quality of Life
- Engaged and Empowered Communities

2

Employees

- Purpose-Driven Work
- Increased Engagement and Retention
- Skill Development and Growth

3

Investors

- Enhanced Reputation and Brand Value
- Risk Mitigation
- Long-Term Sustainability

4

Customers

- Enhanced Brand Trust
- Improved Loyalty
- Access to Ethical Products/Services

5

Supply Chain Partners

- Ethical and Responsible Partnerships
- Long-term Collaborations:

6

Government and Regulatory Bodies

- Recognition and Support
- Compliance with Regulations

7

Non-Profit Organizations and NGOs

- Strategic Partnerships
- Funding and Support

SHORT TERM OUTCOMES

Immediate results that are generated as a direct outcome of working with Maple & Monroe.

1

**Research
reports and
findings**

2

**Developed
program
frameworks,
guidelines, and
materials**

3

**Trained
individuals or
organizations**

4

**Advocacy
events,
workshops, or
campaigns**

5

**Established
partnerships
and
collaborations**

6

**Implemented
pilot projects or
initiatives**

LONG TERM OUTCOMES

The specific value for beneficiaries and the world if the initiative faithfully carries out all its activities is the positive and sustainable change that is achieved in targeted areas. By faithfully executing the activities, the initiative can lead to the following value:

1

Improved Quality of Life

Beneficiaries experience an enhanced quality of life as their needs and challenges are addressed. This could include improved access to education, healthcare, clean water, livelihood opportunities, or other essential services that contribute to their well-being.

2

Empowerment and Capacity Building

The initiative helps build the skills, knowledge, and capabilities of beneficiaries, enabling them to take control of their own lives and make informed decisions. This empowerment promotes self-sufficiency and resilience, creating a lasting impact.

3

Social and Environmental Impact

The initiative contributes to positive social and environmental outcomes. This could involve promoting social justice, reducing inequalities, protecting the environment, addressing climate change, or fostering sustainable development practices.

4

Strengthened Communities

The initiative fosters stronger and more cohesive communities by promoting social cohesion, collaboration, and active participation. It brings people together, encourages dialogue, and builds social capital, leading to stronger bonds and collective action.

5

Long-Term Sustainability

By faithfully carrying out its activities, the initiative establishes a foundation for sustainable development. It may involve implementing strategies that address the root causes of issues, promoting local ownership and engagement, and fostering long-term partnerships to ensure continued positive change even after the initiative's completion.

6

Inspiration and Replication

The initiative serves as a model and source of inspiration for other organizations, communities, and stakeholders. Its success and impact can inspire similar initiatives and encourage the replication of effective strategies in different contexts, multiplying the value and impact achieved.

OUR CORE VALUES

- **Design Thinking**
- **Integrity**
- **Collaboration**
- **Innovation**
- **Diversity**
- **Sustainability**
- **Continuous Learning**

**These values shape our work,
allowing us to create positive change for our
clients, partners, and communities.**

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**OUR GOAL IS TO MAKE A POSITIVE DIFFERENCE IN THE
LIVES OF AT LEAST 1 MILLION PEOPLE ANNUALLY**

**MAPLE⁺
MONROE**
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TAKE NOTE

Over \$100B per year is spent on CSR & ESG initiatives, however most of societies' problems are getting worse. Together we can create solutions to change this narrative and do our part to create a fair and equitable society for all.

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Thank You for your attention!

**Do you have feedback or questions?
Would you like to learn next steps?**

**Great!
Would love to hear from you.**

Reach me direct @

**Shakira M. Johnson, Founder & CIO
732-713-1167 | shakira@mapleandmonroe.com**