

# **It's About More than Free Beer**

Thinking Philanthropically about Inclusion and Equity




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# “love of humanity”

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Goodwill to fellow members of the human race

Active efforts to promote human welfare

Acts done or gifts made made for humanitarian purposes

# Inclusion



#CraftBrewersCon





# Equity



#CraftBrewersCon

# Justice



#CraftBrewersCon



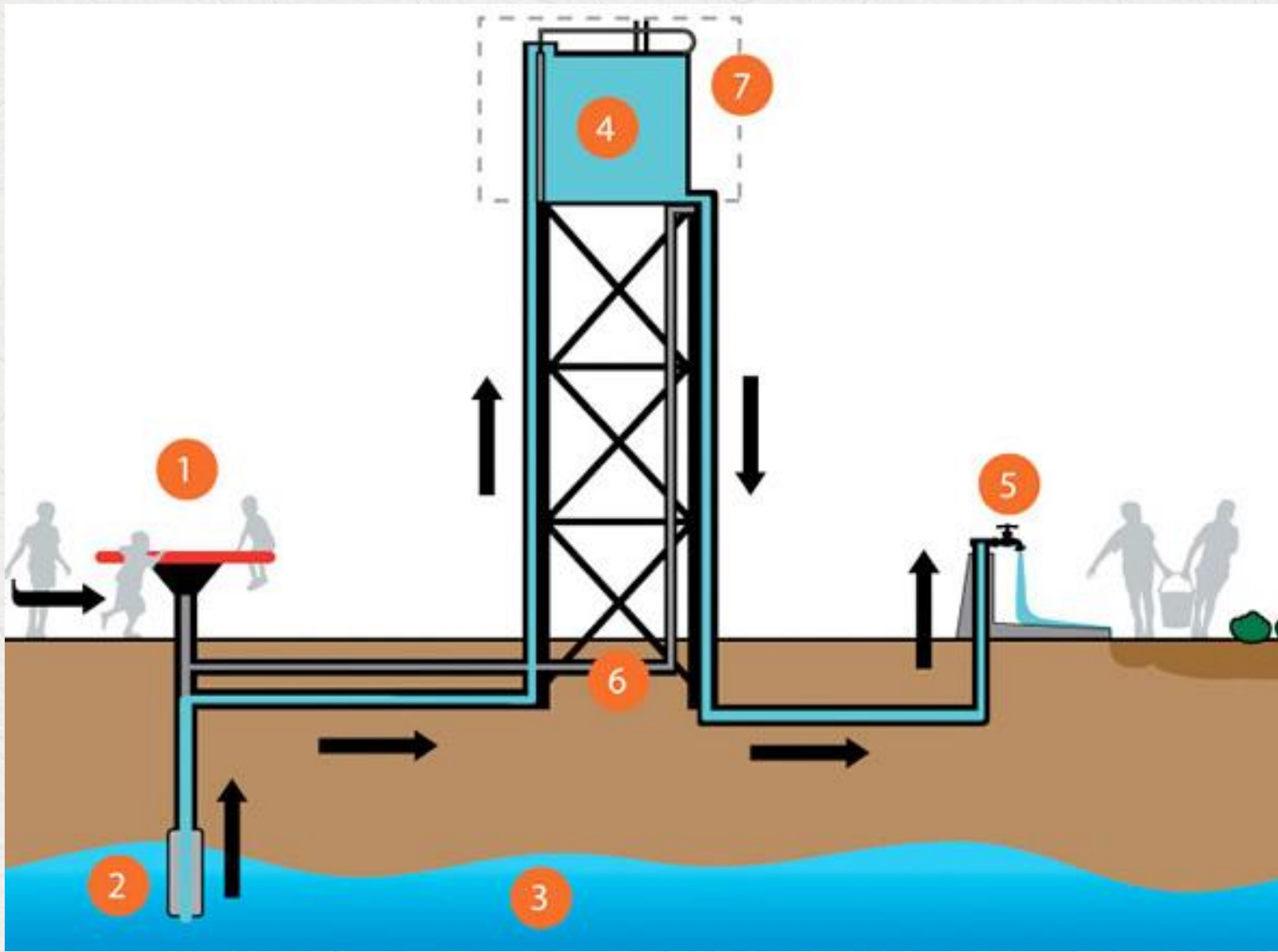




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A technology to bring drinking water to thousands of African communities by harnessing the power of children at play.





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# Transactional Relationship

# “Everybody Wins”



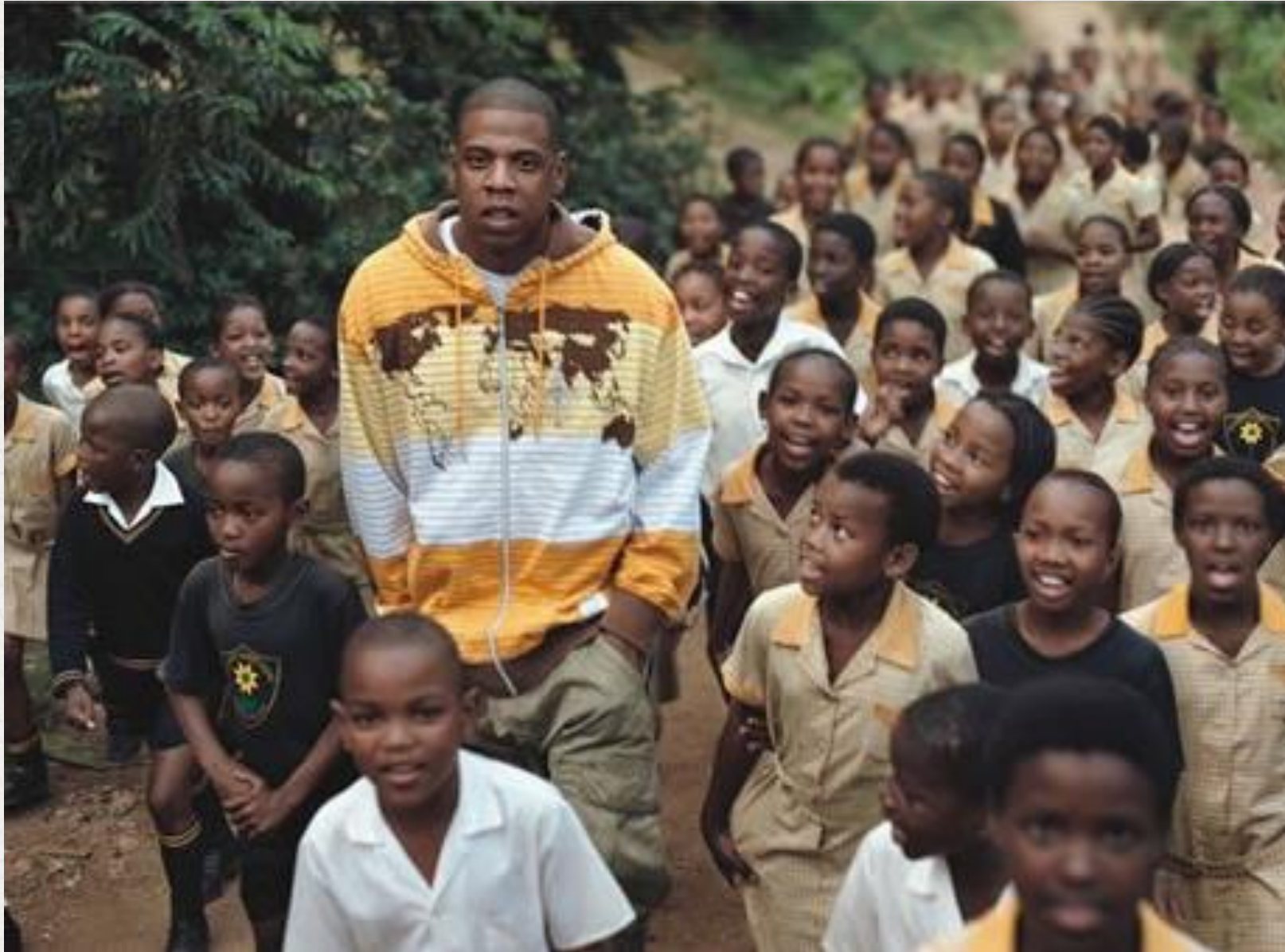




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## \$16.4+ Million Investment

- Install 4,000 PlayPumps in Rural Africa.



## “Priceless ROI

- 10 million provided with clean water.
- With time women and children enter education system and workforce.
- Increased income brings increase in wealth and political stability.
- Communication networks greatly expanded.





**Examples of  
transactional  
("win-win")  
philanthropic  
relationships  
in craft beer?**





**Do these  
efforts  
address  
Inclusion,  
Equity, or  
Justice for the  
population  
they are  
intended to  
reach?**





**"Dr. J." Jackson-Beckham** @jnikolbeckham · 17 Aug 2018



HEY CRAFT BEER DRINKERS, SELLERS, MAKERS, AND ASSORTED HANGERS ON! I am working on a research project about "advocacy beers"-- beers brewed and sold in public support/opposition of a cause or policy. If you know of an example, please reply to this thread...(continued)



195 112 186



# The path to hell...



# Transformative Relationships



**Go into this  
ready to  
learn.**

**Little to no knowledge of the  
community.**

- People
- Surroundings
- Situation
- Challenges
- Opportunities

# Evaluate the potential costs for everyone.

**Improper evaluation of costs...especially for the community.**

- Implementation
- Contingency plan
- Loss of existing resource



# Relationships persist. Plan long-term.

## Poor maintenance plan

- Lines of Communication
- Cost of Maintenance

**Allow for  
testing,  
trial and  
error, and  
sustainable  
growth.**

### **Scaled Up Too Quickly**

- Testing
- Transactional goals



# Social Sustainability

Social sustainability is a process through which current generations create places, systems, structures, processes, and relationships that actively promote the capacity of current and future generations to achieve success, well-being, and quality of life.

Socially sustainable communities, whether neighborhoods or neighborhood breweries, are equitable, connected, democratic, diverse, and contribute to community resilience.

# “Everybody Grows”

*Investment*



```
graph LR; Investment[Investment] --> ROI[ROI];
```

ROI





**Inclusion,  
Equity, and  
Justice drive  
diversity...and  
improve the  
experience for  
everyone.**

# Questions?

(Don't be shy. Someone else probably has the same question)



# Get in Touch

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