



RELIGIOUS FREEDOM & BUSINESS FOUNDATION

FAITH & BUSINESS BUILD A BETTER WORLD



Driving Global Change

RFBF Prospectus 2020 to 2025

Leadership | Networks | Research | Resources | Awards | Stewardship

ReligiousFreedomandBusiness.org






Over the last five years, we've made an enormous impact. **With your help, we'll take it to the next level.**

It might be hard to believe, but before the founding of the Religious Freedom & Business Foundation, there was no organization devoted to educating the global business community about how religious freedom can be a critical component of their success. We're still the only organization with this important mission. RFBF has single-handedly created this new field and has provided practical business tools to advance the cause.

The Religious Freedom & Business Foundation is the preeminent organization dedicated to educating the global business community, policymakers, non-government organizations and consumers about the positive power faith has on business and the economy. RFBF believes that business and religious freedom combine to form a powerful force for a better world. Through groundbreaking expert research, training programs, practical business tools and convening interfaith dialogue, RFBF helps demonstrate the critical link between respect for faith, successful enterprise and dynamic national economies.

RFBF's pioneering work serves as a catalyst for executives to promote Freedom of Religion or Belief for all people through employee programing, customer-facing policies, and leveraging their broader societal influence. RFBF is a non-partisan, non-political registered 501(c)3 non-profit organization in the United States. This document describes the unique catalytic approach that RFBF will apply in its next 5 years to fulfill its extraordinary mission.

What We've Done

-  *GROUNDBREAKING RESEARCH*
-  *FORTUNE 100 ENGAGEMENT*
-  *INTERNATIONAL DIALOGUE*
-  *SUCCESSFUL TRAINING MODELS*
-  *RELIGIOUS FREEDOM AWARDS*

What We'll Do

-  *CORPORATE RELIGIOUS INCLUSION INDEX*
-  *FAITH-FRIENDLY BUSINESS CERTIFICATION PROGRAM*
-  *INT'L CEO ROUNDTABLES*
-  *RFBF CONFERENCES*
-  *EXPANDED TRAINING PROGRAMS*
-  *NEW DIGITAL RESOURCES*

Leadership: Shifting the Paradigm

FIVE YEARS AGO, NONE OF THIS EXISTED. FIVE YEARS FROM NOW, IT'LL BE THE NORM

RFBF's unique catalytic approach multiplies its mission impact. Rather than building up an institution, we lead **powerful networks** (p.4) of freedom stakeholders, shifting the paradigm of how freedom of religion and belief is advanced worldwide. Our work is advanced by a simple and powerful truth: *religious freedom is good for business and business is good for religious freedom*. We show this truth through our **original research** (p.5) and **practical resources** (p.6 and p.12) that help businesses maximize positive impact of having faith friendly workplaces on employees' lives and company profitability. RFBF further incentivizes businesses to join the movement through our **awards program** (p.7 and 9-11).

A **direct result of RFBF's groundbreaking work** was the call at the start of the 2019 United Nations General Assembly for a **coalition of businesses to protect religious freedom**.



“We all need to answer to this call. International actors, states, religious leaders, civil society representatives, **business leaders. The global issue requires a truly global response.”**
-- Forbes 9/23/2019

Two days after this call, RFBF cohosted the **first international religious freedom coalition business roundtable** together with the US State Department and Berkshire Capital CEO H. Bruce McEver (one of our award-winners) at the Harvard Club of New York on the margins of the UN General Assembly. Animated **by a cause that transcends politics**, the roundtable provided excellent opportunities for business leaders to share best practices with religious freedom in their workplaces. A core RFBF objective for the next 5 years is to **enable and make permanent more such roundtables throughout the world**. (See pages 8-10 for profiles of three award-winning CEOs who helped us launch the Business Roundtable.)

New Global Networks

OVER THE NEXT 5 YEARS, BUSINESS WILL BECOME AN INDISPENSABLE ALLY IN PROTECTING RELIGIOUS FREEDOM WORLDWIDE

RFBF President Brian Grim and board member Chris Seiple served as back-to-back chairs of the World Economic Forum's global Council on the role of faith, with Grim speaking at **Davos** in 2018. Under their tenure, the Council not only produced research and resources that formed a toolkit on the role of religion in the global economy and in sustainable development, but they also built a **network of global influencers** including CEOs, presidents, prime ministers, and top religious and civil society leaders.



“As one of the world’s most relevant and knowledgeable thought leaders in this field, I believe your expertise is instrumental in helping this Council collaboratively develop pertinent insights and solutions to address the global challenges [related to faith].”

**-- Letter to Brian Grim by Klaus Schwab
Founder/Executive Chairman, World Economic Forum**

RFBF’s **global networks** include: USAID, State Department, White House, Vatican, United Nations Global Compact, UNAOC, Muslim World League, World Bank, Horasis Global Visions Community, G20 Interfaith Forum, Religions for Peace, direct contacts to leaders in 100+ businesses, leaders in 100+ countries, top universities, top foundations, etc. Many are already readers of RFBF’s regular newsletters (17,000+ active on list). The **next tier of global engagement** will focus on expanding RFBF’s networks among Fortune 500 companies as well as among business leaders in Asia, Africa, MENA, and North and South America.

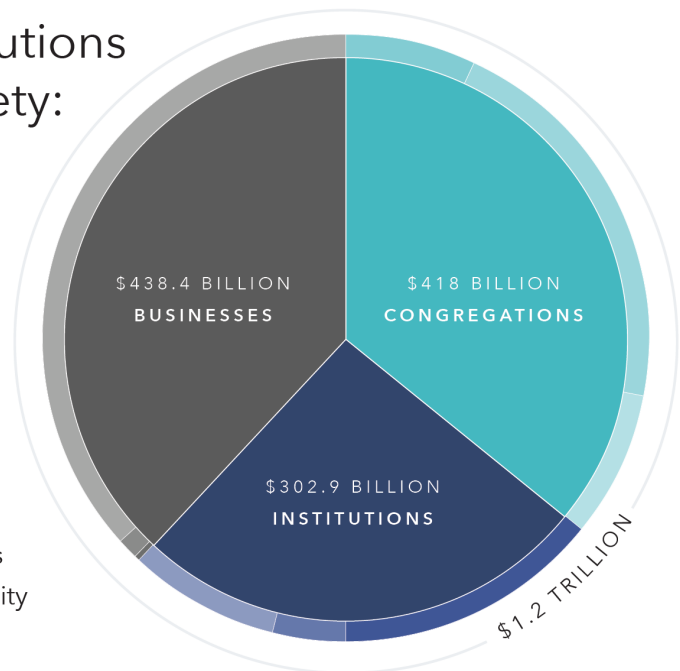
Groundbreaking Research

*BEFORE RFBF, **NO ONE** HAD EVER MEASURED RELIGION'S ECONOMIC IMPACT*

Father-daughter RFBF research team Brian & Melissa Grim's study on the impact of religion and religious freedom on the U.S. economy and society – covered by all the major media with the help of our partner Faith Counts – has **shifted the paradigm** on how religious freedom is advocated for worldwide. **It shows that religious freedom is not just a human right; it is a key to sustainable and integral human development and flourishing.**

The Socio-Economic Contributions of Religion to American Society: An Empirical Analysis

Religion in the United States today contributes \$1.2 trillion each year to our economy and society. These contributions range from the basic economic drivers of any business—staff, overhead, utilities—to billions spent on philanthropic programs, educational institutions and health care services. Congregations, businesses inspired by faith, faith-based charities and institutions not only build communities and families but also strengthen our economy in every town and city of the country.



It's not often that an academic report changes the conversation about religion in America, but one just did.

RFBF's array of cutting-edge research has single-handedly created a new field of research showing the pragmatic, bottom line benefits of freedom of religion and belief. Research ranges from how companies benefit from being faith-friendly to **hot topics** such as how support for LGBT rights is growing much faster in religiously free countries than in religiously restricted countries. **Our new docket of research** will have increasing impact, such as our forthcoming study on how Fortune 500 companies include (or don't include) religion in their workplace diversity and inclusion initiatives. Also, RFBF has been contracted to **replicate our research** on religion's economic contribution to other countries of the world, beginning with Canada.

New Training and Corporate Resources

*OUR CORPORATE PLEDGE ON RELIGIOUS DIVERSITY & INCLUSION HAS BECOME **THE INDUSTRY STANDARD** FOR BEST CORPORATE PRACTICE*

In 2016, RFBF issued its **Corporate Pledge** (developed by lawyers from multiple faiths and industries), and since then, companies around the world have signed on. The Pledge forms the basis of the foundation's **Corporate Training Program** (designed by board member Paul Lambert with the Freedom Forum Institute and launched at Accenture, also see p. 11) and the **Corporate Religious Diversity Assessment 'CRDA'** (with Tanenbaum and piloted with Fortune 500 companies). The CRDA utilizes the four overlapping criteria of the Pledge – shown below – to encourage companies to foster religiously inclusive workplaces by self-evaluating their religious diversity efforts.

1. Non-Discrimination and Non-Harassment on the Basis of Religion or Belief
2. Religious Accommodation and Inclusion
3. Promoting Sustainable and Innovative Business by Protecting Freedom of Religion or Belief (FoRB)
4. Protecting and Promoting FoRB in Communities



“By bringing religious diversity fully into corporate Diversity and Inclusion efforts, companies will be in a better position to more holistically address the needs of all employees.”

-- Michael Bodson, President and CEO, DTCC

The Corporate Pledge forms the commitment asked of companies participating in the foundation's newly launched **International Religious Freedom Business Roundtables** to be held in countries as diverse as the United States, Bahrain, Brazil, Japan and Indonesia. We will also increase our **Corporate Training Program** (see p. 11 for current offerings), building on the successful symposium at **Texas Instruments' global HQ** with more than 30 companies participating, headed by our senior corporate advisor, Kent Johnson, former senior counsel at TI.

Global Awards Program

OURS IS THE ONLY AWARD IN THE WORLD RECOGNIZING BUSINESS LEADERS WHO ARE ADVANCING RELIGIOUS FREEDOM

RFBF leads this pioneering **initiative to incentivize** businesses to support religious freedom, interfaith understanding and peace as an ongoing collaboration with the United Nations Global Compact (UNGC). The awards recognize CEOs who champion religious freedom in their companies or through their engagement and philanthropy. CEOs recognized have come from every continent and from companies as diverse as Ernst & Young (EY), Hyundai, Kimberly, Berkshire Capital, Kathy Ireland Worldwide, and the Mizan Group, Indonesia's largest Muslim publisher. Two award winners have also come from China. (See Award-winner profiles, p.8-10.)



“We need to think about how business can promote peace, reconciliation, and dialogue around the world, and how interreligious understanding can promote peace and dialogue.”

**-- Ban Ki-moon, Former Secretary General, United Nations
Keynote Speech, 2018 Global Business & Interfaith Peace Awards**

The inaugural awards were given the day before the opening of the **Rio** 2016 Summer Paralympics. The 2018 Awards were held the day before the opening of the **PyeongChang** 2018 Winter Paralympics. At the 2018 Awards, awardees held high level meetings on Korean peace at the Presidential Blue House and with the Mayor of Seoul. Delegates from the conference were also welcomed by senior politicians at the Korean National Assembly. The 2020 Awards will be given on the eve of the **Tokyo** 2020 Summer Paralympics, with the ultimate objective of bringing the initiative to the **Beijing** 2022 Winter Paralympics. The 2020 Awards will also host **the first Global Business Roundtable on the protection of people from all faiths**, with delegates from all major regions of the world – with the aim to establish active roundtables in each region of the world as well as in key countries.

Stewardship

EVERY DOLLAR IS PROGRAMED FOR IMPACT. WITH MODEST FUNDS WE'VE DONE SO MUCH. WITH MORE RESOURCES **WE WILL MULTIPLY OUR IMPACT.**

RFBF's approach is **different**. It is based on the **humble search** for how businesses and business leaders can be and are instrumental in increasing knowledge and human progress in the area of religious freedom. We not only contribute our knowledge and skills, but we also learn from and amplify the good that businesses are doing in advancing religious freedom, interfaith understanding and peace in workplaces, marketplaces and societies. **MORE THAN 90% OF OUR FUNDING GOES DIRECTLY TO OUR PROGRAMMATIC ACTIVITY.**

"If you want to have a better performance than the crowd, you must do things differently from the crowd."

– Sir John Templeton

"It appears that God's creative method is movement, change, continuing search, ongoing inquiry. Those who seek are rewarded. Those who are sure they already have the answers gradually become obsolete."

-- Sir John Templeton, *The Humble Approach*

RFBF's funders support these programs and help RFBF continue to nimbly respond to new opportunities as they emerge in a fluid global environment.

- (1) **Networking:** representation at major UN, Davos, Diversity & Business conferences
- (2) **Research:** conduct and publish two major research projects annually
- (3) **Executive & Employee Education:** expand training on and ongoing assessment of *best practices in workplace religious diversity and inclusion* for Fortune 500 and other global companies as well as business schools
- (4) **Roundtables:** set up, network and facilitate regional IRF Business Roundtables worldwide
- (5) **Awards:** carry out our signature biannual Global Business & Interfaith Peace Awards

Three Award Winners at the RFBF Roundtable

(1) SUPERMODEL TO SUPERMOGUL – SPORTS ILLUSTRATED COVER TO RELIGIOUS FREEDOM ADVOCATE

Not a lot of businesspeople make the covers of both Forbes and Sports Illustrated magazines. But Kathy Ireland, supermodel and founder of kathy ireland Worldwide (kiWW) did. She appeared in 13 consecutive Sports Illustrated swimsuit editions and graced the covers of three, and her eponymous licensing company now has some 17,000 products that bring in \$2.5 billion a year.



Ireland learned at the hands of some of the biggest business moguls in the world. She once cold-called the actress Elizabeth Taylor, who made her own fortune licensing her name to fragrances and women's accessories, and asked if the movie star would be willing to mentor her. The two were very close until Taylor's death in 2011.

She was also mentored by Warren Buffett, who encouraged her to grow her business beyond its original focus on women's clothing. Now kathy ireland Worldwide licenses everything from rugs and flooring to wedding dresses and baby furniture.

Ireland and her company have long been involved in charitable work with the Elizabeth Taylor AIDS Foundation, and the work of Hardwired, a woman-led initiative that trains business and community leaders and promotes religious pluralism and tolerance in war-torn areas. Ireland has spoken out for Yazidi women, raised awareness about their plight at the hands of ISIS or Daesh and supported an appeal to

Congress to act their behalf.

"In my old job description as a model it was 'shut up and pose.' I reject that today. Allow people to refute you but please don't ever allow anyone to dismiss you. We have got to let our voices be heard, and not only ours, but women's everywhere. Proverbs 31 says, 'Speak out for those who are voiceless and for the rights of all who are vulnerable,' so I just think it is something that we've got to do."

-- Kathy Ireland

(2) TOP INVESTMENT BANKER AND DIVINITY SCHOOL GRADUATE

Divinity school is not the most likely place to find a venture capitalist, an investment banker or a published poet. Well, maybe a poet. Yet H. Bruce McEver is all of those things, and more. The man who founded Berkshire Capital Securities LLC, a global merger and acquisitions investment firm, in 1983 went on to complete a master's in theology at Harvard Divinity School in 2011.

At Harvard, McEver noticed a lack of religion and culture courses for students at its prominent business school. With his friend Ron Thiemann, a theologian at Harvard, McEver founded a program called Business Across Religious Traditions — BART, for short — that brought the foundational ethics of the world's religious traditions to the business school classroom.

“Jesus, the Buddha, Muhammad, Joseph Smith, these were religious entrepreneurs,” McEver said recently from his New York City office. “Almost all of our ethics spring from the religious traditions these entrepreneurs founded. If you understand the religious background of these ethics it makes them much more full-fleshed, more powerful for businesspeople.”

McEver and Thiemann went on to start the Foundation for Religious Literacy, which oversees the BART program



and several others. The foundation's Faith, Ethics and Leadership seminars bring together business leaders with religious thinkers, and its Religious Liberty Roundtable promotes tolerance and religious understanding as global good business practices.

“Business leaders don't exist in a vacuum,” said Ben Marcus, a Harvard Divinity graduate and an adviser to the foundation. “They need to understand why we create wealth and to what end. They need to know how religion motivates their employees and clients. Religion affects their business calculus on any number of issues, so to be literate in it is

smart.”

Today, McEver is turning his energy toward ensuring the Foundation for Religious Literacy survives its founders.

“I am always asking how do we have a broader reach. I am still searching. But I think, given our political climate, there has never been a bigger need than now for people to have an understanding of other people's religious traditions.”

-- Bruce McEver

(3) TACKLING INDONESIA'S GREATEST CHALLENGE WITH BUSINESS KNOW-HOW AND FAITH



Yaya Winarno Junardy likes to tell the story about how he was just a boy from a small village in East Java, Indonesia, when he arrived in Jakarta in the 1960s. Pretty soon, he had four jobs — as a street cigarette seller, a high school biology teacher, a university student and a casino worker. He worked seven days a week. The experience taught a lesson he still applies in his business and philanthropy today. “I found myself in four different environments with four different kinds of customers in four different subjects. It taught

me how, as an individual, to adapt to different situations. I learned that in my life and in my work I have to adapt.”

Adapt he did, taking on a fifth job — an operator for IBM — before he had the university degree the company required. He spent 25 years with IBM in a variety of executive positions in cities around the world. He has also held high posts with Bank Universal, ExcelCom and several other Asia-based telecommunications corporations. He is one of the most prominent businessmen in Jakarta.

Junardy learned how to adapt to people of different faiths and cultures from his grandfather, an ethnic Chinese who ran the family's copra business among Muslim, Christian and Buddhist customers and contractors. He has said he believes this early exposure to people of different faiths and cultures taught him to relate to and respect others.

As president commissioner of Rajawali Corp., he has more time to pursue what he calls his “second chapter” — improving conditions for the working and lower-income classes of Indonesia. His purpose now is “to give back to society by teaching young people, working with the underprivileged, and giving joy to others.” Since 2011, Junardy has led a consortium of Indonesian businesses in hosting mass weddings for low-income Indonesian couples of multiple faiths who cannot afford the fees — 60,000 Indonesian Rupiahs or about five U.S. dollars — required for a legal marriage. Without an officially recognized marriage, Indonesian couples cannot obtain identity cards, access health care or obtain birth certificates for their children. Junardy estimates 36 percent of Indonesian households lack these documents, stigmatizing their children — and affecting their education, health and, ultimately, their jobs.

“Get exposed to cross-cultural experiences early in life and learn to relate to others who are different from you. Most importantly, always try to understand the context of the problem before jumping to solutions.” -- Y.W. Junardy

Executive & Employee Education

TO HELP COMPANIES REALIZE THEIR FULLEST POTENTIAL, RFBF OFFERS IN-COMPANY EXECUTIVE SEMINARS TOGETHER WITH OUR PARTNER THE FREEDOM FORUM INSTITUTE

WORKPLACE RELIGIOUS DIVERSITY & INCLUSION (RD&I)

OFFERINGS

1. KNOWLEDGE: THE CASE FOR CHANGE, A BUSINESS IMPERATIVE

Demographers project that the world's religiously affiliated population will outgrow the religiously unaffiliated population by a factor of 23-to-1. This means that religion will be increasingly important for employees and potential customers in the global marketplace. How is your company positioning itself for success?

2. SKILL SET A: BEST ACCOMMODATION POLICIES AND PRACTICES

36% of American workers have experienced or witnessed workplace discrimination or non-accommodation according to Tanenbaum, leading to low moral and retention. How is your organization responding to this trend?

3. SKILL SET B: NONDISCRIMINATION AND NAVIGATING TRICKY ISSUES


Complaints of workplace religious discrimination to the Equal Employment Opportunity Commission were twice as high as complaints based on sexual orientation. How can organization avoid discrimination in both areas?

4. ACTION: EMPLOYEE AND COMPANY ENGAGEMENT

CEOs around the world are signing and implementing the Corporate Pledge on Freedom of Religion or Belief (FoRB), signaling to the marketplace and potential employees their commitment to diversity and inclusion. In addition to the FoRB Pledge, find out what other employee tools are available for your organization.

5. CUSTOM SEMINARS: ZEROING IN ON YOUR COMPANY'S ISSUES

Each company has a unique position in the marketplace and made up of a uniquely diverse workforce. To best meet the specific needs of each company or organization, we offer tailored program design to help you achieve market success and develop an environment of Religious Diversity & Inclusion (RD&I). One our our faculty will work with you to ensure the training curriculum is reflective of your specific circumstances and context.



“Business can provide a powerful positive impetus for religious freedom because they operate at the crossroads of culture, commerce and creativity. Businesses unite diverse people in pursuit of common goals – including goals that relate to making a product or providing a service. The fact is, where religious freedom flourishes, businesses flourish and the societies in which they operate also flourish. Businesses that promote respect and freedom across religious lines are positively impacting economies and civility throughout the world.”

-- Brian J. Grim, Ph.D., RFBF President
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