

Content and Innovation Platforms

Shaping the Future of the Profession

M.O.R.E. Together

Gigaprojects

AI

Agile

PMOs



Sustainability

Change Management

Product Management

Social Impact

Agile

We champion modern, human-centered Agile practices beyond software development, advancing Enterprise Agility in an AI-accelerated world.

AI

We lead the AI transformation of project management and the project management of AI transformations.

Sustainability

We lead the integration of sustainability and regeneration practices into all projects. We lead the project management of the global transition to a more sustainable world.

Social Impact

We advance opportunities for youth and strengthen nonprofit organizations through education and partnerships.

Gigaprojects

We lead large-scale project delivery, connecting leaders, ideas, and solutions to help the world's biggest projects achieve stronger outcomes, better governance, and greater long-term impact.

PMOs

We exist to elevate PMO professionals worldwide and advance the evolution of PMO practice.

Change Management

We empower professionals to lead change projects that drive meaningful transformation and impact.

Product Management

We bridge project and product disciplines to help professionals deliver greater value from idea to impact.

Activating Social Impact: How Chapters & Social Impact

3 May | 9:00am - 10:00am

PMI Culture Value: Together We Can

Ashley Forsyth

PMI Global | Director, Social Impact Programs

Mafalda Amaro

PMI Switzerland | President

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Learning Objectives

1. Understand how to incorporate Social Impact Programs into your Chapter activities.
2. Apply the M.O.R.E. framework to design volunteering initiatives that deliver measurable value for communities, members, and project professionals.
3. Analyze how managing perceptions, owning outcomes, and reassessing continuously transforms volunteer engagement into sustainable leadership and community impact.

Key Takeaways

- Volunteering becomes transformative when chapters move from activities to outcomes.
- By applying M.O.R.E., leaders can design initiatives that create 1) social impact, 2) develop volunteers, 3) strengthen membership, and 4) redefine project success as lasting value for communities, professionals, and society.

PMIs Strategic Definition of Social Impact

Social impact means using our project management skills to make a difference.

By partnering with not-for-profits and driving targeted initiatives, we aim to create sustainable, long-lasting improvements in communities across the globe.

Our efforts align with the United Nations Sustainable Development Goals (UNSDGs), focusing on areas like education, health, sustainability, and economic stability. Through strategic volunteerism and Project Management expertise, we empower communities and transform lives.

The Why

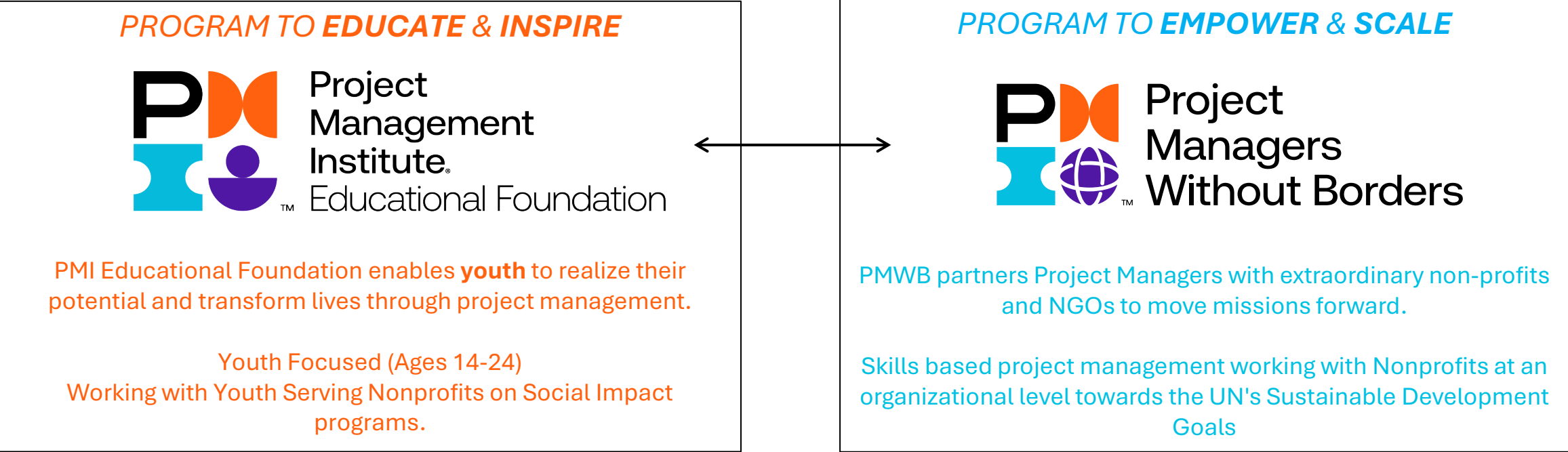
Social Impact Programs (SIPs) exist to connect PMI's expertise, volunteers, and resources with real-world needs—strengthening nonprofits, empowering and supporting the community from youth to career professionals, and ensuring project management drives lasting social impact through PMIEF and PMWB.

- **PMIEF educates and inspires** the next generation by equipping youth with project management skills that foster confidence, career readiness, and life success, focusing on UNSDG 4: Quality Education.
- **PMWB empowers and scales** impact by connecting skilled project managers with nonprofits and NGOs to build organizational capacity to amplify mission-driven outcomes.

PMIEF and PMWB Serve as Anchor Social Impact Programs

While social impact is embedded in everything we do, these two programs ensure focused delivery.

We maximize project success
to elevate our world.



Social Impact Programs Team



Ashley Forsyth
Director, Social Impact
Programs



Andrew Whitmire
Manager, PMIEF



Aisha Beverly
Administrator, PMIEF



Amber Buschmann
Global Partnerships
Manager, PMIEF



Tim Swain
Partnerships Specialist,
PMIEF



Rebecca McWhorter
Social Impact Programs
Volunteers Administrator



Julia Adams
Manager, PMWB



Laura Davidson
Global Program
Manager, PMWB



Carol Martinez
Chapter Support
Specialist, PMWB

Social Impact vs. Social Good

Social Impact at PMI specifically means leveraging project management to empower individuals and transform communities. These include:

- Youth Education in project management to foster life and career success.
- Supporting youth-serving nonprofits by helping them integrate PM into programs.
- Providing pro bono project management support to nonprofits and NGOs.
- Consulting on community projects that require planning, coordination, and stakeholder management.
- Building NGO capacity and scaling efforts to support youth.

Social Good refers to general actions that benefit society, like beach clean-ups or food drives.

- Traditional, hands-on volunteering
- Short-term direct service
- Addressing immediate needs

While traditional volunteer activities contribute to social good, the PMI focus for social impact is specifically on leveraging the unique professional skills of its members through social impact volunteering to create deeper, systemic improvements within non-profit organizations.

Why This Matters for Chapters and Members

For Chapters

- Local and global visibility and recognition of chapter
- Stronger community partnerships
- Increased member engagement, retention, and growth

For Individual Members

- Meaningful application of project management skills
- Professional growth and leadership development
- Expanded professional and social networks
- Belonging , purpose, and fulfillment
- Recognition and credibility

Social Impact Programs: Chapter Engagement

Chapters must be in Good Standing per the Chapter Policy Manual to initiate social impact activities. To get started with social impact, chapters should:

Capacity and Interest

- Assess the chapter's capacity and interest in social impact initiatives and determine an area of focus.

Annual Plan

- Chapter's must include social impact in the annual plan to account for resourcing and budgeting.

Social Impact Role

- Chapters should designate a Social Impact Coordinator (or higher-level position) dedicated to Social Impact.

Opportunities for Involvement

PMIEF – Empowers youth (ages 14 – 24) to transform their lives through project management

1

Project/Activity

PMIEF Grants:

Formal grant agreements with global youth-serving nonprofits (YSNPs).

Activities:

Chapter-led activities that utilize PMIEF resources (e.g. Skills for Skills)

Other Activities:

Community outreach, fundraising activities, serving as judges & mentors for grantees or YSNPs within the community. Promotion of Academic and Professional development scholarships.

2

Examples

- Aflatoun, STEM Racing, Special Olympics, The Henry Ford
- Training workshops youth, mentorship program, youth camps, PM skills sessions for youth-serving nonprofits

3

KPIs

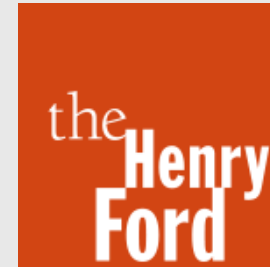
- Dictated by Grant Agreement
- # of workshops
- # participants
- Feedback ratings
- Skill confidence change
- Partnership created

PMIEF: Celebrating 35 Years

- Grant Partners



African Leadership Academy
Developing the next generation of African leaders



Regional Representation

- 2024 Enablements by Region

Partner	AP	China	EU	LATAM	MENA	NA	SA	SSA
Aflatoun	18,874			33,700	13,451		20,340	
African Leadership Academy					100			2,761
CARE	200							420,432
Destination Imagination	1,350	6,458	8,264	4,571	3,299	92,789		
DiscoverE	2,131	1,464	740	1,183	976	562,180	241	1,257
Future Problem Solving Prog Int	1,126	12	398	37		1,936	14	12
INJAZ Al-Arab					77,399			
INJAZ (Jordan)					149,790			
JA Africa								102,849
JA Americas				6,890				
JA Asia Pacific	50,300						20,001	
JA Europe			220,208					
JA Worldwide	506	8	7,559	3,026	666	183	27	1,326
Special Olympics			32,745					
STEM Racing	352,728	129,706	639,383	149,630	171,180	14,638	136,212	49,402
The Henry Ford						149		
TOTALS	427,215	137,648	909,297	199,037	416,861	671,875	176,835	578,039

PMIEF Strategy

• Strategic Adaptation

- **2024** - PMIEF recognized the 2019–2027 Strategy goals were largely accomplished ahead of schedule.
- **2025** – Evolved the strategic plan toward a future that builds on our success and amplifies our impact even further with the creation of a Strategic Adaptation.
- **2026** - Strategic Adaptation that will run through the end of 2026 and is aligned to maximizing project success to elevate our world, PMI:Next, and the United Nations Sustainable Development Goal #4: Quality Education.
- **2027-29** – PMIEF is developing a new plan in 2026 to be enacting at the beginning of 2027 and running through 2029

Empowering Youth Through Project Management

PMIEF Strategic Adaptation 2025:
Honoring the Past, Building the Future




PMIEF Educational Resources


 Project Management Institute Educational Foundation

Project Management Skills for Life®



 Project Management Institute Educational Foundation

Educator Guide for Project Management Skills for Life®



Opportunities for Involvement

PMWB – Partners volunteer Project Managers around the world with nonprofits to move missions forward.

1 Project/Activity

Projects:

Structured, time-bound initiatives applying project management skills to help a nonprofit or community achieve a goal.

Activities:

- PMWB Workshops or Scope-a-thons
- PM Day of Service, trainings for nonprofits/NGO leaders
- Awareness by nonprofits about PMWB

2 Examples

- Short term projects: intro to PM, developing a template for fundraising
- PM skills capacity building: supporting non-profits to build tools and resources for regular use
- Strategy consultancy: Project Manager regularly meets with leadership at a nonprofit to implement new system

3 KPIs

- Project outcomes delivered
- Nonprofit satisfaction
- Volunteers engaged
- Lessons shared

The World Needs More Nonprofits/NGOs to Succeed in their Missions

- Nonprofits and NGOs are willing to take on the challenge, but need support and expertise to succeed

- We are living in a time of unprecedented change and unrest
 - At a global and local level
- The UN has set targets for the change we need to see, and the world is behind...

Nonprofits and NGOs are working tirelessly to solve these challenges.

Yet they often don't have access to the expertise and tools they need to solve big challenges at scale.

Only 17% UN SDGs are on track for 2030



PMWB Engagement Models

Short-Term Project Management

Directly assist with a specific initiative or event.

Best for Nonprofits with specific defined initiatives with clear start and end date

Examples:

- Creating a volunteer Management system or a communication plan for a campaign
- Optimize logistics for community service event.

Capacity Building

PM Skills Development.

Best for Nonprofits and NGOs interested in building sustainable internal capacity through knowledge transfer

Examples:

- Multi-session training program on PM fundamentals tailored to PM contexts
- Create customized tools for ongoing use

Strategy Consultancy

Deliver project management tools and techniques as a mentorship

Best for Nonprofits ready for deeper operational improvements

Examples:

- Establish project management methodologies within the organization
- Develop a strategic planning framework
- Creating program evaluation systems

Opportunities for Involvement

Social Impact - Direct application or use of project management tools, techniques, methodology in support of the UN SDGs, but exclusive of PMWB or PMIEF activities.

1 Project/Activity

Locally designed initiatives aligned with PMI's PM skills training for unemployed adults, purpose but not formally under PMIEF or homeless shelters, refugees, or disaster

2 Examples

- PM skills training for unemployed adults, homeless shelters, refugees, or disaster response teams.
- Presentations at libraries or community centers.
- Stand alone project for community benefit; organizing from start to finish a social good project not affiliated with a specific nonprofit.

3 KPIs

- # people trained
- new partnerships formed
- % programs using PM practices post-engagement

Overview: Chapter Processes

Annual Plan Submitted and Approved

- Submit your chapter's annual plan through the Charter Renewal process

Identify a Social Impact activity

- The chapter connects their social impact strategy to support nonprofits aligning with the UN SDGs.
- If Social Impact Programs support is needed by the chapter to identify their social impact goals, complete the Social Impact Activities form.

Connected to a Social Impact Programs team member

- SIPs will assign a team member to your chapter as your point of contact to support your chapter throughout your PMWB project or Social Impact activity as required.
- Chapter volunteers are selected and complete project with the partner.

Chapter Social Impact Coordinator/Access Marketing Portal

- Chapter has a Social Impact Role. Ensure you have confirmed the current Social Impact contact in the Chapter System.
- Only Chapter leaders that have been added to the Chapter System can access the Social Impact resources in the Marketing Portal.

Complete Project Initiation Form or Social Impact Activities form

- Is the chapter ready to implement their Social Impact plan? Dependent on the type of activity, complete the PMWB Chapter Project Initiation form (specifically for a project with a nonprofit) or the Social Impact Activities form (for all other social impact activities)

Submit your Impact

- An Impact Report is required to be submitted to share your story.
- For PMWB projects, chapters will complete the PMWB Closeout Report. For all other social impact activities, chapter will complete the Social Impact Activities form

Chapter Support in Frontify

Social Media Engagement

Member Engagement

Enterprise Engagement

Academic Engagement

Non-Profit Engagement

PMWB: Delivering Projects
on Purpose

Maximizing Project Success
for Nonprofit Impact

The Power of Project
Management for Social
Impact

Building Bridges: Finding &
Engaging Non-Profit

Maximizing Project Success for Non-Profit Impact

Bringing impact home.
Put your PM skills into action with PMWB.



The Power of Project Management for Social Impact

Project management isn't just for business. It's a

Thank you!

Start your Social Impact journey...



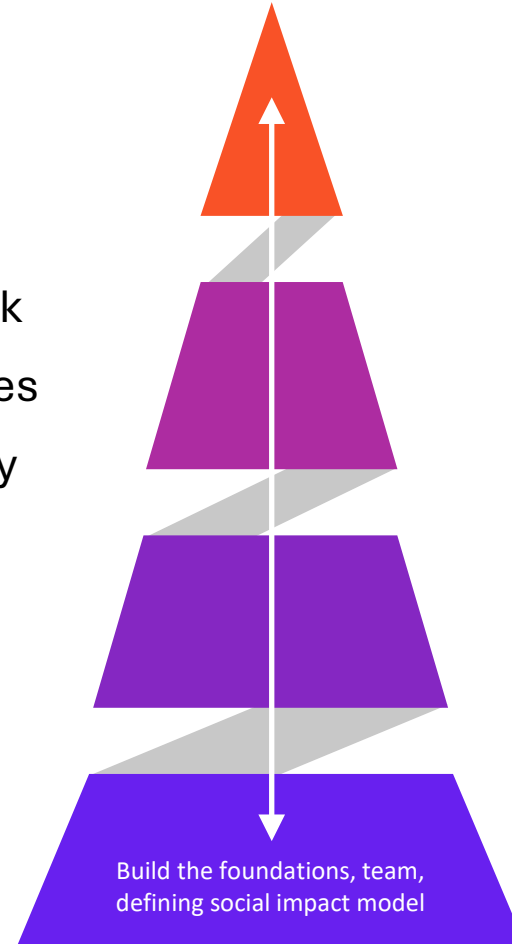
PMI Switzerland

From Volunteers to Value Creators

Where we started – No team, just purpose

What motivates people to volunteer for PMI?

- ✓ Building professional Network
- ✓ Searching for job opportunities
- ✓ Giving back to the community
- ✓ Have hands-on experience
- ✓ Choosing projects with real impact



Future Enabled Social Impact Teams

- Guidance and steer from PMWB gave teams more autonomy
- Volunteers take leadership positions
- Increased number of volunteers to drive these initiatives forward
- Volunteers build capabilities they will need in their future jobs, and gain experience they might lack

PMWB Initiative

- Introduction of PWMB added more structure and coordination
- Setting the projects for more success
- Support from PMI in what organisations & projects to select
- More visibility and outreach

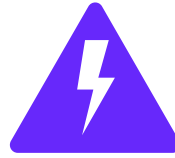
Creating Momentum

- First collaborations with local NGOs
- Understand the non-profit landscape in Switzerland
- Outreach to almost 100 non-profit organisation
- Training the team and ‘train the trainers’
- Engaging more volunteers with different experiences, motivations and capabilities

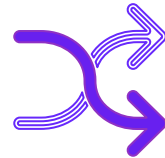
Foundations

- No dedicated Social Impact Team
- Limited Engagement with external community
- Desire to create meaningful impact
- Value proposition created

The trigger – Responding to a real need



... 2022: War in Ukraine → refugees arriving in Switzerland

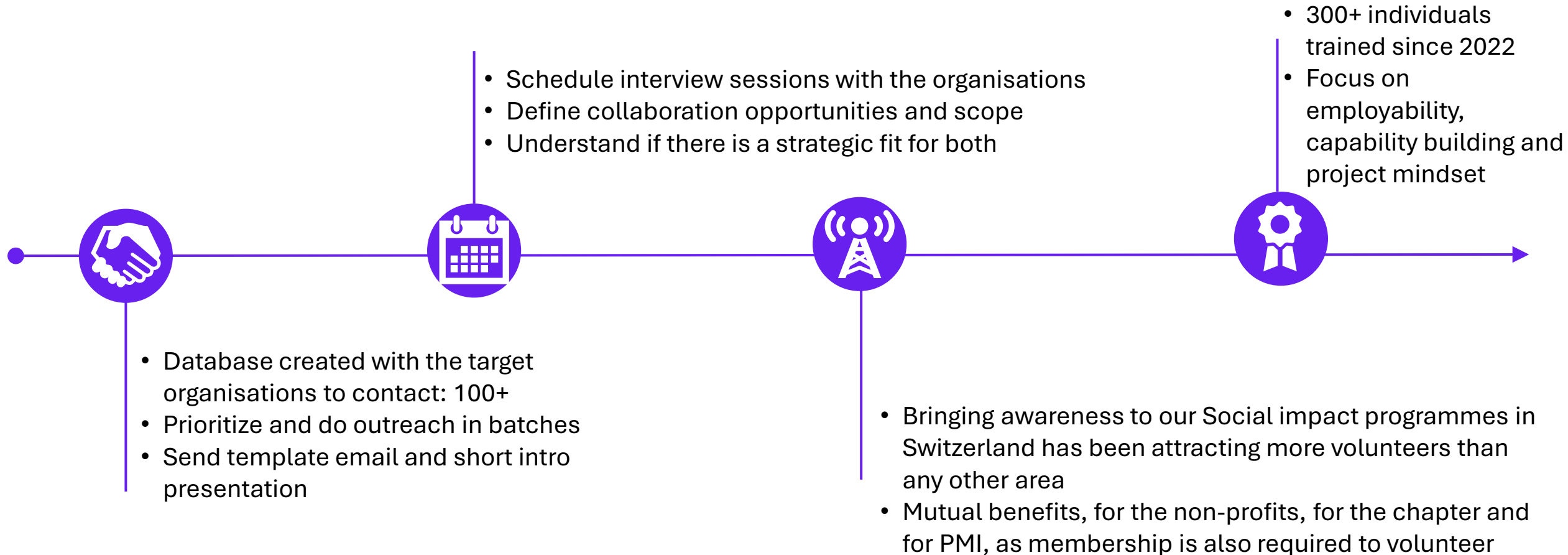


... Engagement with NGOs and nonprofit organizations. Pilot partnership with Bevel ON



... Launch of first training program for ~60 people

From single Initiative to an Ecosystem



What we offer to our PMWB partners

Expert support for Real-World challenges

1

TRAINING

Training programs designed to equip with knowledge and skills needed to successfully plan and execute projects.

PM Fundamentals

Learn core principals, methodologies and best practices.

Customized Workshops

Tailored training based on your specific needs and project challenges.

Leadership & Team collaboration

Improve decision-making, team work and stakeholder management.

2

MENTORING

Personalized Mentorship with hands-on guidance to navigate real-world challenges and enhance skills.

Personalized coaching sessions

Tailored to your specific project

Interactive sessions

Where professionals and project teams collaborate and exchange insights

Skills Development

Leadership, stakeholder communication, problem-solving and project management

3

HANDS –ON ASSISTANCE

Deliver hands-on support to real-world projects with expert guidance every step of the way.

Project Setup

Define goals, scope, timelines and resources.

Capability Development

Develop PM Capabilities with experienced professionals

Knowledge Transfer

Equip teams with skills for future success.

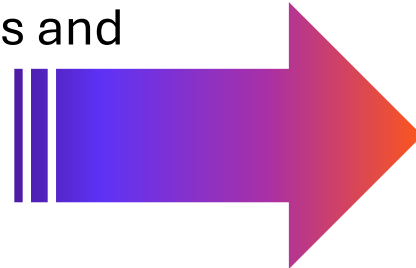
Outcomes beyond Training

and mutual benefits

Transforming beneficiaries into opportunities

- ❖ Career reintegration into job market
- ❖ More CAPM & PMP® certifications achieved
- ❖ Career transitions and entrepreneurship
- ❖ Participants becoming PMI members and volunteers

Result: From beneficiaries → active contributors, increasing members and volunteers

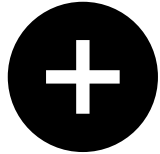


Transforming the Volunteer Experience

- ❖ Volunteers co-designed training content
- ❖ Delivered sessions and mentoring
- ❖ Developed new skills and leadership capabilities
- ❖ Created new professional opportunities

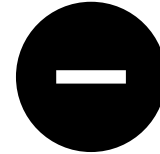
Result: Volunteering became a platform for growth and leadership

The Ripple Effect



Impact on PMI Switzerland

- Increased membership numbers and engagement
- Growth in volunteering participation
- Stronger community connections and brand awareness
- Fastest-growing team in the chapter since 2023
- Pairing 1 experienced professional + 1 junior PM enhances the volunteer experience too



Challenges for the chapter

- PMI seen as a 'certification' company
- Selling fear (what are you trying to sell us)
- Outreach
- Volunteer steady engagement
- Adapting to the non-profit organisation's time and availability

Model: Impact → Engagement → Growth

Our Trusted Partners

**Médecins Sans
Frontières**



**Engineers
Without Borders**



WFUNA (UN)



**Inspiring Girls
Switzerland**



BevelOn



**Young Enterprise
Switzerland**



**The Project
Suicide**



Advance



Real life success – MORE impact



Oxana Herzog

Oxana restarted her career after a family break, by volunteering with PMI Switzerland. Delivering project management fundamentals training for a Social Impact project with Bevel ON.

Within a year, she **transitioned into a professional trainer, as an ATP**, building a strong reputation in the market and is now **mentoring professionals seeking career development and Women in Project Management**.



Agnieszka (Aga)
Pieczko

Aga joined our **Bevel ON training program in 2024** as professional transitioning from Poland into the Swiss Market. The program helped gain clarity and direction, shaping her career path. She went on to earn her **PMP certification, launch a new career path, focusing on the intersection of AI and project management transformation initiatives**.

Today, she actively **educates others on AI transformation** from PM perspective and contributes to our community, as an **active PMI Switzerland volunteer**.

Impact: Rediscovered purpose, direction, and career opportunities

From PMWB beneficiaries to PMI volunteers

PMWB & Social Impact

- Give back to community
- Growth of volunteer engagement
- Increase partnerships and outreach
- Create stronger communities



Beneficiaries

- Capability building
- Trainings and skills acquiring
- Mentoring & coaching programs
- Career advisory / redirection
- New PMI Members
- More PMP certified professionals

Volunteers

- More opportunities to develop skills (trainers, public speaking, mentoring)
- Hands-on Experience in real projects
- Learn by pairing with experience professionals (1 senior +1 junior pairing)

Thank You!

Questions?

Connect:



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