

Changing the Conversation on the Role of Companies in the Community

CECP
Recognition
Opportunities



CECP

THE CEO FORCE
FOR GOOD

CECP Creates Opportunities for CEOs and Companies to Tell Their Stories and Be Recognized

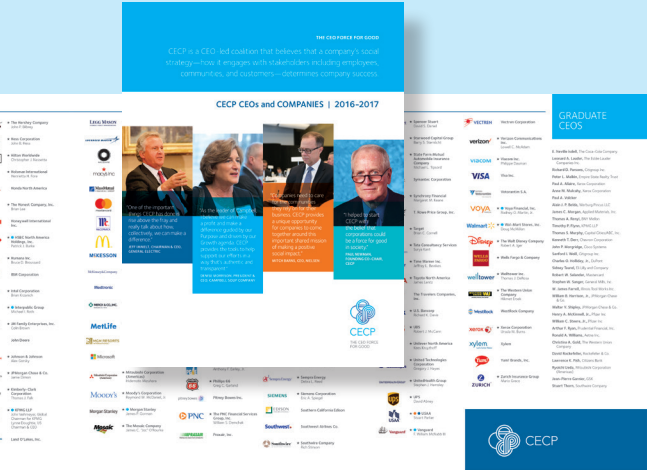
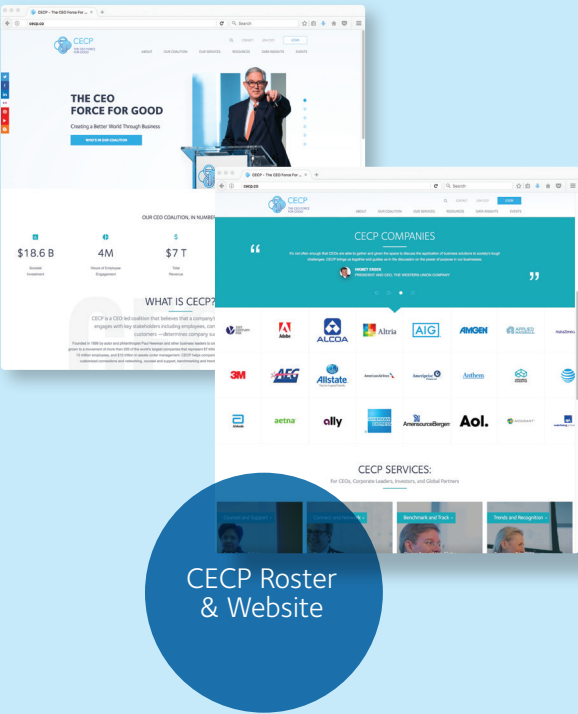


As a part of CECP's mission to create a better world through business, we have developed a variety of opportunities to share company stories and case studies that demonstrate excellence in applying the skills and resources of the business to solve societal challenges. CECP supports companies through a **communications audit process** to

source and develop the stories that communicate the purpose-oriented nature of their work. We translate those narratives into targeted outreach opportunities that influence and inform key stakeholders, such as customers, employees, media, communities, investors, and others.

CECP Website

Recently re-launched to tap the most engaging technology to provide easier access to multiple layers of tools in corporate social strategy, CECP's new website is both visually appealing and practically designed. As a vital information hub, the CECP website is a repository of nearly 100 thoughtfully crafted case studies of excellence in corporate social strategy, searchable by multiple filters. In addition, the website is the home of CECP's thought leadership reports, measurement and benchmarking tools, a searchable list of CECP-affiliated companies, CECP Insights Blog, and links to social media, videos, and photos. The site is also the portal to MyCECP, which unlocks additional layers of resources in all of CECP's service areas.

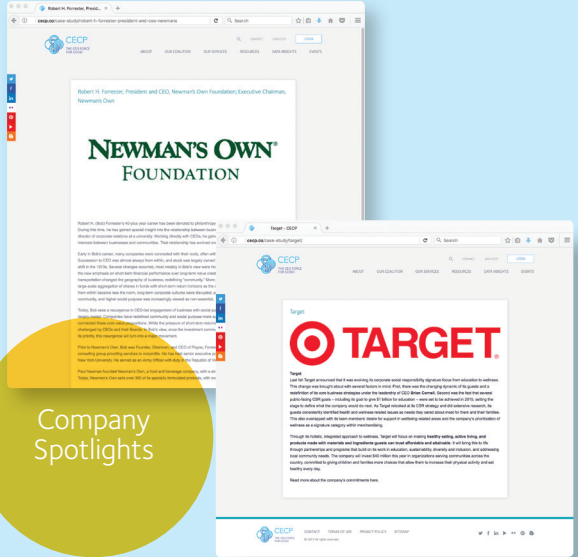


CECP Roster

The CECP Roster is a powerful visual collection of the 200+ logos of leading global corporations that make up the Force for Good coalition of companies. To have your logo here is a demonstration of your company's commitment to society.

Company Spotlights

On a quarterly basis, CECP selects companies for the sought-after Company Spotlight through a thoughtful information sharing and communications support process. Companies are determined through a review of the CECP Pillars of Excellence: CEO Leadership, Partnership, Innovation, Measurement, Integration into the Business, and Long-Term View. Company Spotlights are sent to our nearly 2,000 affiliated corporate contacts, posted on the CECP website as case studies, and recognized at the CECP Summit.



Company Spotlights

Realigning Strategy

Affordable and Attainable Wellness

TARGET announced that it was evolving its corporate social responsibility signature focus from education to wellness after there was a change in dynamic of its guests, redefinition of its core business strategies under the leadership of CEO Brian Cornell, and the fact that several public-facing CSR goals were set to be achieved in 2015, which set the stage to define what the company would do next. Target will focus on making healthy eating, active living, and products made with materials and ingredients guests can trust affordable and attainable. They will do so by bringing partnerships and programs that build on its work in education, sustainability, diversity and inclusion, and addressing local community needs.

Community Possible

US BANK launched Community Possible, a new signature focus for their CSR efforts, drawing from elements such as a stable job; a home to call your own; and a connected community through culture, recreation, and play. To share the program publicly and with their employees, US Bank created a relay bus tour, involving volunteer activities in 25 states, connecting employees around the new program. This allowed employees to volunteer for financial literacy trainings, tours of affordable housing, and park clean ups.

Empowering the Next Generation

HARMAN's global cause initiative, HARMAN Inspired, focuses on empowering the next generation and improving communities through the power of music, technology, and service.

Music: HARMAN taps its core skills and knowledge of music as a universal experience and a proven way to nurture creativity and critical skills.

Technology: With more than 12,000 engineers, HARMAN understands the importance of fostering STEM education. They lead with their own innovations and prepares the next generation with a particular focus on the connected car and Internet of Things.

Service: Employees connect with each other, build leadership and collaborations skills, and give back to the communities where they live and work.

Giving in Numbers Case Studies

Connecting Employees to Community Nonprofits

To boost their focus on addressing critical global health needs and to leverage cash and product donations, **MERCK** developed with Catchfire a SkillShare platform to connect employees with nonprofit organizations in their communities, developing meaningful and impactful opportunities. SkillShare provides developmental experiences for employees to stretch their skillsets in different environments and implement them to their role at Merck. The program and its participants have provided about \$350K in valuable support for nonprofits, since the program's inception in 2015.

Inspiring, Motivating, and Rewarding Healthy Lives

MCKESSON partnered with Vitality, a program that inspires, motivates, and rewards employees to live their healthiest life, and gain an understanding that healthy employees mean a happier and more engaged workplace. Through health competitions, challenges, and events, McKesson employees earn Vitality Points, which was a huge success over the course of 2011–2014: participants' activity levels increased by 92%, 4,892 McKesson employees and 493 spouses attended 159,994 Weight Watchers meetings, and employees lost a total of 24,759 pounds, along with many more achievements. In 2015, McKesson won the C. Everett Koop National Health Award for Excellence in Health Improvement and Cost Savings, recognizing the success of their health and wellness program.

Giving Young People a Better Education

DELL works with non-profit organizations around the world to give young people a better education by providing grant funding and their latest technology, along with holistic support services addressing community needs that hamper a child's ability to learn, such as food and security. A local Dell Champion manages the development and upkeep of Dell technology systems and solutions, and Dell team members volunteer their time to support the organization's needs. Dell's Youth Learning initiatives directly impacted more than 415,000 undeserved young people in FY16 by working with their 62 Youth Learning partners in 15 counties.

Elevating the Role

Strengthening the Resilience and Cohesion of Local Communities

Since October 2013, Kathleen McLaughlin, President of **WALMART** Foundation, has been leading the retailer's charitable giving efforts, inspiring activities that create economic growth and mobility; enhance the sustainability of global supply chains, food, apparel, and general merchandise; and strengthen the resilience and cohesion of local communities. Last year, Walmart and the Walmart Foundation together surpassed more than \$1.4 billion in giving worldwide, including nearly \$1 billion of food donations. Under Kathleen's ambitious global agenda for women's economic empowerment, Walmart recently met its commitment to source \$20 billion from women-owned businesses.

Making Long-Term Value Creation a Priority

Robert (Bob) H. Forrester, President and CEO, **NEWMAN'S OWN** Foundation; Executive Chairman of Newman's Own, has gained special insight into the relationships between business and community. In the 1970s, business valued short-term financial performance over long-term value creation. Now, he sees a resurgence in CEO-led engagement of business with social purpose that is more comprehensive and deeply rooted. Companies have redefined community and social purpose more authentically than ever before and connected these core value propositions. In Bob's view, once the investment community accepts long-term value creation as its priority, this resurgence will turn into a major movement.

Community Leadership and Service

Kerry Herlihy Sullivan, President of **BANK OF AMERICA** Charitable Foundation, leads a team responsible for implementing a broad range of national and global philanthropic programs as part of Bank of America's Environmental, Social and Governance approach. Bank of America Charitable Foundation's mission is to strengthen the economic and social health of communities across the company's global footprint through a ten-year \$2 billion philanthropic goal. Kerry leads the company's signature philanthropic programs such as Neighborhood Builders and Student Leaders, which recognize the community leadership and service of nonprofit organizations and students in 44 markets across the U.S., with nearly \$200 million invested since 2004.

Building on Commitments

Training Healthcare Professionals

BRISTOL-MYERS SQUIBB Foundation's Global HOPE (Hematology-Oncology Pediatric Excellence) is a new \$100 million initiative, which was launched in response to the severe unmet need in pediatric cancer treatment in southern and east Africa. Within the first five years, the program will train about 5,000 healthcare professionals in African countries and treat thousands of children. The Global HOPE partnership came about after the company decided to divest its HIV portfolio. The Foundation looked to evolve its 18 years of HIV investments in Africa by leveraging the experience and lessons on HIV to now address cancer in high HIV prevalent areas. Along with pediatric cancer and blood disorders, the Foundation is also focusing on HIV and women's cancers, as well as HIV/TB and lung cancer.

Connecting Young People to Training and Jobs

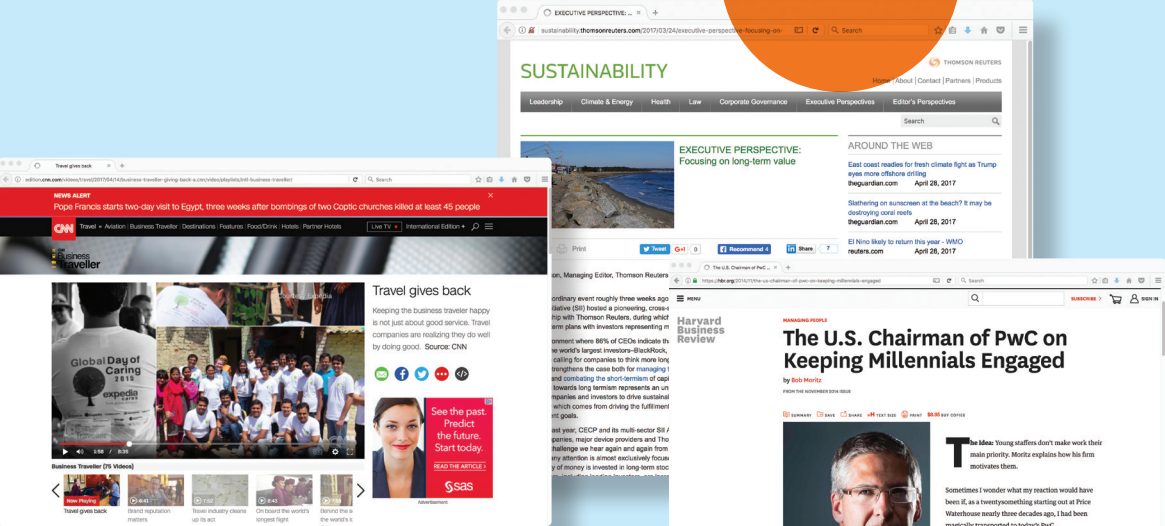
CITI's Pathways to Progress initiative, led by the Citi Foundation, invested \$100 million to connect 500,000 young people, ages 16-24, to training and jobs over the next three years, making it the largest philanthropic commitment in the Citi Foundation's history. The expansion includes a commitment to have 10,000 Citi employees volunteer to serve as mentors, coaches, and role models to young people and support their career progress. To date, Pathways has helped more than 100,000 young people across 10 U.S. cities become career-ready through jobs, internships, and leadership and entrepreneurship training.

Continuing High-Impact Initiatives

GE integrates its commitments to education, the workforce, and STEM skills throughout the business. Starting in 2005, GE Foundation's Developing Futures in Education Program supports high-impact initiatives that improve the equity and quality of K-12 public education in the U.S, focusing their work in seven urban school districts home to significant GE businesses. Developing Futures has invested more than \$225 million, impacted more than 1.3 million students, reached 10,000 educators, engaged 1,450 business leaders, and saved districts more than \$20 million to support student achievement and professional development for teachers in more than 2,000 K-12 public schools across the U.S.

Top-Tier Business Media

CECP taps its long-standing, deep relationships with top-tier media to weave case studies of corporate social strategy into the trends and topics covered by influential outlets such as *The Wall Street Journal*, *Bloomberg Businessweek*, *The New York Times*, *Harvard Business Review*, *Thomson Reuters*, and others, resulting in billions of impressions. In addition, CECP leverages its partnerships with media to provide to companies thought leadership and special advertising opportunities.



Top-Tier Business Media



CEO Thought Leadership Pieces



Benefiting Customer Building Community

Many companies are working to make a positive impact by making sensible decisions when it comes to environmental and societal issues

Any company can grow. It's the ability to grow the account when it's the best interest of the business that sets great companies apart. It's for this reason that Bank of America is a leader in environmental, social and governance throughout every aspect of its business. When our bank's growth and our growth are linked, we can help our customers and communities thrive. Bank of America is a leader in environmental, social and governance throughout every aspect of its business. When our bank's growth and our growth are linked, we can help our customers and communities thrive.

Businessweek and Wall Street Journal Advertisements



Force For Good Honors

CEOs: On behalf of the CECP Board of Directors, CECP selects leading CEOs each year to be honored with the Force for Good recognition, presented at the annual Board of Boards CEO event. CEOs are nominated for their leadership in the community and within their companies. These CEOs are statesmen who are advocating on behalf of their companies to create a better world through business.

Force for Good
Honors



2017 FORCE FOR GOOD HONOREES

Michael Corbat, CEO, Citi

Brian C. Cornell, Chairman & CEO, Target

Chad Dickerson, CEO, President & Chair, Etsy

Dr. Risa Lavizzo-Mourey, President & CEO,
Robert Wood Johnson Foundation

Bill McNabb, Chairman & CEO, Vanguard

Denise Morrison, President & CEO,
Campbell Soup Company

Anne M. Mulcahy, Former Chairman,
Board of Trustees, Save the Children;
Former Chairman & CEO, Xerox Corporation

2017 CHARLIE AWARD

Leaders in Corporate Citizenship: The “Charles H. Moore Award for Leadership in Corporate Community Engagement” (The Charlie Award) is named to honor CECP’s first Executive Director, who led CECP for more than a decade. This award celebrates a corporate affairs professional who demonstrates perseverance in the pursuit of societal advancement.

Balaji Ganapathy, *Head of Workforce Effectiveness, Tata Consultancy Services*

Balaji Ganapathy draws his passion for education from a career journey that spans leadership roles in engineering, entrepreneurship, business consulting, human resources, corporate social responsibility and diversity and inclusion. While Balaji oversees



the functions of HR Business Consulting, CSR, and Diversity & Inclusion for more 35,000 employees, he is also helping change the state of STEM education, with a special focus on women and girls, minorities,

and underrepresented groups through leadership with STEMconnector®, Million Women Mentors, NPower, US2020, IMPACT 2030, and many other national organizations.

TCS has achieved unprecedented levels of employee engagement and measurable community impact, with volunteerism flourishing from a handful of employees in 2010 to more than 17,136 in FY16 – representing more than 58% of the workforce.



Since 2010, more than 50,000 employees volunteered for more than 2,000 CSR events across 100+ cities. TCS has made philanthropic investments of more than \$25MM, and its pro-bono investments to develop innovative technology platforms for social causes has resulted in more than \$12 MM in social good. TCS’ flagship student engagement program, TCS goIT, has engaged more than 13,000 middle and high school students across 54 cities in the United States and Canada with hands-on experiences in computer science, inspiring them towards tech careers in all sectors.

Balaji’s visionary approach has helped TCS build a broad-based, collaborative, cross-sector effort that reaches more than 2 million young adults, while leveraging its own intellectual, technological, and human capital to supplement financial philanthropic investments.

To take part in CECF recognition opportunities, please contact Sara Adams, Senior Director of Communications and Marketing, sadams@cecp.co, 212-825-1252.



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