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## **As #GivingTuesday Goes Global, Companies Around the World Join the Movement**

### ***CECP's Global Exchange Enlisted to Support Global Movement***

**November 28, 2017, New York, NY**—As the day comes to a close on one of the most successful and widely-adopted global giving events, CECP: The CEO Force for Good, one of the founding partners of the #GivingTuesday movement, announced record levels of corporate support for the global philanthropy movement. By 2:00 p.m. ET, online donations were up 30% compared to 2016. Begun in 2012, #GivingTuesday is a global day of giving fueled by the power of social media and collaboration. It kicks off the charitable season and takes place the Tuesday following Thanksgiving and the widely recognized global shopping events Black Friday and Cyber Monday.

"#GivingTuesday is the rare initiative that translates in all languages, across all cultures, offering companies a unique opportunity to connect with key stakeholders--employees and customers—on causes that matter most," said **Daryl Brewster, CEO, CECP**. "With this year's focus on making the effort a truly global event, CECP is happy to lever our Global Exchange network to extend the impact #GivingTuesday can make around the world."

Building off the event's momentum in the US, #GivingTuesday focused on spreading the movement globally in 2017, partnering with more than 40,000 local nonprofits and NGOs in 71 countries around the world. To help bring awareness to the day, CECP tapped its [Global Exchange](#) network, which seeks to unite country-based, mission-driven corporate societal engagement organizations to advance the corporate sector as a force for good around the world. [CSROne](#), the Global Exchange's Local Authority in Taiwan, has signed on as a **Global Leader to support the effort to raise visibility of #GivingTuesday in Taiwan**. Other Global Exchange Local Authorities have supported the effort digitally, including [Cemefi](#) in Mexico and [Beyond Philanthropy](#) in Germany.

As #GivingTuesday is a social media-based movement, companies continue to lever technology as a tool to make a positive impact in the community. With 82 CECP companies participating in 2016's #GivingTuesday initiative, CECP anticipates 2017 will bring broader engagement from around the world. Highlights of some of this year's CECP-affiliated company activities included:

- **BD** – On #GivingTuesday, BD has committed to double match all donations made by full-time U.S. associates to any qualifying organization.
- **Blackbaud** – Hosting a celebration at Nasdaq, including Opening Bell ceremony, Facebook Live panel discussions with business leaders, including Daryl Brewster, CEO, CECP. Watch Video [here](#).
- **Citi** – Citi is matching all gifts made to #NoKidHungry, up to \$100,000.

- **Newman's Own Foundation** – This year, Newman's Own Foundation is sponsoring the CrowdRise annual holiday giving campaign, with \$500,000 in funding and matching donations for participating charities.
- **NRG** – Today NRG formally unveiled a new partnership with Boston Children's Hospital as part of its [Choose to Give](#) program, which allows NRG customers to support local nonprofits through their electricity plan.
- **PayPal** – The company is adding 1% to all donations made to the PayPal Giving Fund as part of its 2017 Holiday Giving Campaign taking place in internationally.
- **Pearson** – Pearson is participating in #GivingTuesday with \$25 [Kiva](#) microloans for 30,000+ employees, \$100,000 in matching Kiva loans to various education partners, and Dollars for Doers grants to match employee volunteer hours.
- **S&P Global** – The company is providing the first 1,000 employees who join the S&P Global Kiva Lending Team with USD\$25 to make a microloan to an entrepreneur of their choice on the Kiva lending site.
- **WellsFargo** – Today launched the company's Holiday Food Bank program, marking the occasion with a donation of \$5M to United Way, a commitment of 5,000 volunteer hours, and the roll out of food donation centers at 5,900 local WellsFargo branches and mobile donations sites.

More resources and information on how companies can get involved in #GivingTuesday can be found at <http://cecp.co/events/givingtuesday>

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## **ABOUT CECP: THE CEO FORCE FOR GOOD**

CECP is a CEO-led coalition that believes that a company's social strategy—how it engages with key stakeholders including employees, communities, and customers—determines company success. Founded in 1999 by actor and philanthropist Paul Newman and leading CEOs to create a better world through business, CECP has grown to a movement of more than 200 of the world's largest companies that represent \$7 trillion in revenues, \$18.6 billion in societal investment, 13 million employees, and \$15 trillion in assets under management. CECP helps companies transform their social strategy by providing customized connections and networking, counsel and support, benchmarking and trends, and awareness building and recognition. <http://cecp.co>