

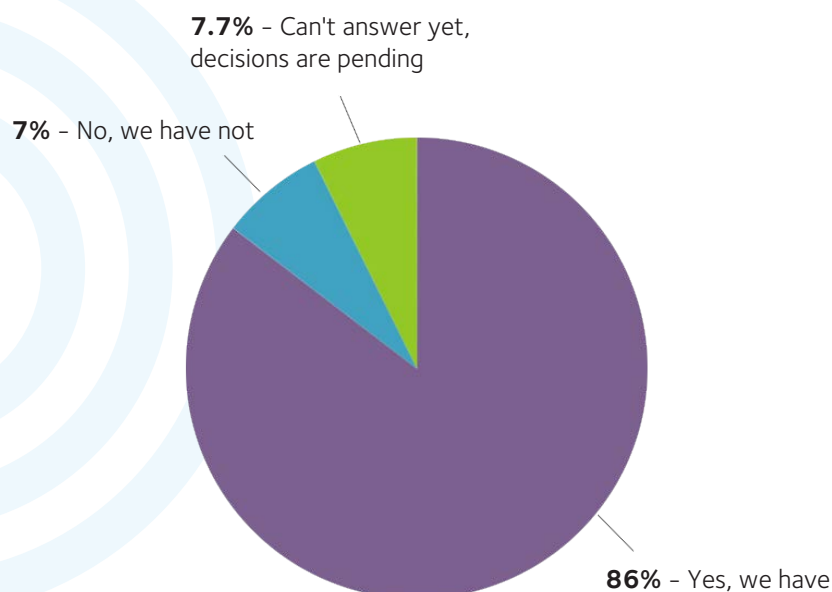


# CECP Pulse Survey

Changing how companies manage community partnerships during COVID-19

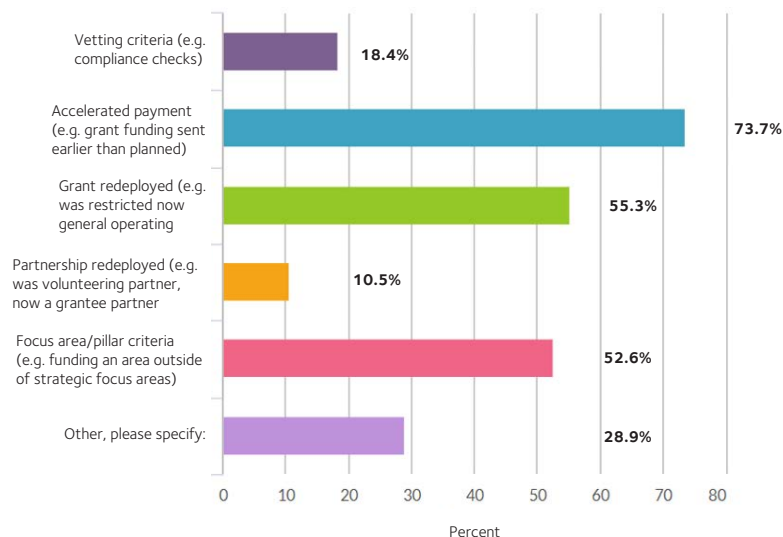
CECP sent out a Pulse Survey on April 14, 2020, focused on understanding how COVID-19 might be changing how companies manage community partnerships.

*Question 1: Has your company/foundation decided to change any of your grant making policies, procedures, or criteria related to COVID-19 response (e.g., vetting criteria, accelerated payment, grant redeployed to general operating, focus areas/pillars of giving)?*



These results indicate that **most companies are changing how they manage their community partnerships due to COVID-19 response.**

*Question 2: Select one or more of the changes your company has decided upon:*





### **Top responses for 'other' changes made include:**

- Expanding the disaster relief program, including increased funding to food providers
- COVID-19 Relief Fundraising Campaign
- Budget and initiative reductions
- Prioritization of COVID-19 grant funding over standard project/program grant applications
- Prioritizing national partners with local affiliates in alignment with pillar/focus area
- Increased skills-based and virtual volunteerism

### *A few examples of the additional details provided around company changes:*

- Reallocated funding that was intended for brand led social programs to COVID-19, on a global scale.
- Additional grants to partners that have COVID-19 virtual volunteering opportunities, including new grants to education opportunities to provide resources for teachers and students for at home learning.
- Launched a COVID-19 Relief and Response Campaign to match employee donations 2:1.
- Global leadership is reviewing all funding and in-kind requests related to COVID-19 with a special review by our Crisis Committee and Ethics and Business Integrity office.
- For employees who have the passion to give but not a specific cause, they are encouraged to give to the Community Grant Fund.
- \$125K was given to food banks to support children and seniors. Other areas for consideration: Domestic Violence shelters, mental health, and homelessness.
- In-kind donations have significantly increased as our CEOs continues to procure crucial materials e.g., PPEs for our healthcare workers.
- Case by case evaluation of each planned grant; reductions in granting program total funded.
- Accelerated grants to food provider grantees and increased their grants by 25%.