



April 3, 2020 Resource Recap

NEW: Every Friday, we will be sending a resource recap to all of our affiliated companies to keep you up to date with the latest on best practices and purpose-driven leadership, as well as updates on CECP programming.

Find additional COVID-19 resources on the [CECP events page](#), [MyCECP](#), [CECP Insights](#), and dedicated [CEO](#) and [company resource pages](#).

COVID-19 | CECP Updates

Head to our [Knowledge Center](#) when you log in to [MyCECP](#) to check out our new knowledge brief on COVID-19. Please note that this piece can be downloaded and is continuously being updated with the latest information and resources for your company.

We will also be launching a weekly Pulse Survey to all of our companies. Watch for our emails every Tuesday to participate in the Survey and make sure to check in on our Friday Resource Recaps where we will be sharing the results. Take a look at our latest [Pulse Survey results](#) where we focused on understanding what actions corporations are taking related to the impact of the ongoing COVID-19 crisis.

Join Company Peer Discussions on COVID-19 by Issue and Industry

The **Association of Corporate Citizenship Professionals (ACCP)**, **Chief Executives for Corporate Purpose (CECP)**, **Council on Foundations (COF)**, and **Points of Light (POL)** have joined forces to convene our **members and advocate for the field**. Our goal for the collaboration is to support the sector by sharing the best information from our four organizations while using your time most efficiently. [Our crisis response is demonstrating that we are working together to support the sector so you can support each other.](#)

There's still time to register for our upcoming discussions:

Issue-Based Corporate Peer Discussions (all ET)

- **Week of 4/6: Funding Healthcare During COVID-19**
 - [Tuesday, 4/7](#), 12-1:30 p.m.
 - [Tuesday, 4/7](#), 2-3:30 p.m.
 - [Thursday, 4/9](#), 12-1:30 p.m.
 - [Thursday, 4/9](#), 2-3:30 p.m.
- **Week of 4/13:**
Educational Access Response During COVID-19
 - [Monday, 4/13](#), 10-11:30 a.m.
 - [Wednesday, 4/15](#), 3-4:30 p.m.
- **Supporting Employees Self-Organizing & Volunteering During COVID-19**
 - [Tuesday, 4/14](#), 12-1:30 p.m.
 - [Tuesday, 4/14](#), 2-3:30 p.m.
 - [Thursday, 4/16](#), 12-1:30 p.m.
 - [Thursday, 4/16](#), 2-3:30 p.m.

The first Industry-Based Corporate Peer Discussions registration links now open below for **Healthcare and Consumer Staples Industries** (all ET):

- [Friday, 3/27](#), 10-11:30 a.m., Healthcare: Biotech, Pharma, Medical Devices/Equipment
- [Monday, 3/30](#), 3-4:30 p.m., Healthcare: Facilities/Services
- [Monday, 4/6](#), 10-11:30 a.m., Consumer Staples: Food/Beverage
- [Wednesday, 4/8](#), 3-4:30 p.m., Consumer Staples: Non-Food/Beverage

Note: More industry sessions will be announced this week

Details to note:

- **“Closed-door” discussions will be confidential.** Using Chatham House Rule, we will consolidate information from these sessions in notes that will be shared with companies/the field within a week. Specific company details will be withheld unless expressly requested to be shared.
- **Each company will share (3 minutes per company)** its COVID-19 community response, stakeholder insights, Q&A; chat questions will also be collected for response.
- We ask that there is **one representative for your company per type of issue call** to join the video and speak on behalf of your company; please only sign up for one session of each type of issue per week so more companies can join. Please also join applicable industry calls.
- Based on attendees registered, we will allocate a specific amount of time for each company to share. We want these calls to be **30 companies or less per call** so we are allocating 90 minutes per call.

We know teams have been pulled into so many directions, and within that frenetic environment, many of you were able to submit information for the *Giving in Numbers* Survey 2020. **Thank you!** If you have any questions or GIN 2020 didn't make it onto your radar due to all else that is going on, please reach out to [Alexa Yigit](#).

Summit Update

After weeks of discussion and multiple meetings, CECP has decided to move the **2020 CECP Summit: Strength in Solutions** to a **virtual experience**. The CECP team is committed to bringing you the leading content, resources, and connections you need to serve your employees, communities, and partners in these uncertain times. With an innovative virtual format, anyone from your company can take part.

View our current [site](#) to see the type of content we will draw from, including speakers and the full agenda. We will update this site in the coming days to communicate about our plans and will be in touch to share more on our new virtual format. The experience will be more robust, reaching more of your colleagues, and digging deeper into the issues of the day. For further information or if you have any questions, please contact [Alison Vultaggio](#).

CECP INSIGHTS AND CASE STUDIES

Read about the latest trends in CECP's [Insights Blog](#), including posts by CECP CEO, [Adapting and Leading: How Companies are Responding to COVID-19](#) and [Purpose-Driven Leadership During a Crisis](#); CECP Associate, CEO Engagement, [Collaborative Action to Combat COVID-19](#); CECP Research Director, CEO Investor Forum, [Buy-Backs: Pitchforks, then a rethink](#); and CECP Head of Capital Markets Engagement, CEO Investor Forum, [Navigating COVID-19 in the Short-Term, Driving Value for the Long-Term](#).

WHAT'S TOP OF MIND FOR CECP COMPANIES

Most frequently asked topics have been related to COVID-19, including examples of corporate responses and actions as well as details of matching gift programs for employees, employee assistance funds, and overall budget planning. Relatedly, inquiries about innovative

COVID-19

Do you have a story to tell about your company's experience with COVID-19? CECP can help communicate your story through our channels, such as social media and our blog, or those of our partners, such as *Fortune*. Sharing your experience will help others. Please send your story idea to [Sara Adams](#).

CECP CALENDAR

CECP's virtual programs provide CECP companies with the opportunity to learn from industry experts, network with peers, and share best practices—to advance their corporate responsibility and citizenship work. Have an idea or want to propose a roundtable in your city? [Share your thoughts with us!](#)

The 2020 *Giving in Numbers* Survey is **open**. [Contact us](#) to learn more.

APRIL 6, 2020

Utilities Virtual Roundtable: COVID-19 Edition (*Virtual*)

employee engagement, such as through virtual volunteerism has been top of mind for our companies.

JOBS PAGE

Do you have an open position on your corporate citizenship team? Let us know! Email [Jackie Albano](#) with the link and CECP will post on our [Job Listings](#) page.

GLOBAL EXCHANGE

In these challenging times, CECP's [Global Exchange](#) (GX) is compiling innovative ideas of how companies around the world (and GX members) are undertaking local, national and international initiatives in the fight against COVID-19.

[Wider Sense](#), CECP's GX German Partner shared examples of large companies that adapted products and services to meet emerging needs. [Software company SAP cooperated with the German State Department to set up a platform that enables the swift repatriation of stranded German citizens](#) ([link](#), German). Volkswagen led the donation of 200,000 respiratory masks, a philanthropic donation of in-kind resources that do not originate from their own value chain ([link](#), English). In the realm of supporting staff while simultaneously meeting a public need, [fast food chain McDonald's and discounter Aldi made a](#) staff-sharing deal in Germany to ensure the smooth running of supermarkets while keeping staff employed ([link](#), English).

If you are interested in knowing more, please contact [Laura Galindo](#).

[Register](#)

APRIL 7, 2020

Focus on Strategy: Employee Communications (*Virtual*)

[Register](#)

APRIL 30, 2020

Regional Roundtable: Colorado Companies (*Virtual*)

[Register](#)

MAY 19-20, 2020

2020 CECP Annual Summit (*Virtual*) *More information to come*

[Register](#)

[View the full calendar](#)

CECP SOCIAL MEDIA CORNER

Follow us on social media – CECP is a leading source for corporate social investment news, the latest research, and CEO insights. Follow CECP on [Twitter](#) and [LinkedIn](#).

Got news you want to share?
Reach out to jalbano@cecp.co and let us know how we can help you get the word out.



*CECP is grateful for the generosity of its Advance the Movement supporters **KPMG LLP, Newman's Own Foundation, and USAA.***