



May 1, 2020 Resource Recap

Every Friday, CECP shares a Resource Recap to keep you up to date with the latest on best practices and purpose-driven leadership, as well as 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



CECP has been busy at work responding to company needs:

- CECP has seen an increase in requests, by 18%, to our [Insights](#) system, answering company questions about strategy, budgets, and policies. Do you have a question for us?
- Watch for the CECP [Pulse Survey](#) each Tuesday, with results shared in this Resource Recap each Friday.
 - This week's CECP [Pulse Survey](#) focuses on understanding how companies are predicting changes to their 2021 community investment budget due to COVID-19.
 - Take a look at our last CECP [Pulse Survey results](#) where we focused understanding how

companies are counting their unique COVID19 response efforts.

- For all survey results, see CECP's [Resource Recap](#) page.
- Please note that we are still accepting responses if you haven't taken our past CECP Pulse Surveys:

- [Disaster Response - Mar 12](#)
- [Budget This Year - Apr 7](#)
- [Partnership Changes - Apr 14](#)
- [Unique Efforts - Apr 21](#)

- **Register today** for the **CECP Summit** May 19-20. See more below.
- Check out CECP's **Roundtable calendar** and register for the sessions that meet your needs.
- Visit **MyCECP**, behind the password, for new Issue Briefs focused on Covid-19 resources. Check out our new piece on [Corporate Responsibility and Human Resources Partnership Opportunities During Covid-19](#). See the [Resources](#) page to read new blogs, the Executive Summaries and videos from the February [Board of Boards](#) and [CEO Investor Forum](#), and much more.
- **Sign up** for the **corporate leader issue- and industry-focused calls**, in [partnership](#) with Association of Corporate Citizenship Professionals, Council on Foundations, and Points of Light.
- Share the weekly **CEO peer call schedule**, below, with your CEO. Contact [Sarah Bostwick](#) if your CEO would like to take part.
- Visit CECP's new [Partnership finder](#); post partnership opportunities here and find your new collaborators.

CECP Summit - A Virtual Experience!

Please join us at the upcoming [CECP Summit, Strength in Solutions](#) on **May 19-20, 2020** where 200+ senior corporate leaders will gather **virtually** to learn from and with each other and experts. **Register today** to secure your spot. Each CECP company has access to **two** registrations. We're nearing capacity, so sign up today.



While virtual, this year's CECP Summit will draw from what companies have come to rely on through this annual event. We'll have noteworthy keynotes, pressing-issue breakouts, networking, resource booths, office hours with staff, and more. You can view the agenda, speakers, sponsors, attendees, and more at our event site, [here](#).



Darren Walker



Barbara Humpton



Lata Reddy



Carla Harris

CECP thanks it's Summit sponsors: **Allstate, Assurant, BNY Mellon, KPMG LLP, Mastercard, Newman's Own Foundation, Prudential, State Farm, UPS, USAA, and Wynn.**

For further information or questions, please contact [Alison Vultaggio](#).

Join Company Peer Discussions on Covid-19

For the past five weeks, our organizations - **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 and its response to the global pandemic.

Thank you to those companies that have participated in the peer discussions to date. Know that the resources and stories you have shared are helping fellow members more effectively address the enormous and growing community need. Given the positive response we received to the March and April convenings, **we are pleased to announce the series will continue through July.**

We will host two categories of sessions: Issue-Focused and Process-Focused Corporate Peer Discussions. Topics are:

1. Issue Focused:

- Supporting Small Business in Covid-19 Recovery
- Retooling the Workforce in Covid-19 Recovery

2. Process Focused:

- Funding for Long-Term Covid-19 Recovery
- Planning for Community Investment and Employee Engagement in Covid-19

As companies begin to pivot from immediate relief to recovery and rebuilding responses, our peer-to-peer conversations will shift to a future focus. We encourage participants to discuss learnings from their immediate relief efforts and their company's plans for a longer-term community response. The format will remain the same – companies sharing their efforts followed by a facilitated open dialogue in a small group setting.

Links for Registration are below and please note all times are Eastern Daylight Time:

- **Corporate Peer Discussion on Supporting Small Business in Covid-19 Recovery**
 - [Wednesday, May 6, 1:00 – 2:30 pm](#)
 - [Thursday, May 7, 1:00 – 2:30 pm](#)
 - [Friday, May 8, 1:00 – 2:30 pm](#)
- **Corporate Peer Discussion on Funding for Long-Term Covid-19 Recovery**
 - [Tuesday, May 26, 1:00 – 2:30 pm](#)
 - [Wednesday, May 27, 1:00 – 2:30 pm](#)

- [Thursday, May 28, 1:00 – 2:30 pm](#)
- **Corporate Peer Discussion on Planning for Community Investment and Employee Engagement in Covid-19 Recovery**
 - [Tuesday, June 16, 1:00 – 2:30 pm](#)
 - [Wednesday, June 17, 1:00 – 2:30 pm](#)
 - [Thursday, June 18, 1:00 – 2:30 pm](#)
- **Corporate Peer Discussion on Retooling the Workforce in Covid-19 Recovery**
 - [Tuesday, June 30, 1:00 – 2:30 pm](#)
 - [Wednesday, July 1, 1:00 – 2:30 pm](#)
 - [Thursday, July 2, 1:00 – 2:30 pm](#)

CEO Peer Call

For your CEO: Join us for a virtual roundtable discussion among fellow CEOs who are leading during trying times. Richard Edelman will share brand-new, must-know survey data on trust in business next Wednesday, May 6 from 4:00 p.m. - 5:00 p.m. EST. **Email [Sarah Bostwick](#) to reserve your spot.**

News from the Field

NEW: CECF shares weekly recent news of interest in the field of corporate purpose:

- [“The America We Need”](#): series covering how recovery should also be a reinvention. *New York Times*
- [“Aflac CCO Looks to Real-Time Communications During Covid-19”](#): **Aflac** distribute 150 communications in the first 3 weeks of the virus. *PR News*
- [“To End the ‘Cycle of Panic and Neglect,’ Funders Back a New Global Pandemic Network”](#): Funders, including **Johnson & Johnson**, ensure the world is prepared for the next pandemic. *Inside Philanthropy*
- [“Three Things Lockdowns Have Exposed About Working and Parenting”](#): the coronavirus crisis has revealed three truths to American employers about work and parenting to American employers. *New York Times*
- [“COVID-19 in Racial and Ethnic Minority Groups”](#): recommendations to mitigate inequity in virus impacts. *CDC*

Company Snapshots:

- [“Helping Protect Our Customers, Communities and Our Team”](#): **NortonLifeLock**. CSR Wire
- [“Mastercard Builds on COVID-19 Response with Commitment to Connect 1 Billion People, 50 Million Small Businesses, 25 Million Women Entrepreneurs to the Digital Economy by 2025”](#): Press release
- [“Target Builds on Our Support for Team and Communities with \\$300 Million+ Investment”](#): Press release
- [“Hess Contributes 12,000 Self-Care Packages to Support Local Healthcare Workers”](#): Press release
- [“More than Half of Employees Cite Financial Health as Biggest Concern Amidst the Covid-19 Pandemic”](#): **MetLife** survey

2020 *Giving in Numbers*

Thank you to those of you who were able to submit information for the *Giving in Numbers* Survey 2020! 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](#).

CECP INSIGHTS AND CASE STUDIES

Read about the latest trends in CECP's [Insights Blog](#), including posts by CECP CEO, [The Role of Companies Today and Every Day, Adapting and Leading: How Companies are Responding to Covid-19, Purpose-Driven Leadership During a Crisis](#); and CECP Associate, CEO Engagement, [Pivoting with Moral Leadership](#).

WHAT'S TOP OF MIND FOR CECP COMPANIES

Most frequently asked questions continue to be related to Covid-19 with a continued focus on how corporations are supporting their employees, communities, customers, and grantees. The latest two focus areas have been around: 1) how companies are predicting changes to their 2021 community investment budget due to Covid-19, and 2) how companies may have adjusted plans for upcoming CSR, sustainability, or other corporate citizenship report. Results are being collected via CECP's weekly Pulse Surveys; read more on our [Covid-19 resources page](#).

THE GLOBAL EXCHANGE CORNER

In these challenging times, CECP's [Global Exchange](#) (GX) is compiling innovative ideas on how companies around the world (and GX members) are undertaking local, national, and

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.

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.

MAY 4, 2020

Long-Term Corporate Strategic Planning Beyond Covid-19: Emerging Law, Performance, Benefits, and Practices (*Virtual*)
[Register](#)

MAY 19-20, 2020

2020 CECP Annual Summit (*Virtual*)
[Register](#)

JUNE 2020 (Date TBD)

Business for the Common Good (*Virtual*)
[Register](#)

JUNE 1, 2020

international initiatives in the fight against Covid-19.

[Fundación SERES](#), CECP's GX Spain Partner, launched [#SERESResponsables](#), a Covid-19 response platform that supports companies and NGOs to solve challenges and detect the most urgent needs. SERES, as a transformative movement of companies, understands this moment as the opportunity for real collaboration, to implement new work processes, greater efficiency, and sustainability in the results. Although it is not an easy task, companies are working to ensure the development of creativity, collaboration, and interpersonal dynamics, as well as skills related to specialized sales, human resources, care, and education roles; in short, to create opportunities for people's future.

If you are interested in knowing more about Global Exchange Covid-19 Resources, see [here](#) or contact [Laura Galindo](#).

COVID-19 STORIES

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's Leadership Next](#), [Business of Giving](#), and [Purpose 360: Humanity at its Best](#). Sharing your experience will help others. Please send your story idea to [Sara Adams](#).

Focus on Strategy: Insights from Around the Globe (*Virtual*)

[Register](#)

JUNE 3, 2020

Corporate Breakfast at the Social Innovation Summit (*Washington, D.C.*)

[Register](#)

JULY 2020 (Date TBD)

Industry Roundtable: Technology (*Silicon Valley, CA*)

[Register](#)

JULY 2020 (Date TBD)

Industry Roundtable: Travel and Hospitality (*Washington, D.C.*)

[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.



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