



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:

- Thank you to those who joined us at the 2020 **CECP Summit: *Strength in Solutions!*** See more on our two-day, virtual event, below.
- See the [Resources](#) page to read new blogs and content.
- Visit the NEW [MyCECP](#), behind the password, to find the summaries of the first 12 **corporate leader issue- and industry-focused calls** held to date. [Sign up](#) for the remaining calls, in [partnership](#) with Association of Corporate Citizenship Professionals, Council on Foundations, and Points of Light.
- Check out CECP's [Roundtable calendar](#) and register for the sessions that meet your needs.
- Visit CECP's new [Partnership finder](#); post partnership opportunities here and find your new collaborators.

CECP Summit - A Virtual Experience!

Whoever would have thought that we would be turning the annual CECP Summit into a virtual experience? But as we've all been doing these past few months, we adapted quickly to meet current needs. And we made it work, together. Through a tech-enabled platform, we were pleased to bring our curated CECP Summit content to you, based on the questions companies like yours have been asking over the past few months.

Please take a moment to provide input on your experience via the [Summit evaluation form](#); your feedback is valuable to us and helps inform future programming.

As a reminder, CECP companies have access to the [Summit platform](#) for one year; materials will also be in [MyCECP](#).

Main takeaways:

- **Response**

- Only 9% of companies are still in crisis mode with the remainder in recovery, edging towards it, or never in crisis (pre-Summit CECP Pulse Survey)
- Authenticity is a company's distinct competitive advantage; when in uncharted territory, if they trust you, they will follow you
- The epidemic has been a rallying cry to bring all resource to bear to address the crisis
- Don't throw purpose out the window; people are watching

- **Recovery**

- 65% of companies predict their 2021 social investment budget will be stable (CECP Pulse Survey)
- Adapt, bring the right solutions to the new reality
- Commit to build back an even better, more just world
- Remove barriers to jobs, education, health; inequality undermines hope and opportunity
- Success metrics have changed: allocation of capital, critical investments, tough choices, long-term planning
- Cultivate community and connections

- **Reinvention**

- Reinvent where we are headed, not going back to "normal"
- Reimagine company--not selling but serving--and rethink work
- Companies are a force for transformation, a vehicle for change, using networks and empathy
- Winning ideas are created from perspectives, experiences, and people; diversity, equity, and inclusion (DEI) resources on the rise for 74% of companies (CECP analysis, Bloomberg data)
- Don't forget the lessons we are learning--humans helping humans
- Form a new kind of capitalism that delivers more prosperity, an economy that works for more people, solutions that work for all of humanity, a civil society that is supercharged



As we navigate this virtual world, CECP will continue to deliver valuable content and programming on an ongoing basis. Watch our [events](#) calendar for a series of 7 *Strength in Solutions* roundtables, as we roll out some of the sessions we had planned to bring you in person.

Sincere thanks to our Summit sponsors: **Allstate, Assurant, BNY Melon, KPMG, Mastercard, Newman's Own Foundation, Prudential, State Farm, UPS, USAA, and Wynn Resorts**. Congratulations to Lata Reddy, **Prudential Financial**, for her Charlie Award honor.

Join Company Peer Discussions on Covid-19

Sign up for our upcoming Corporate Peer Discussion calls below.

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

- **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](#)
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News from the Field

- "Social distancing has hit sectors dominated by women, such as hospitality, very hard while school closures have hugely increased childcare needs, badly affecting working mothers. Has coronavirus advanced or set back women at work?" [Financial Times](#)
- "The number of female CEOs in the Fortune 500 hits an all-time record." [Fortune](#)
- "The World Bank estimates that 60 million people world-wide are likely to fall into extreme poverty—subsisting on less than \$1.90 a day—this year, while hundreds of millions more could lose their jobs." [Wall Street Journal](#)
- "Here's exactly how to tell if a company actually cares about diversity without setting foot in the office." [Business Insider](#)
- "As reopening becomes polarized, businesses need to use common-ground language." [Fortune](#)

Company Snapshots

- **The Hershey Company**, in partnership with Land O'Lakes and American Sugar Refining, Inc. (ASR), provided [monetary and product donations](#) to the Central Pennsylvania Food Bank. [Hershey](#) is also protecting its employees, producing masks (up to 45,000/day), and committing millions of dollars in cash, product donations, technical expertise, and resources to support Covid-19 response efforts around the world.
- The **Coca-Cola Company** took over the [Coca-Cola webpage](#) with the message, "Together we can: unite for the common good, stay apart, lift our loved one's spirits, lend a helping hand, help the front line, share a message of hope, stay positive, inspire each other, and soon we can come together again." It also shared links to its core partners, American Red Cross, Boys & Girls Clubs, and USO, with donate buttons.
- **Northwest Mutual** is providing financial advice to help people get through this crisis, as well as offering grace periods on premiums for customers. Through a [weekly blog](#), the company continues to share information and resource, including how to ensure an [inclusive](#) workforce amidst an epidemic. It also continues to support existing partners, such as Alex's Lemonade Stand, as well as support organizations on the front line meeting critical needs.
- **Raytheon Technologies** is a company that takes on some of the world's hardest problems. Right now that means using its [resources](#) to help in the response to the global outbreak of Covid-19. It is using its manufacturing capacity, as well as its deep expertise in areas including engineering, logistics, and finance to carry out initiatives that serve its communities, deliver on its commitments to its customers, and protect its employees. See their [fact sheet](#).

CECP INSIGHTS AND CASE STUDIES

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

WHAT'S TOP OF MIND FOR CECP COMPANIES

This past week, the focus on supporting employees through relief or assistance funds has been top of mind for companies. Coming at the heels of a pulse survey on EAFs, we are gathering details on companies who are expanding eligibility and accessibility, which may mean increased flexibility, increased funds, and partnering with an external provider to manage

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.

JUNE 10, 2020

Strength in Solutions— Summit Breakout Series: Place-Based Problem Solving (*Virtual*)
[Register](#)

JUNE 23, 2020

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

these programs. Log into [MyCECP](#) and access the Knowledge Center to read the preliminary results of this survey, as well as updated issue briefs on other Covid-related topics such as virtual volunteering and a list of corporate responses and actions.

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.

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](#).

JUNE 23, 2020

The Future of ESG Engagement (*Virtual*)
[Register](#)

JUNE 24, 2020

Service for Impact: Feedback on the Results of Corporate Volunteering (Partner Event) (*Virtual*)
[Register](#)

JUNE 30, 2020

Strength in Solutions— Summit Breakout Series Maximizing Mid-level Managers (*Virtual*)
[Register](#)

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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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