



June 12, 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 and anti-racism resources on the [CECP events page](#), [MyCECP](#), [CECP Insights](#), and dedicated [CEO](#) and [company resource pages](#).

CECP Updates

CECP has been focused on responding to company needs:

- Read CECP's **anti-racism statement** and see the [commitments](#) made by CECP-affiliated companies. Sign up for peer-to-peer calls on our [events page](#).
- See the [Resources](#) page to read new blogs and content.
- Visit [MyCECP](#), behind the password, to find the summaries of the first 12 **corporate leader issue- and industry-focused calls**. [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 Anti-Racism Plan

CECP commits to the following actions:

- Serve as a clearinghouse on company statements and commitments. **Please share them with us**; we are compiling them, [here](#).

- Highlight the non-profit partners companies are engaging with; see our updated [Issue Brief](#) on resources and list of organizations working to advance racial equity and social justice.
 - Conduct CECP Pulse Surveys. Watch for them on Tuesdays.
 - Reach out to leaders in the space.
 - Develop research opportunities. [Contact us](#) with idea.
 - Connect with CEO teams. See call opportunities below or let us know if your CEO would like to talk to our CEO one-on-one.
 - Continue to identify and encourage long-term actions of companies to address systemic racism.
 - Support and amplify the efforts of [CEO Action for Diversity & Inclusion](#), a like-minded organization with over 900 companies and organizations focused on specific action.
 - Strengthen CECP's internal processes and actions. See our anti-racism [statement](#) and [policy](#).
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Share Your Story

The events of today's world are causing companies to examine their commitments to public health and safety, community investment, and social justice.

It also presents an unprecedented opportunity for our companies to listen, reflect, speak out, and lead.

If there is an interest in communicating your company's voice and commitment to action, we invite you to reach out to our partners at **FORTUNE Branded Content** (Jack Hemple / jack.hemple@consultant.fortune.com, 419-450-7568 or Ron Moss / ron.moss@fortune.com 646-437-6793).

Jack and Ron would be happy to provide you more details (including timings and pricings) for branded custom content article options for both print and digital formats.

There is still time to be part of the August/September/**FORTUNE** Global 500 issue.

CEO Virtual Rountable Discussions

For your CEO: Join us for a virtual roundtable discussion among fellow CEOs who are leading during trying times.

- Tuesday, June 16 from 10:00 a.m. - 11:00 a.m. ET: **PwC CEO Tim Ryan** will share brand-new, must-know survey data on the financial implications of Covid-19.
- Wednesday, June 24 from 10:00 a.m. - 11:00 a.m. ET: **Boston Consulting Group CEO Rich Lesser** will share his point of view on what it will take to restart businesses and the economy purposefully, safely, successfully, and soon.

A few spots remain. Email [Sarah Bostwick](#) to reserve your spot. **Limited to CEOs only.**

See the summary of previous calls, [here](#).

Join Company Peer Discussions on Covid-19

Don't forget to sign up for our upcoming Corporate Peer Discussion calls below.

Please note all times are Eastern Daylight Time

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

Company Snapshots

Examples of company anti-racism statements and commitments:

- [UPS Calls for Justice and Reform to Advance Equality](#) *CSR Wire*. "In addition to advocating for legislative change, and funding and partnering with organizations that advance its core values of fairness, dignity and respect for all, the company is committed to ensuring all **UPS** employees experience these ideals within its workplaces around the world."
- [IBM ends all facial recognition business as CEO calls out bias and inequality](#) *Tech Crunch*. **IBM** CEO Arvind Krishna announced this week that the company would no longer sell facial recognition services, calling for a "national dialogue" on whether it should be used at all. He also voiced support for a new bill aiming to reduce police violence and increase accountability."
- [Comcast Announces \\$100 Million Multiyear Plan to Advance Social Justice and Equality](#). **Comcast** Chairman and CEO Brian Roberts announced the multiyear plan to allocate \$100 million to fight injustice and inequality against any race, ethnicity, gender identity, sexual orientation, or ability. "There will be \$75 million in cash and \$25 million in media that will be distributed over the next three years, in addition to the existing commitments our company currently makes to thousands of organizations supporting underrepresented communities through our Comcast NBCUniversal Foundation and social impact programs."
- [Capital One's Pledge to Social Justice for Black Communities](#). **Capital One** announced an initial pledge of \$10 million to organizations advancing the cause of social justice for Black communities. They have also established a new associate gift matching program and are making new investments in two national organizations dedicated to the fight for racial equity and justice, [National Urban League](#) and the [Obama Foundation](#).
- [Altria Announces Five Million Dollar Donation to Fight Racial Inequality](#). "These are difficult times, and we must find ways to embrace our differences, address underlying systemic issues, and move forward as a

country. We know we don't have all the answers, but we will learn by listening to our diverse colleagues, community members, and others as we seek progress within our company and the places we call home."

- [A Note from Moody's CEO and Leadership: Our Commitment to Supporting Equal Justice](#). Moody's has committed \$1 million over the next five years to promote equal justice and advancement of the Black community, including a \$100,000 donation to the [Equal Justice Initiative \(EJI\)](#).

See more anti-racism statements and commitments, [here](#). The list will be updated daily.

News from the Field

- [Understanding Consumer Sentiment Can Help Companies Adjust as the U.S. Begins to Re-Open](#). Nielsen research shows that, "Consumers still value corporate social responsibility, noting the appeal of products from brands that are actively trying to help: 72% of CPG shoppers say they are positively influenced by brands helping consumers affected by Covid-19 and 65% favor brands that release advertising in response to the virus. And what's more, consumers think brands shouldn't continue doing business as usual."
- ["Sustainability Amid Social Unrest."](#) *Politico*. "The sheer volume of statements and financial pledges is evidence that businesses cannot ignore racial inequality as their executives tout commitments to corporate responsibility. The lack of diversity that is striking in boardrooms and C-suites shows corporate America has its work cut out."
- ["Millions Are Protesting Police Violence. Who's Been Funding Reform Efforts?"](#) *Inside Philanthropy*. "Many see the nationwide outrage and mass protests following the recent deaths of George Floyd and Breonna Taylor at the hands of police as a chance to correct longstanding systemic failures, or at least make some real progress on police reform."
- ["Employers Must Brace for Increased Employee Substance Misuse Due to Pandemic's Impact on Mental Health."](#) *National Safety Council*. "To help employers address these interconnected issues, the National Safety Council is calling on employers to prioritize employee stress, and emotional and mental health both now and as they return employees to traditional work environments. Additionally, NSC warns employers that they must prepare for an increase in substance misuse – one that could be a serious threat to worker safety, and cost tens of thousands in productivity losses, absenteeism and presenteeism, and worker's compensation claims if employees do not plan ahead."
- ["The 10 Commitments Companies Must Make to Advance Racial Justice."](#) *Harvard Business Review*. "In the wake of the killing of George Floyd in Minneapolis, many major corporations are tweeting out statements of concern and support for the Black community. That's a start, but what is needed at this moment is action."

CECP INSIGHTS AND CASE STUDIES

Read about the latest trends in CECP's [Insights Blog](#), including posts by CECP CEO, [Stand Together Against Racism](#).

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

WHAT'S TOP OF MIND FOR CECP COMPANIES

Companies are continuing to focus on their employee and community response to COVID-19, while also holding town halls, virtual 'courageous conversations' and other forums with and for their employees regarding the national social and civil unrest. CECP ourselves held five peer-to-peer dialogue calls to hear from companies on what they were hearing and experiencing, and the actions they are taking, of which findings and a summary will be shared with the CECP community. In the meantime, top resources on this topic can be found via the list of examples of [anti-discrimination statements](#) by companies, and an [Issue Brief](#) on resources and list of organizations working to advance racial equity and social justice.

THE GLOBAL EXCHANGE CORNER

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.

[Dynamo Academy](#), CECP's GX partner in Italy, will be hosting their annual Business for the Common Good Conference on June 23rd at 1:00 p.m. ET. This year's event will be streamed live from Italy, one of the countries hardest hit by Covid-19, and its focus will be on multi-stakeholder partnerships during challenging times. It will be held as a televised format with Andrea Cabrini, Class CNBC's Network Director, conducting in studio from Milan. Other speakers include Nicolas Schmit, EU Commissioner for Jobs and Social Rights; Francesco Starace,

responsibility and citizenship work. Have an idea or want to propose a roundtable in your city? [Share your thoughts with us!](#)

JUNE 16, 2020

CEO Virtual Roundtable Discussion (*Virtual*)
[Register](#)

JUNE 16, 2020

Corporate Peer Conversations: The Recovery Planning Process: Employee and Community Engagement - CALL 1 (*Virtual*)
[Register](#)

JUNE 17, 2020

Corporate Peer Conversations: The Recovery Planning Process: Employee and Community Engagement - CALL 2 (*Virtual*)
[Register](#)

JUNE 18, 2020

Corporate Peer Conversations: The Recovery Planning Process: Employee and Community Engagement - CALL 3 (*Virtual*)
[Register](#)

JUNE 23, 2020

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

JUNE 23, 2020

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

JUNE 24, 2020

CEO Virtual Roundtable Discussion (*Virtual*)
[Register](#)

JUNE 24, 2020

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

CEO of Enel; His Eminence Cardinal Peter Turkson, Prefect of Dicastery for Human Development; Quingjong Wang, CEO from East West Philanthropy Forum; and Daryl Brewster, CECP's CEO.

If you are interested in attending the virtual event, please register [here](#). If you'd like to know more about global responses from the network, check out the [Global Exchange Covid-19 Resources](#) section or contact [Laura Galindo](#).

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.

WANTED: PHOTOS

Do you want CECP to feature your company volunteering (staff, including your CEO) and community photos in our marketing materials? Please share your high-resolution photos today (info@cecp.co) and we will add them to our collection.

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](#).

CECP SOCIAL MEDIA CORNER

Follow us on social media – CECP is a leading source for corporate social investment news, the

JUNE 30, 2020

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

JUNE 30, 2020

Corporate Peer Discussion: Retooling the
Workforce in Covid-19 Recovery - CALL
1 (*Virtual*)
[Register](#)

JULY 1, 2020

Corporate Peer Discussion: Retooling the
Workforce in Covid-19 Recovery - CALL
2 (*Virtual*)
[Register](#)

JULY 2, 2020

Corporate Peer Discussion: Retooling the
Workforce in Covid-19 Recovery - CALL
3 (*Virtual*)
[Register](#)

JULY 7, 2020

Introduction to Long-Term Sustainable Value
Creation: 9 Themes for Success (*Virtual*)
[Register](#)

JULY 21, 2020

Strength in Solutions Summit Breakout Series—
Total Social Investment: Deep Dive into the
Whole-Company-Approach (*Virtual*)
[Register](#)

JULY 22, 2020

Service for Impact (*Virtual*)
[Register](#)

JULY 23, 2020

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

latest research, and CEO insights. Follow CECP on [Twitter](#) and [LinkedIn](#).

[View the full calendar](#)

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**.*

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