



Company Spotlight

In lieu of the traditional preamble to the Company Spotlight, CECP quotes Genentech from a [thought leadership piece](#) shared by Senior Director of Corporate and Employee Giving, Kristin Campbell Reed, with their reflections around the Covid-19 crisis, which so eloquently highlights where we find ourselves today.

"While the effects of the Covid-19 crisis are being felt across the U.S., low-income households and communities of color are experiencing the greatest harm. The pandemic has exacerbated existing systemic challenges—housing and food insecurity, lack of insurance, financial instability, trauma—while also causing disproportionately high rates of infection, hospitalization, and death among people of color. The statistics around these differing economic and health outcomes are stark and demand a response."

"In the early days of a crisis, needs are clear. Recovery is harder, and this will be especially true here. The world we're moving toward will be profoundly different from the one we lived in before...None of these systemic issues can be alleviated by a few early rounds of grantmaking."

Please see below more information on the work of **Genentech** and the **Genentech Foundation**, **Hilton Hotels**, **American Express**, and **BD**.

Genentech and the Genentech Foundation Think about the Long Term

Genentech and the Genentech Foundation's approach to giving during this global health crisis has been guided by three principles — embracing equity, engaging employees, and thinking long-term. To address immediate as well as ongoing recovery efforts, their investments are focused on critical health needs, strengthening schools, and grassroots community support. They have pledged \$42 million in charitable funding for organizations and schools that serve residents of the San Francisco Bay Area and other U.S. sites where the company has facilities, as well as health systems and patient organizations across the country.

- **Critical Health Needs.** Their emergency donations to [Direct Relief](#) and the [CDC Foundation](#) helped provide personal protective equipment and other resources for those at the front lines of the crisis. Their commitments going forward will help ensure that low-income and uninsured patients can access healthcare so disparities aren't further deepened.

To help preserve and strengthen essential services such as emergency financial assistance, care navigation, and remote support, they are providing funds to nonprofit patient organizations in therapeutic areas like oncology and neuroscience. Additionally, they are offering existing grantees maximum flexibility to repurpose all existing Genentech funding towards areas of acute need.

- **Strengthening Schools.** Genentech is investing in California schools to create more equitable access to distance learning for low-income students, and help deliver critical services—such as food assistance and mental healthcare—that typically occur within the walls of public schools.

They are also working with regional partners like [Silicon Valley Community Foundation](#) to rebuild the capacity of the education system and address the many needs associated with a safe and effective return to in-school learning. This will include enhanced tools for teachers and intensive support for vulnerable students experiencing significant learning gaps due to time away from their classrooms. They will also partner with local colleges and universities to provide direct financial assistance to low-income college students.

- **Grassroots Community Support.** Genentech is directing resources to community foundations, food banks, and regional relief efforts focused on supporting those disproportionately impacted by the pandemic. Funds including the [Silicon Valley Community Foundation COVID-19 Regional Response Fund](#), [Mission Asset Fund's Immigrant Families Fund](#), and [YWCA Covid-19 Emergency Response and Resiliency Fund](#), as well as groups like [Native Voices Rising](#) are providing food and housing security, childcare, and financial assistance to low-income households and communities of color.

While Genentech has had to pause their typical in-person volunteer programs, their employees' desire to help is greater than ever. During a month-long campaign, employees raised nearly \$3.3 million through Genentech's enhanced donation program, which offered a 2:1 corporate match for select Covid-19 relief organizations and doubled the maximum match.

To sustain their spirit of giving back, Genentech is also enabling employees to volunteer virtually. This week marks the 10th anniversary of Genentech Gives Back—a special week of employee volunteerism and fundraising every June. In addition to supporting nonprofits providing relief and recovery for the Covid-19 pandemic, Genentech is tackling systemic inequities in healthcare and education and the fight against racial injustice, and inviting employees to contribute to a new campaign supporting justice and equity with a 2:1 corporate match.

To learn more about Genentech's corporate and employee giving, please visit their [Giving page](#). For more information on Genentech's efforts related to the Covid-19 pandemic, please visit the [Covid-19 response page](#). Read more about the [announcement](#) and their [editorial](#).

American Express, Hilton, and World Central Kitchen Partner to Support Frontline Healthcare Workers with Daily Meals

American Express and **Hilton** partnered together to donate up to 1 million hotel room nights to medical professionals on the frontlines fighting Covid-19. Beginning in April through the end of May, hundreds of thousands of room nights were booked. The two companies extended this important work through a \$1 million contribution from American Express to José Andrés' World Central Kitchen (WCK), to provide healthy, freshly prepared meals to the frontline healthcare professionals who are staying at participating Hilton properties in cities across the United States during the coronavirus pandemic.

World Central Kitchen began this free meal program at select Hilton properties in Los Angeles in April and then expanded to New York City, Washington, D.C., Detroit, and San Francisco. Healthcare workers staying at participating Hilton properties as part of the free room program were able to pick up meals delivered daily to the hotels. The donation made to World Central Kitchen as part of this effort enabled the organization to cover both the price of the ingredients and the wages for the restaurant employees who may have previously been out of work.



Across the country, local restaurants have also been significantly impacted by Covid-19, with many having to close their doors and reduce operations and staff. In line with its mission to use the power of food to heal and strengthen communities, World Central Kitchen, in partnership with American Express and Resy, integrated local restaurants into its existing model, allowing the restaurants to hire back some workers to prepare the meals for the medical professionals who stayed at Hilton properties as part of this program.

To learn more about this work, read the [announcement](#).

Additional Work by American Express and Hilton

This initiative is just one of several ways American Express is supporting local communities. They have donated \$250,000 to the BET Covid-19 Relief Fund, which, in partnership with United Way Worldwide, is providing financial, employment, and food assistance to African American communities, and \$250,000 to the Hispanic Federation's efforts to support essential workers and provide food for impacted people in the Latino community. American Express is supporting Save the Children with a \$125,000 grant to be used for preventing and managing the spread of Covid-19, and assisting the educational, food and safety needs of children and families in Africa, and provided \$100,000 to the International Rescue Committee to aid in COVID-19 related initiatives in refugee camps around the world. In the U.K., they've partnered with Deliveroo to help deliver 500,000 free meals to National Health Service staff, and in New York City, with Rethink Food NYC. American Express has donated to many organizations around the world that are focused on providing food and hot meals directly to those impacted by the pandemic, including City Harvest, United Way of New York City, St. Mary's Food Bank in Phoenix, Feeding South Florida in Sunrise, Fla., Foundation Abbe Pierre in France, Second Harvest Japan, and Banco de Alimentos in Mexico. Plus they're matching up to \$1M in donations to Feeding America, when Card Members use Membership Rewards points towards their donations through JustGiving.com.

Hilton's response to the pandemic has helped to deliver the light and warmth of hospitality to those who needed it most. With that goal in mind, Hilton's efforts focused on some of the most vulnerable populations impacted by the pandemic. Hilton partnered with Open Kitchens in the United Kingdom to provide more than 50,000 meals a month. The company also enhanced its volunteering program to prioritize virtual volunteering opportunities, collaborating with Meals on Wheels to have customer care agents conduct wellness calls to homebound seniors and working closely with other partners around the

world to see how its Team Members may be able to support from a distance. Hilton also made it possible for guests to [donate Hilton Honors Points](#) to its partner organizations responding to Covid-19, including [World Central Kitchen](#), [Project Hope](#), [Direct Relief](#) and many others. All Points donations are converted into cash and sent directly to the organization.

BD Commits \$2.4 Million to Global Philanthropic Covid-19 Response Efforts

As one of the largest global medical technology companies in the world, BD is deploying its capabilities, expertise, and scale to address critical health needs related to coronavirus – from diagnostic offerings to identify Covid-19, to real-time informatics and electronic surveillance technology, to essential medical devices to support patient care.



From a philanthropic perspective, BD has to date donated \$2.4 million to Covid-19 response efforts in the U.S. and internationally. Key examples of BD's philanthropic funding include:

- Early cash and product donations to Wuhan Red Cross and Project HOPE Covid-19 relief efforts in China.
- Funding to Direct Relief to support grants to community health centers in the United States, who provide care to the nation's most vulnerable patients, the majority of whom are under- or uninsured. Expanding community health center access is critical to preserving hospital capacity to focus on caring for only the patients with the most serious of health care needs. This funding builds on the [BD Helping Build Healthy Communities Program](#), which each year provides grant funding to help community health care centers expand innovative approaches to providing health care for the most vulnerable patients in the United States. BD funding to Direct Relief will also be used to support the organization's efforts to distribute Covid-19-related healthcare supplies in Italy, the United Kingdom, Spain, and France.
- Funding to International Medical Corps to support the deployment of emergency field hospital tents to U.S. communities whose hospital bed capacity was unable to meet the demand caused

by the surge in patients caused by Covid-19. This funding also supported IMC's close collaboration with and support of the Ministries of Health of more than 30 countries that are working to combat Covid-19.

- Funding to organizations including Ubuntu, AMREF, UNICEF USA, Last Mile Health, and several others has been deployed to ensure vulnerable communities throughout Africa receive the healthcare worker training, medical supplies, and social support services that are desperately needed to help protect women, children, and immune-compromised patients from the spread of Covid-19.
- The company has also committed philanthropic funding to key non-profits serving vulnerable populations in its headquarters state of New Jersey – including the New Jersey Pandemic Relief Fund, the Center for Hope and Safety, BVMI, Eva's Village, Zufall Health Center, Family Promise of Bergen County, CUMAC, The Community FoodBank of New Jersey, and the Center for Food Action. The majority of this funding was allocated to help BD's key non-profit partners in the region meet the increased demand they are experiencing for food, healthcare services and protection from domestic violence.

Additional BD funding has also been deployed through Americares, Heart to Heart International the World Health Organization-United Nations Foundation's Covid-19 Solidarity Response Fund, CMMB, IHP, IsraAid, the Columbia Mailman School, the Royal College of Surgeons, King Baudouin Foundation for CUAMM, the African Public Health Foundation, and the CDC Foundation.

To learn more about BD's broader response to Covid-19, visit the company's video series of [Covid-19 urgent response stories](#), or [this letter from BD CEO Tom Polen](#), which outlines his view of the company's responsibility during this time of crisis.

About Company Spotlights

Company spotlights are created through a thoughtful information sharing and communications support process led by CECP, determining companies through a review of our pillars of excellence: **CEO leadership, partnership, innovation, measurement, integration into the business, and long-term view**. Once featured in a Spotlight, companies are part of an ongoing awareness effort, which includes recognition on our website and at the CECP Summit. [Contact us](#) if you would like to be considered for this Spotlight.



Copyright © %%current_year_YYYY%%, All rights reserved.

Our mailing address is:

CECP
85 Broad Street, 27th Floor
New York, NY 10004

[update subscription preferences](#)