

## Coronavirus Disaster Relief Research: Corporate Examples

Note: Yellow highlights indicate cross-sector partnerships that include leading corporations.

### CEO Actions – Purpose-Driven Leadership

More information: <https://cecp.co/running-round-up-for-ceos/>

- Airline and other chief executives *temporarily forgo all or part of their pay*:
  - **Delta Air Lines** CEO Ed Bastian
  - **JetBlue Airways** CEO Robin Hayes and president/COO Joanna Geraghty
  - **United Airlines** CEO Oscar Munoz
  - **Southwest Airlines** President Gary Kelly
- **Assurant's** CEO Alan Colberg cited in his [open letter](#): "As our purpose states, "we protect what matters most." Regardless of the market volatility, our business fundamentals remain strong - so that we will be there for our customers, employees, and communities for the long-run, while delivering value for our shareholders."
- **Blackbaud's** CEO Mike Gianoni, [was cited](#): "...higher purpose has taken on entirely new meaning and importance during this unprecedented time. We are taking measures to ensure business continuity while remaining critically focused on the success of our customers. We want to empower them to not only survive this pandemic, but to thrive."
- **BlackRock's** Chairman Larry Fink addressed his [annual letter to shareholders](#): "Companies and investors with a strong sense of purpose and a long-term approach will be better able to navigate this crisis and its aftermath."
- **CEOs promise they will not lay off employees**:
  - **American Express**
  - **Bank of America** [CEO Brian Moynihan](#)
  - **Citigroup's** [CEO Mike Corbat](#)
  - CEOs of **Goldman Sachs**, **Wells Fargo**, **Deutsche Bank** and **HSBC** (Source: [Reuters](#))
  - **FedEx** [chairman and CEO Frederick W. Smith](#)
  - **Morgan Stanley's** [CEO James Gorman](#)
  - **PwC** has committed to doing all it can to [keep its people employed](#)
  - **Salesforce** CEO Marc Benioff committed that they would [not conduct any significant layoffs over the next 90 days](#)
  - **Visa's** [Alfred F. Kelly Jr., chairman and CEO](#)
- **Comcast** chairman and CEO Brian Roberts, CFO Mike Cavanagh, **Comcast Cable** CEO Dave Watson, **NBCUniversal** CEO Jeff Shell and **Sky** CEO Jeremy Darroch, are [donating their salaries to charities engaged in coronavirus relief until the virus crisis passes](#).
- **Deloitte's** Board Chair Janet Foutty offered [five principles](#) that strong boards exemplify during a crisis:
  1. Take care of each other
  2. Challenge the operating model of your board
  3. Be flexible in board engagement
  4. Take the long view
  5. Ask deliberate questions

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- **DTE Energy** Executive Chairman & former CEO Gerry Anderson explained in a [recorded interview](#) how he steered big-company CEOs to create the [Michigan COVID-19 Business Response Center](#), a free, public playbook produced by the coalition Business Leaders for Michigan to tackle the crisis and recovery in partnership with medical and government leaders.
- **Gap Inc.** is furloughing the majority of its store teams in the U.S. and Canada. Its c-suite is also taking a pay cut.
- **General Mills** [General Mills has kept up with coronavirus pandemic-related demand](#) for consumer packaged goods by prioritizing employee safety, said CEO Jeff Harmening during the inaugural session of CPG Speaks, the Consumer Brands Association's new leadership and education series. General Mills has also emphasized clear, consistent communication to lessen employee concerns about market uncertainty.
- **Johnson & Johnson** Chairman and CEO Alex Gorsky is [contributing half a million dollars of his own money](#) to the effort to speed delivery of the vaccine, which begins human trials in September.
- **Kohl's** is furloughing ~85,000 employees. Its CEO will not take a salary for the duration of the crisis.
- **LinkedIn** CEO Jeff Weiner turned down a \$14M equity package this year: <https://www.vox.com/2016/3/2/11586642/linkedin-ceo-jeff-weiner-is-passing-his-14-million-stock-grant-to>
- **Mark Cuban** told NPR "...[how you treat your employees today will have more impact](#) on your brand in future years than any amount of advertising, any amount of anything you literally could do."
- **Marriott** CEO Arne Sorenson explained in a [video to employees](#) that himself and Chairman are *not taking a salary for the remainder of 2020, executive team will take a 50% cut in pay*, marketing initiatives have been halted, along with a suite of other strategies moving forward.
  - **Others:** <https://www.businessinsider.com/list-of-business-leaders-giving-up-salaries-during-the-pandemic-2020-3>
- **Microsoft** CEO Satya Nadella, sent [an email to his employees](#): "We are all in this together as a global community. For me, the best way I've found to get past this anxiety is to focus on what I can do each day to make a small difference. Each of us, wherever we are, has the opportunity to do the same — take an action driven by hope, a small step that makes things a bit better."
- **NYSE** President Stacey Cunningham: "Initiatives by individual companies are gaining well-deserved attention. However, it's far too easy to miss the magnitude and breadth of the combined corporate response."
- Jack Dorsey [committed](#) to using \$1B of his **Square** equity ("~28% of [his] wealth") to fund relief efforts and will track it publicly through a [#startsmall initiative](#).
- **#StoptheSpread:** Business CEOs and investors have signed an open letter calling for [America's private sector to take more action](#) on combatting the spread of the Covid-19 virus. <https://medium.com/@rachel.romer.carlson/leading-boldly-on-covid-19-b23ecb2f5093>
- On March 14, 2020: "Starting today, we are asking our 1,500 signatories to stand together and *make a significant financial commitment* to support COVID-19 support and recovery. We'll be focused primarily on funding national healthcare needs — tied to ventilators, respirators and supplies for our hospitals around the US. We're now asking our grassroots group of 1,500 CEOs and companies to follow on with financial commitments."

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- "We've launched **#payitforward**, an initiative to ask large companies with flexible balance sheets to *immediately pay their small business vendors*, rather than waiting 30–45 days to pay their accounts payable. This will help them stay afloat for the next 30 days and pay their employees as best they can. We've also added a number of other recommendations here."

## Pivoting Business Supply Chains

- **Production of Hand Sanitizers:**
  - **AB InBev (Anheuser-Busch)** [tweeted](#) it will begin producing and distributing [1M hand sanitizers](#)
  - **Dow** will begin [hand sanitizer production at six sites](#) in North America, Europe and Latin America.
  - **Louis Vuitton** owner **LVMH** will use its perfume production lines to [start making hand sanitizer](#).
  - **The Estée Lauder Companies** announced it is [reopening a plant to produce hand sanitizers](#)
  - **The Procter & Gamble Company** installed new lines to start production of hand sanitizer in [five manufacturing sites](#) around the world.
  - **Tito's Handmade Vodka** will [manufacture its own handmade sanitizer](#)
    - [US Alcohol and Tobacco Tax and Trade Bureau announced on March 18 that those with permits to distill spirits can immediately begin production of hand sanitizer or distilled spirits or ethanol for use in hand sanitizer.](#)
- **Production of Masks**
  - **Apple** sourced 10M masks: [https://twitter.com/tim\\_cook/status/1242894121372512256](https://twitter.com/tim_cook/status/1242894121372512256)
  - **Brooks Brothers** [announced](#) it will *convert three manufacturing sites in the U.S. to produce surgical masks and protective gear.*
  - **Hanes Brands, Gap Inc., Inditex**, the parent company of Zara, **The Kering Group:** <https://www.today.com/style/hanes-zara-start-producing-masks-other-supplies-first-responders-t176595>
  - **Hasbro** announced it will partner with **Cartamundi**, a card and board game manufacturer, to [produce 50,000 face shields per week](#), for a total of 250k face shields, for front line health care workers.
  - **Ralph Lauren** [announced](#) they will produce 250k masks and 25k isolation gowns by working with their longest-standing supplier, a New York company called Ferrara Manufacturing who quickly stepped up. They committed to carry out the [deep cleaning of its facility required by the FDA, pay workers, set up the workspaces and adjust its machinery](#). (Some of Ralph Lauren's \$10 million grant for COVID-19 relief has gone to this effort.)
  - **The Hershey Company** is investing \$1M to [convert a portion of its operations](#) to produce 45,000 disposable face masks per day. They are also product for New York City health care workers via the #FoundersGive initiative.
- **Production of respirators, ventilators and other supplies:**
  - **Dyson** has designed and built an entirely new ventilator, called the "CoVent", ready to be distributed within the UK by early April.

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- **Ford, GE, and 3M:** <https://techcrunch.com/2020/03/24/ford-and-3m-ge-and-the-uaw-to-build-respirators-ventilators-and-faceshields-for-coronavirus-fight/>
- **General Motors and Ventec Life Systems** will partner to [mass produce ventilators](#).
- **Virgin Orbit** is trying to start producing a simple type of medical ventilator at a rate of several hundred a week, with the **Bridge Ventilator Consortium**, an effort led by the University of California at Irvine and the University of Texas at Austin.
- **Volkswagen AG** will use its 3D printing to produce ventilators for hospitals
- In the United Kingdom, 14 companies—including **Airbus, BAE systems, Ford, McLaren, GKN, Siemens, and Rolls Royce**—have formed a consortium called [VentilatorChallengeUK](#), to produce mechanical ventilators for the National Health Service. Beyond lending factory floor space and logistical know-how, the companies have redeployed some of their most skilled engineers to work on the ventilator effort. The group has received orders for more than 10,000 machines and is ready to start production pending regulatory approval.
- **Production of hand soap:**
  - **Colgate** is [mobilizing five of its manufacturing plants on three continents](#) to produce the new soap. It will be specially packaged with instructions on proper handwashing to amplify the WHO #SafeHands message.
- **Other**
  - **Gap** announced their decision to “[pack and hold](#)”, to pack stuff it was going to sell this spring and summer and keeping it for 2021 instead.
  - Cocoa and chocolate companies are coming together to mobilize funding for immediate COVID education and protection activities in [cocoa-growing communities](#).
  - **Regeneron’s** Industrial Operations and Product Supply (IOPS) team, who is allocating 100% of their team and supplies/materials, is [assisting New York State](#) by making and donating viral transport media (VTM), a critical component of COVID-19 testing kits that has been in short supply – an approximately \$1M in-kind contribution. Regeneron has also launched a double-match employee campaign with the goal of raising \$750k.
  - **Panera Bread** has pivoted to [Panera Grocery](#), offering contactless pickup and delivery of grocery items.

## Extending Business Assets

- **Allstate** said it would [return more than \\$600 million in premiums to customers](#) as many Americans drive less due to stay-at-home orders aimed at curbing the coronavirus outbreak.
- **Airlines** have emphasized flexibility for travelers who are planning or rebooking upcoming travel, by including the ability to cancel plans for an extended period of time.
- **AT&T** announced three months of free wireless service for frontline nurses and physicians nationwide on the FirstNet® network – built with AT&T in a public-private partnership with the First Responder Network Authority (FirstNet Authority). The company also launched a text-to-give program for their customers.
- **Bank of America** will offer financial services and assistance to clients through its [Client Assistance Program](#), including the option to defer payments and refunds on late fees.
- **BD** is [boosting manufacturing capabilities](#) for collection devices and testing equipment.

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- **BHP** announced it will [reduce payment terms for small, local and indigenous businesses](#) in a bid to support its communities and regional economies, and reduce payment terms to seven days, down from 30 days, for over 1,100 small businesses in Australia.
- **Blackbaud** is offering [free universal access to its entire curriculum of recorded eLearning resources](#) as well as to its resource library.
- **Bristol Meyers Squibb Foundation** has sponsored [Team Rubicon's](#) COVID-19 Emergency Food Assistance Program which has **completed over 400 food deliveries** and has **packaged over 5 million meals**.
- **Colgate** is [donating \\$20M worth of health and hygiene products](#) to community-based organizations in the U.S. and abroad that have the infrastructure to distribute the donated products. They are also launching an employee matching gift campaign for all 34,000 Colgate employees around the world, and match \$1M in employee donations.
- **CVS Health, Walgreens, Walmart and Target** are [dedicating parking lots and other temporary areas](#) outside of their drugstores across the country to test for the coronavirus.
- **Comcast** is offering [free or expanded internet access and capacity](#).
- **General Mills** developed a "manufacture to donate" initiative that will provide [\\$5M worth of food for Feeding America to distribute within its network of 200 food banks](#).
- **Empire State Building** lit up its signature red heartbeat to mark the end of #HeroesShineBright – an eight-night campaign to honor first responder organizations with a lighting in their representative colors on Saturday May 2 2020. Members of the World Federation of Great Towers joined together in their local time zone as a global thank you.
- **Entergy** shareholders committed [\\$1.3M to the COVID-19 Emergency Relief Fund](#). [Additionally the limit of shareholders' dollar for dollar match of customer donations was increased from \\$500,000 to \\$1M, with no limit to employee donations](#).
- **The GEICO Giveback** is providing a [15% credit](#) to auto and motorcycle policyholders who renew between April 8 and October 7, 2020
- **Google** is [offering \\$340 million in ad credits to small and midsize businesses](#) with active Google ad accounts as part of an \$800 million coronavirus response package.
- **Hertz** announced that it will immediately start providing [free vehicle rentals to New York City healthcare workers](#) through April 30, 2020.
- **Hilton** and **American Express** will offer hotel rooms free of charge to [1 million healthcare professionals](#) working on the front lines of the coronavirus pandemic.
- **Hilton** will collaborate with **RB**, maker of Lysol and Dettol, and consult with **Mayo Clinic** to develop a new cleaning standard for hotel guests through the [Hilton CleanStay with Lysol protection](#) program.
- **Hormel Foods** "quickly announced a pledge of [\\$1 million in cash and product donations to assist global, national and local hunger-relief organizations](#). Feeding America, Convoy of Hope, Conscious Alliance and food and hunger-relief organizations in the company's plant communities were among those organizations receiving immediate funding and donations" among many other efforts
- **Hyundai** relaunched its [Assurance Job Loss Protection Program](#); will make up to six months of payments for new owners who lose their jobs. Select new purchases are also eligible for deferred payments for 90 days.
- **JOANN Stores** are [donating fabric supplies at curbside to anyone sewing face masks](#) at home through its [Make to Give](#) effort.



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- **Limbach Holdings, Inc.**, an engineering, construction, maintenance and facilities provider for buildings, is [converting existing hotels and college dorms into temporary medical and hospital bed facilities](#).
- **Lockheed Martin** will [advance more than \\$50M to small- and medium-sized business partners](#) in their supply chain
- **Lyft** announced that it will be offering [delivery of critical medical supplies to individuals who need them](#) during this time (the elderly, meals to students who ordinarily get subsidized lunches through school, etc.) as well as *donating tens of thousands of rides*. **Uber** reported [similar initiatives](#).
- **Marriott, American Express, and JPMorgan Chase** committed to provide \$10M worth of [hotel stays for healthcare professionals through the Rooms for Responders initiative](#). In collaboration with the American College of Emergency Physicians and the Emergency Nurses Association to match doctors and nurses with free accommodations.
- **Marriott** launched the [Community Caregiver Program](#) in the United States, Canada, the Caribbean and Latin America, which provides significantly discounted rates for first responders and healthcare professionals staying in hotels in close proximity to the hospitals where they're working.
- **MassMutual** launched [HealthBridge, which provides free term life insurance coverage of up to \\$25,000 to frontline healthcare workers across MA and CT](#).
- **Microsoft** is offering a *six-month trial* for the premium version of Microsoft Teams.
- **Morrisons** become the first major UK supermarket to [agree to pay small suppliers immediately](#).
- **Netflix** created a [\\$100M fund to those in the creative community](#) which includes crew, cast, electricians, carpenters, drivers, hair and makeup artists and more, many of whom are paid hourly wages and work on a project-to-project basis.
- **New York Life and Cigna**, through their foundations, created the [Brave of Heart Fund](#) that will provide charitable relief grants to support the families of healthcare workers who lose their lives to COVID-19. The goal is to provide more than \$100M in financial assistance.
- **Next Insurance**, a commercial insurer in Palo Alto, California that covers small businesses, said it would discount April commercial auto premiums by 25% because stay-at-home orders have reduced the insurer's risks.
- **Novartis** will [donate up to 130 million doses of generic hydroxychloroquine](#), which is currently under evaluation in clinical trials for the treatment of COVID-19. Novartis is supporting ongoing clinical trial efforts, and will evaluate needs for additional clinical trials.
- **Novo Nordisk** is [allowing patients with diabetes who use their insulin but have lost health insurance coverage because of a change in job status, is allowing enrollment in their Diabetes Patient Assistance Program \(PAP\) and receive insulin free-of-charge for 90 days](#).
- **Old Navy** announced they will [donate over \\$30M of clothing](#) to American families in need, and working with a number of partners to distribute the goods including nonprofit organizations Good360 and Baby2Baby as well as transportation partner Penske Logistics.
- **PayPal** is offering assistance to customers who *need help paying their PayPal Credit bill*.
- **PwC** will be providing pro bono services and money to help provide critical protective equipment and care essentials for healthcare workers on the frontlines as well as releasing [Digital Fitness Application](#) for free to *deliver digital upskilling content*.

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- **Quest Diagnostics** with the help of others, will bring resources to their facilities to [\*increase the capacity for testing\*](#).
- The **Resource Hub** is a [\*first-of-its-kind collaboration\*](#) between the nation's leading mental health advocacy groups, the largest national healthcare payors, and the Department of Veterans Affairs to address mental health needs. Healthcare Payor Partners are: **Aetna, A CVS Company; Anthem, Inc.; Beacon Health Options; Centene Corporation; Cigna; Humana ; Optum; and UnitedHealthCare.**
- **Sanofi and GSK** announced they will [\*join forces to develop an adjuvanted vaccine\*](#).
- **Seamless** announced they will *defer commission fees* for impacted independent restaurants, and have created a [\*Seamless Community Relief Fund\*](#), where charitable contributions will go to charitable organizations that support impacted drivers and restaurants.
- **Target** [\*commits to keeping stores open\*](#) to serve consumers stocking up on necessities and creating a safe environment for their team members.
- **TCS** launched [\*free and accessible virtual learning programs\*](#) through their flagship education programs goIT and Ignite My Future in Schools, and has opened up free access to their proprietary virtual learning platform - TCS iON Digital Glass Room – for any educational institution globally for the entire academic year.
- **Travelers** launched the [\*Stay-at-Home Auto Premium Credit Program\*](#), which will automatically give a 15% credit on April and May premiums, and suspending cancellation and nonrenewal of coverage due to nonpayment.
- **U-Haul** has offered *30 days of free self-storage* at U-Haul-owned and -operated facilities to [\*help college students\*](#) impacted by unforeseen schedule changes at their universities.
- **Unilever** launched a *United for America initiative*, which includes a *national Day of Service* on May 21, when Unilever United States will [\*dedicate its workforce to the community and donate all the products manufactured\*](#) at its factories that day or products of equal value to those impacted by COVID-19. The company also offered €500M cash flow relief to [\*support livelihoods across its extended value chain\*](#), through early payment for their most vulnerable suppliers to help them with financial liquidity, and extended credit to selected small-scale retail customers.
- **Vale** announced it will [\*advance payments to small and medium-sized companies\*](#) in Brazil, even before the invoices are due, for services already performed and materials delivered.
- **Vodafone** announced it will [\*pay its European suppliers in 15 days\*](#), instead of the customary 30 to 60 days.
- **Water, gas and electric utilities** across the U.S. have [\*agreed\*](#) to *suspending shutting off service* for failure to pay bills during the coronavirus outbreak (ex [\*Verizon\*](#), [\*Eversource\*](#), [\*National Grid\*](#), see Entergy above)
- **Whole Foods** announced it is *inviting customers 60 and older to shop one hour in its stores before it opens to the general public*.

## Levering Data for Good

- **Alphabet's Verily** launched a pilot of a [\*COVID-19 screening and testing website\*](#) in the San Francisco Bay Area. The website is a collaboration between the Bay Area-based biotechnology company and the California governor's office and other local, state and federal officials.

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- Coalitions of COVID scam-squashers are, thankfully, taking on scoundrels. One example is the [Covid-19 CTI League](#). Sponsoring companies of another coalition, the [COVID-19 Cyber Threat Coalition](#) include workplace messenger **Slack**, code-sharing site **Github**, and chip-designer **NVIDIA**, and was started by **Sophos**, a British cybersecurity firm that just last month was acquired by Thoma Bravo.
- **Collette** announced it will provide the entire enterprise of CFP BEAT COVID-19, a Rhode Island initiative, with [logistical support, including information management services and phone banking](#).
- **CVS** is focused on [providing information](#) and safety to patients and customers.
- **Facebook, Twitter, YouTube, and TikTok** all told Recode that they've been working to [promote factual content](#) and some are *deprioritizing misinformation* on their platforms.
- **Harry's** is *raising awareness about, and providing resources for mental health*; [sent out an email to its customers](#), with this subject line: "Take care of yourself: We're in this together." A banner at the top of Harry's website: "Feeling stressed? You're not alone. Text 'Feel' to 741741 for free confidential support from a trained crisis counselor...", it reads. Which leads to Crisis Text Line, a 24/7 service for those whose stress can cause everything from anxious moments to suicidal impulses. *Harry's also lets employees take five days off per year to be trained to volunteer, so now Harry's has crisis counselors on staff -- and more being trained as they work at home during the COVID-19 work disruption.*
- Hashtag Campaigns:
  - The #ReebokLove program allows consumers to nominate a "hero in your community" —including delivery people, postal workers, and health care workers—to receive a free pair of shoes. Nominations are accepted until May 24<sup>th</sup>, and **Reebok** will attempt to fulfill as many nominations as possible.
  - Companies are supporting the #TheGreatAmericanTakeout, an effort to support local restaurants by encouraging takeout orders, with **Coca-Cola, Pepsi, Smithfield, Tyson**, and others providing donations or giveaways for social media posts.
  - #VirtualTipJar for bartenders
- **The KIND Foundation** and **Project N95** launched the '[Frontline Impact Project](#)', a virtual platform where frontline organizations can request PPE and other resources.
- **McDonald's Brazil** is supporting the idea of social distancing by [separating its Golden Arches into two separate arches](#).
- **Mucinex** is *combatting false information* through its "[Spread Facts, Not Fear](#)" campaign, done in cooperation with McCann NY and McCann Health NY.
- **Pinterest** is *handling misinformation* on their platform by showing this note when you search for "coronavirus" on their platform: "Pins about this topic often violate our [Community Guidelines](#), which prohibit harmful medical misinformation. Because of this, we've limited search results to Pins from internationally-recognized health organizations. If you're looking for medical advice, please contact a healthcare provider."
- **Tableau** launched a [free resource page](#) that includes *relevant data visualizations* about the spread of COVID-19 and the public health response.
- **Twitter** announced it [will label misleading, disputed or unverified tweets](#) about the coronavirus. It is even removing content it believes could lead to harm.
- **In a campaign orchestrated by the Ad Council**, the non-profit organization that has helped to craft some of the nation's best-known cause-related promotions, **NBCUniversal**,



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- **Verizon Media (parent company of Yahoo, HuffPost, AOL, TechCrunch)** created a coronavirus hub, [covid19.yahoo.com](https://covid19.yahoo.com), across the Yahoo ecosystem (News, Finance, Sports, Lifestyle & Entertainment), that includes the news in real time. They are also *donating advertising space* across Verizon Media's properties to organizations such as the World Health Organization (WHO) to help amplify their message.
- **ViacomCBS, iHeartMedia, The Atlantic and Disney/ABC Television** will create advertising that advises consumers about social distancing, steps that can be taken to protect the public, and more. As is typical of public-service efforts, *the media outlets will donate advertising inventory for the campaigns*. The efforts involve not only The White House, but the Centers for Disease Control and Prevention and U.S. Department of Health and Human Services.
- **Additional examples** of *companies using creativity, through adjusted logos, campaigns, and media*: <https://www.thedrum.com/news/2020/03/24/creative-works-what-brands-are-doing-the-coronavirus-pandemic>

## Prioritizing Employees

CECP information on Employee Assistance Funds (EAFs) can be found here:

<https://cecp.co/knowl/doc?d=employee-assistance-funds-eafs>

- **Amazon, Expedia, Facebook, Twitter, Google and Salesforce** announced that [they'll follow Microsoft's lead](#) and committed that their *hourly and subcontracted workers will be paid their regular wages*.
- **Conagra Brands** said that it would [give additional bonuses totaling \\$7 million](#) to workers at 50 distribution and production facilities in the U.S., Canada and Mexico. Up to this point, the company has spent \$13 million on bonuses for frontline workers.
- A **Facebook** spokesperson told The Intercept "The [\[\\$1,000\] is for full-time employees who are working from home](#). For contract workers, we are sending them home and paying them in full even if they are unable to work—which as you can imagine is much more meaningful than a one-off payment." The company will give everyone the same "exceeds expectations" [performance review](#) for the first half of the year, which ensures that all of those employees receive their biannual bonuses.
- **Flower Foods Inc.** paid \$5.6M in "[appreciation bonuses](#)" to its employees: \$500 for full-time workers and \$250 for part-time.
- **Freshpet** is *buying restaurant gift cards* as part of its Meals & More program, and plans to give each of its full time employees, who are producing pet food during the pandemic, [a \\$50 gift card or certificate every two weeks](#) for one of five family-owned restaurants, geographically dispersed throughout where workers live.
- **General Mills** is providing a *daily bonus to production-essential plant employees* who are working on-site; will *receive two weeks of paid leave* under conditions including voluntary or mandated quarantine, school closure for a child, medical risk, and suspended work as a result of COVID-19; increased the employee match cap from \$1k to \$1.5k; [offering healthy office employees the opportunity to provide temporary help in manufacturing facilities](#); launched a paid community service program so employees [continue getting paid while volunteering at a non-profit](#).

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- **Goldman Sachs** has offered its employees worldwide [an extra 10 days of leave](#) to help them care for children or elderly relatives affected by the coronavirus.
- **Hilton**, who has had to furlough employees, launched a [website to connect its people to job opportunities elsewhere that are currently open](#). In some cases, Hilton employees can be fast-tracked since they can skip a redundant background check or paperwork.
- **Hormel Foods** announced a [\\$4M cash bonus to its plant production team members](#), which includes \$300 for full-time team members and \$150 for part-time team members. Additionally, the company has expanded its CARE Program employee assistance program fund, and extended paid sick leave and waived waiting periods and eligibility requirements for certain benefits for its workforce.
- **Major League Baseball** Commissioner Rob Manfred announced [that all 30 major league teams have committed \\$1M each](#) to help assist thousands of ballpark employees affected by the delay in start of the baseball season.
- **Microsoft** [announced](#) it would *continue to pay hourly workers* that support its campuses even though the company had a reduced need for the presence of "individuals who work for our vendors and staff our cafes, drive our shuttles and support our on-site tech and audio-visual needs."
- **Microsoft** is giving its workers an additional [three months of paid parental leave](#) to deal with extended school closures through its "12-Week Paid Pandemic School and Childcare Closure Leave."
- **Mondelēz International** announced a [\\$2 per-hour increase](#) for its Manufacturing, Distribution and Sales hourly workforce and a \$125 per-week bonus for its Sales Representatives. Impacted U.S.-based employees will receive up to two (2) additional weeks of paid leave at 100% of pay, and will be hiring an additional 1,000 workers.
- **Nike** is offering a [2:1 match for any employee donations](#) to support COVID-19 responses locally, nationally and internationally.
- **Patagonia** announced they would [close all stores and operations](#) and *will continue to pay workers their regular pay in the interim*.
- **PepsiCo** announced [a minimum of an incremental \\$100 per week for full-time employees over the next month](#); employees who are impacted by school or day care center closure with no one home to look after a child, will receive a minimum of two-thirds of their pay for up to 12 weeks if they are not able to work from home; additional benefits for all U.S. employees.
- **Starbucks** announced it is [expanding catastrophe pay](#) —a benefit historically offered in response to hurricanes and flooding —so that employees are eligible for up to 14 days of catastrophe pay to self-isolate at home. Donations to the CUP program will be matched 50 cents for every dollar donated. They have also taken the added step of [making thermometers available for all stores](#). They will also offer free coffee to front line responders through May 3. And will offer [20 free therapy sessions a year for all of its employees](#), including part-time workers, as part of a broader mental-health benefit plan.
- **Target** announced a [\\$2-an-hour wage increase](#); paid leave for up to 30 days for certain segments of employee considered most vulnerable to the coronavirus; provide a first-ever bonus payout; \$1 million donated to the Target Team Member Giving Fund.
- **The Home Depot** announced they are [expanding benefits for their associates](#) such as additional 80 hours of paid sick or personal time for all full-time hourly associates, and 40 hours for part-time hourly associates.

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- **Tyson** plans to give [\*\\$500 bonus to its 116,000 frontline workers and truck drivers\*](#) in the United States, totaling approximately \$60 million. They are also waiving barriers to accessing healthcare and services: waiving the 5 consecutive day waiting period for short term disability benefits, waiving the co-pay, co-insurance and deductible for doctor visits for COVID-19 testing as well as eliminating pre-approval or preauthorization steps, waiving co-pays for the use of telemedicine, relaxing refill limits for 30-day prescriptions of maintenance medication.
- **Verizon** implemented a [\*COVID-19 specific leave of absence policy\*](#) offering 100% of pay for up to 8 weeks, and then 60% beyond 8 weeks for employees who are unable to work because they are caring for loved ones or themselves. Those diagnosed with COVID-19 are eligible for up to *26 weeks paid leave*.
- **Volkswagen AG** announced they are [\*releasing employees with medical qualifications for up to 15 working days with full pay\*](#) if they volunteer for work in the public health service.
- **Walmart** announced a [\*cash bonus of \\$300 for full-time hourly associates and \\$150 for part-time hourly associates\*](#); will accelerate the next scheduled quarterly bonus for store, club and supply chain associates a month early; will hire 150,000 new associates through the end of May; launched a [\*COVID-19 emergency leave policy\*](#).
- **Wells Fargo** contributed \$10M towards its [\*WE Care Fund\*](#), a charitable grant program that provides financial assistance to team members, administered by E4E Relief.
- **Whole Foods** announced all part- and full-time hourly team members will [\*receive double their regular hourly base rate of pay for every overtime hour\*](#) worked in a workweek from March 16 through May 3, 2020. Also announced increased contributions, with support from **Amazon**, for its [\*Team Member Emergency Fund\*](#).

## Philanthropic Cash Giving Examples (alphabetical order)

Rather than setting up their own funds, most companies are donating into COVID-19 Relief funds being set up by mayors, community foundations, United Way, the UN Solidarity Fund for global, etc. Many hospitals have relief funds set up for the frontline workers in their hospitals.

- **Adobe, Cisco, Western Digital, Zoom** and several other companies donated a total of more than \$7M [\*to provide relief for low-income Silicon Valley residents impacted by the crisis\*](#).
- **AT&T** committed \$5.5M in the form of [\*nourishing meals for first responders, medical personnel\*](#) and others in need, by supporting four organizations.
- **Cisco** [\*announced\*](#) they will allocate \$8M in cash and \$210M in product through its Country Digital Acceleration (CDA) program which provides funding for heads of state, government agencies, and businesses to rapidly deploy COVID-19-related technology solutions. They also launched a 72-hour employee giving campaign – “Let’s Give Together” with \$4M towards matching gifts.
- **Allstate** will [\*contribute \\$5M\*](#) to support domestic violence victims, youth in need and emergency response
- **Amalgamated Foundation** Launches the [\*Frontline Workers Fund\*](#).
- **Bank of America** announced that it will *provide up to \$250M in capital to community development financial institutions (CDFIs) by funding loans* through the newly established

Paycheck Protection Program. In addition, Bank of America will provide up to [\\$10 million in philanthropic grants to help fund the operations of CDFIs](#).

- **BD** announced a [\\$1.1M commitment](#) deployed through six non-profit partners, to support healthcare workers in the United States, Europe, Latin America and China in their collaborative battle against COVID-19.
- **Cargill** is committing [\\$35M in funding](#) across its four focus areas.
- **CenterPoint Energy's** COVID-19 Relief Fund of \$1.5M, which will cover an 8-state utility footprint, [includes \\$500K in matching gifts](#) for employees' contributions.
- **Equitable** announced a [\\$1M commitment](#).
- **Google** announced \$800 million in credits and investments, including \$250 million in ad grants to the W.H.O. and other government agencies, and a \$200 million investment fund to assist nonprofits and lenders with efforts to help small businesses. It's also working with a supplier to produce two million to three million face masks for the C.D.C. Foundation.
- **Hormel** "quickly announced a pledge of [\\$1 million in cash and product donations to assist global, national and local hunger-relief organizations](#). [Feeding America](#), [Convoy of Hope](#), [Conscious Alliance](#) and food and hunger-relief organizations in the company's plant communities were among those organizations receiving immediate funding and donations" among many other efforts
- **JPMorgan Chase** announced a [\\$50M commitment](#) – an initial \$15M will support communities and people hit hardest by this public health crisis, and a \$35M will be deployed over time. The firm is also matching employee donations to five selected organizations dollar-for-dollar.
- **KPMG** pledged over [\\$2M](#), which includes the KPMG Disaster Relief Fund (DRF) COVID-19 campaign.
- **Kraft Heinz** committed to donating \$12M globally, of which \$6.6M is donations of food
- **Mars, Inc.** committed a cash and in-kind donation of \$20M to support the [people, pets and communities](#) most affected.
- **Moody's** announced it will [fund a \\$1M program](#) of charitable donations and other support.
- **Nestle** donated [CHF 10M to Red Cross](#), and announced they will match 1:1 any donations to the Red Cross and Red Crescent National Societies or Federation made by employees.
- **Novartis** and the Novartis US Foundation established [\\$5M U.S. Response Fund](#).
- **ON Semiconductor** is [matching all employee donations](#) that are made to eligible organizations within the \$25-\$500 USD range.
- **PepsiCo and The PepsiCo Foundation** [committed \\$45M](#) to lever the company's distribution expertise and invest heavily in partnerships to increase access to nutrition. They also pledged \$7M to help communities of color devastated by the crisis, partnering with the National Urban League and UnidosUS to help fund their relief efforts.
- **PwC Foundation** announced its [\\$2.85M funding](#), in addition to grants to several other organizations.
- **Sam's Club** announced a \$1M donation to the Local Initiatives Support Corporation (LISC) to support their efforts to [help small businesses](#), including support for the LISC Rapid Relief and Resiliency Fund.
- **Samsung** will donate [\\$4.3M to local partners in the states with its largest workforces](#) – California, New Jersey, and Texas (North & Central Texas), as well as expedite delivery of technology and supplies to local schools to support remote learning.

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- **Tapestry's** Coach Foundation committed **\$2M** towards its partnership with **Goldman Sachs** *10,000 Small Businesses*, Goldman Sachs Foundation, Pursuit and New York City to support the NYC Department of Small Business Services (SBS) Small Business Continuity Fund for businesses affected by COVID-19.
- **Target** [committed \\$10M](#) to the following: Target Team Member Giving Fund (employee assistance fund); Local communities; National organizations (Feeding America and others); Global Response (UNICEF and others)
- **Unilever** will [contribute €100M](#) to help the fight against the pandemic through donations of soap, sanitiser, bleach and food. Half of this will go the COVID Action Platform of the World Economic Forum (see section on "Global and/or Topical Efforts, Action & Response Funds").
- **Visa** announced a commitment of [two programs totaling \\$210M](#): \$10M is designated for immediate emergency relief for COVID-19 in five geographic regions in which Visa operates, and \$200M is part of a five-year commitment to support small and micro businesses around the world, with a focus on fostering women's economic advancement.