CECP

Coronavirus Disaster Relief Research

Special Note from CECP

CECP is committed to ensuring the safety and well-being of our colleagues and constituents. Due to the worldwide COVID-19 pandemic (CDC and WHO), at this time CECP will only be running virtual events and all in-person meetings have been rescheduled.

The 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. Our goal for the collaboration is to support the sector by sharing the best information from our four organizations while using your time most efficiently. Our crisis response is demonstrating that we are working together to support the sector so you can support each other. These peer-discussions are organized by industry and issues-based conversations. See the schedule and registration here: https://cecp.co/home/cecp-events/

We encourage you to read CECP's blog on the COVID-19 situation (published March 11, 2020) and CECP's blog with company examples (published March 20, 2020). **Summary:** The world's leading companies know this is *a time to focus on corporate purpose and values* and to think about the way they lead today with an eye towards the long term and getting us through this period of time. As leaders in corporate purpose and corporate social investment, here are some things to think about in your company's response: Assess, Support, Look, Inform, Engage, and Act. *Please share your story* so that we may crowdsource solutions to share with our companies. Please also let CECP know how we can support you by emailing info@cecp.co.

Additional CECP resources can be found on https://cecp.co/roundup-for-companies/. For access to additional events and resources, please log into MyCECP on www.cecp.co.

Background
What is Coronavirus Disease 2019 (COVID-19)?

Coronavirus disease 2019 (COVID-19) is a respiratory illness that can spread from person to person. The virus that causes the Coronavirus is a novel coronavirus that was first identified during an investigation into an outbreak in Wuhan, China (Source: https://www.cdc.gov/coronavirus/2019-ncov/downloads/2019-ncov-factsheet.pdf). COVID-19 began on December 31, 2019 (Source: CNN; https://www.cnn.com/2020/02/06/health/wuhan-coronavirus-timeline-fast-facts/index.html**).**

Who Is Tracking The Virus?
The Centers for Disease Control and Prevention (CDC) and **World Health Organization (WHO)** are the main sources in the U.S. tracking the virus. A real map tracker conducted by John Hopkins University's Center for Systems Science and Engineering follows coronavirus cases across the world.

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The data sources are collected from WHO, CDC, European Centre for Disease Prevention and Control (ECDC), National Health Commission (NHC) and DXY (a social platform) in China.

World Health Organization Daily Reports: https://www.who.int/emergencies/diseases/novel-coronavirus-2019/situation-reports

Maps
- o https://gisanddata.maps.arcgis.com/apps/opsdashboard/index.html#/bda7594740fd40299423467b48e9ecf6
- o https://experience.arcgis.com/experience/685d0ace521648f8a5beeeee1b9125cd
- o https://www.cdc.gov/coronavirus/2019-ncov/locations-confirmed-cases.html
- o https://www.bing.com/covid

Advice for Companies

Analysts predict that this year, the most important metric of corporate stewardship will be how a company responded to COVID-19.

CDC Guidance for Businesses and Employers
- o CDC's interim guidance for employers, which details proactive steps you can take now, especially regarding sick employees, as well as how you can tailor your approach as the situation unfolds. Conduct pandemic plans and communicate with the employees, in terms of travel notice and risk assessment heard from CDC. Share and reinforce the common sense - washing hands, covering coughs: https://www.cdc.gov/coronavirus/2019-ncov/community/guidance-business-response.html
- o OSHA's existing guidance on continuity planning for a pandemic is also relevant to COVID-19: https://www.osha.gov/Publications/influenza_pandemic.html#maintain_operations

The Chamber of Commerce Toolkits
- o Guidance for Employers: https://www.uschamber.com/sites/default/files/guidance_for_employers_to_plan_and_respond_to_coronavirus.pdf
- o Workplace Tips: https://www.uschamber.com/sites/default/files/coronavirus_workplace_tips_for_employees.pdf
- o Corporate Aid Tracker: https://www.uschamberfoundation.org/aid-event/coronavirus-covid-19
- o The Chamber in partnership with UPS created the "Resilience in a Box" toolkit: https://www.uschamberfoundation.org/resilience-box

Philanthropic Considerations
- o A joint statement of nearly **150 foundations and philanthropy serving organizations** on Open Letter to Philanthropy: The Cure to Viral Racism Is Within Our Hands:
  1. Include language in statements that denounce hate
  2. Include efforts that address viral racism as part of rapid response fund guidelines.

3. Insert equity into outreach efforts and funding decisions
4. Reach out to AAPI (Asian Americans/Pacific Islanders) staff members and colleagues
5. Speak out when you see racism and prejudice against any individual or community.
6. Think of this moment as a "reset" button to imagine a more holistic approach to philanthropy that gains new traction toward racial and gender equity.

- A pledge of action by 600 funders for **more flexible funding to help grantee partners meet emergency needs** prompted by the COVID-19 crisis:
  1. Loosen or eliminate the restrictions on current grants.
  2. Make new grants as unrestricted as possible
  3. Reduce what we ask of our nonprofit partners, postponing reporting requirements, site visits, and other demands on their time during this challenging period.
  4. Contribute to community-based emergency response funds and other efforts
  5. Communicate proactively and regularly about our decision-making and response
  6. Commit to listening to our partners and especially to those communities least heard,
  7. Support, as appropriate, grantee partners advocating for important public policy changes to fight the pandemic and deliver an equitable and just emergency response for all.
  8. Learn from these emergency practices

- **Big-name philanthropists shared their advice** with the NYT's Paul Sullivan. Among the tips from donors like Mike Bloomberg and Connie Ballmer: *Give to community foundations that have the expertise and resources to vet charities*; act as bridges for government funding; and be flexible with your rules — this is a crisis, after all.

- Coronavirus and Racial & Social Equity: http://www.thejusticecollective.org/main-blog/2020/3/11/coronavirus-and-racial-social-equity-centering-justice-during-times-of-uncertainty-and-four-things-you-can-do-right-now

- **Ford Foundation** has laid out a plan of maximum flexibility *in how grantees can use their funds* in this time of extraordinary challenge. They state that "In the US and beyond, as appropriate, we should seize the opportunities presented by this crisis to advocate for the kinds of policy changes that will help the populations who will be hardest hit by the coronavirus emergency. Together, we can use our platforms to advocate for these kinds of a
  1. For grantee partners receiving project support, current project grants may be converted to general support
  2. Payment schedule of the grant may be adjusted
  3. Guarantee that grant funds will not be rescinded if a program, conference, or other grant activity is canceled or postponed due to COVID-19.

- **#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.

- Six Steps for Grant Makers To Take Now: https://www.philanthropy.com/article/Coronavirus-6-Steps-for-Grant/248202

Others

- **3BL Media**: 7 Steps to Plan for Re-Entering the Workplace

1. **The Restricted Phase** is the most stringent as we re-learn the safe use of offices with physical distancing and new standards for cleanliness. Among other guidelines, conferencing rooms will not be available, no guests will be allowed, and masks will be required. The good news: this is expected to be the shortest phase.
2. **The Controlled Phase** brings back some office amenities and we potentially re-work seating plans to bring teams together, flexibly and safely. In time, clients may be allowed to visit the offices again. The duration of this phase is uncertain, and we are planning for it to extend at least through the end of 2020.
3. **The Unrestricted Phase** means that things are mostly getting back to normal. To enter this phase, it seems that guidance from the global healthcare community would be a prerequisite.
   - Step 1: Establish your team
   - Step 2: Check governmental guidance
   - Step 3: Supervisor training
   - Step 4: Set up your health station
   - Step 5: Plan your space
   - Step 6: Clean your space
   - Step 7: Coordinate with landlord

- **Benevity Labs COVID-19 Special Report** highlights the five ways companies are activating their people and communities during a global crisis.
- **Consumer Brands Association:** Five Supply Chain Takeaways from COVID-19
  1. The economic impacts of COVID-19 are and will continue to be unprecedented, despite robust intervention from the government.
  2. Supply chain resiliency will matter as much as efficiency going forward.
  3. Governments can play a role in offering companies better visibility and predictability.
  4. Government investment is needed to map the supply chain.
  5. We can't stop thinking about supply chains after we move beyond COVID-19.
- **Edelman's** recent 10-country study confirms the role business must play as a source of reliable and timely information:
  1. The most credible source is employer communications
  2. The most relied-on source of information is mainstream news organizations
  3. The most trusted spokespeople are scientists and MDs, along with WHO and CDC officials
  4. Need for frequency: Employers are expected to update information regularly
  5. The employer is viewed to be better prepared than their country
  6. There is twice as much trust in a combined business/government effort than in government combatting the virus alone
  7. There are high expectations for business to act to protect employees and the local community
  8. Employers must share information as employees want to be informed beyond the effect on the company
- **Financial Times:** How Companies can Protect their Reputation during a Pandemic
- **How CEOs Can Support Employee Mental Health in a Crisis**

- o **JUST Capital** has identified 5 Principles to Help Guide Corporate America During the Coronavirus Crisis, constructed from five years of public opinion research on what constitutes just business behavior, to support corporate decision-making during these challenging times:
    1. Support Workers' Health and Financial Security
    2. Adopt Practices to Minimize Job Loss
    3. Put Workers First, and Work with Government to Do So
    4. Support Communities, Local Suppliers, and Customer
    5. Have the C-Suite Lead by Example
- o **PYXERA Global** has created the COVID-19 Corporate Challenge to virtually engage employees to create bold solutions to address the limitations in the public health system surfaced by COVID-19. Teams of employees will "compete" to provide the most innovative solutions to challenges facing health organizations on the front lines.
- o **Some advice:** Update your pandemic plans. Talk to employees. Hysteria is also contagious. Communicate what your plans could mean for employees including health and risk education, social distancing through work from home where possible, and stockpiling of supplies. Let them know you are prepared and are protecting them. https://www.forbes.com/sites/chloedemrovsky/2020/01/28/what-businesses-can-do-about-the-coronavirus/#41cb73331018
- o **The Chamber in partnership with UPS** created the "Resilience in a Box" toolkit that is based on *best practices* and designed to educate business leaders on disaster preparedness and business resilience
- o **The Coronavirus Crisis Doesn't Have to Lead to Layoffs**: A few measures to consider before announcing deep layoffs: Communicate Openly; Share the Pain; Consider Crowdsourcing Ideas with Employees; Review All the Options (Even the Less Conventional Ones); Have "Ice in the Belly" (keep your cool in a critical situation). https://hbr.org/2020/03/the-coronavirus-crisis-doesnt-have-to-lead-to-layoffs
- o The Coronavirus Crisis Comms Triage Kit crowdsources best practices, resources, and examples of effective crisis comms from foundations and nonprofits.

Examples of Corporate Aid, Response, and Action

CECP Insights

CECP has been surveying companies on their actions, plans, and lessons learned amidst these changing times. These pulse surveys will be sent out every week; past surveys and responses can be found here:

- Corporate Actions: March 12, 2020, focused on understanding what actions corporations are taking related to the impact of the ongoing COVID-19 crisis.
- Budget Changes: April 7, 2020, focused on understanding if companies' 2020 community investment budget is changing due to COVID-19 response.
- Partnership Changes: April 14, 2020, focused on understanding companies' changes to grant making policies, procedures, or criteria related to COVID-19 response.
- Unique Efforts: April 21, 2020 focused on understanding "out of the box" (unique) COVID-19 actions for which there is not a widely shared reporting standard.

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- **Plans to Change CSR/Sustainability Report:** April 27, 2020 focused on understanding if companies have changed plans for this year's CSR/Sustainability report and
- **Changes to Employee Assistance Fund (EAF):** May 5, 2020 focused on understanding what changes has or will companies implement to its Employee Assistance Fund
- Webinar on **Long-Term Corporate Strategic Planning Beyond COVID-19**: Emerging Law, Performance Benefits and Practices (YouTube Video link)
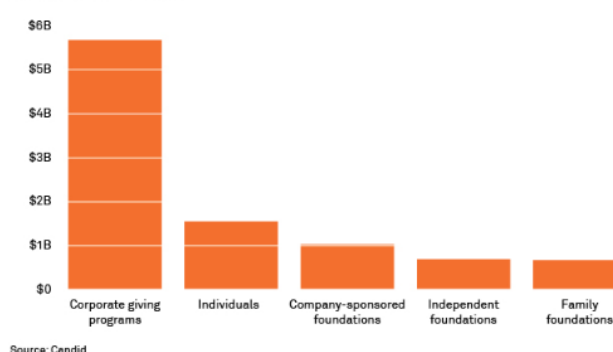- More information here: https://cecp.co/roundup-for-companies/

Corporate Response Trackers

- o **Candid** Tracker on Foundation Giving and Recipients:
  Summary of Foundation grants awarded to recipients to address issues related to Coronavirus (COVID-19), by funder and by recipient

  Source: Candid

  - o As of May 7, 2020, donations by independent and family foundations constitute 12 percent of the total, with public charities, operating foundations, limited liability companies, and community foundations accounting for the remaining 8 percent. The bar graph below compares the contributions of funder types constituting at least 5 percent of the total dollar value of contributions:
 - o Philanthropy's response to COVID-19 now more than $10 billion worldwide
- o **Corporate Examples**
- o **Council on Foundations**: https://www.cof.org/news/news-updates-coronavirus-outbreak
- o **Forbes**: Corporate Responders: New Raking on Nation's Top Employers' Response to Pandemic The system ranked each companies' policies across 22 categories, providing employers with an average rating from 1 to 5. Notably, **Verizon came out on top with a score of 3.87** due mainly to its **extensive sick leave, backup dependent care**, and **more than $54 million committed to nonprofits**. Other top scoring companies include **Target, AT&T**, **Walmart**, and **T-Mobile US**
- o Crowd-sourced goodwill examples
- o **National Center for Family Philanthropy**:
- o **The Boston College Center for Corporate Citizenship**
- o **United Philanthropy Forum**

o   America's Largest Employers
    (also see bar graph):

How America's Largest Employers Are Responding to the Coronavirus Crisis
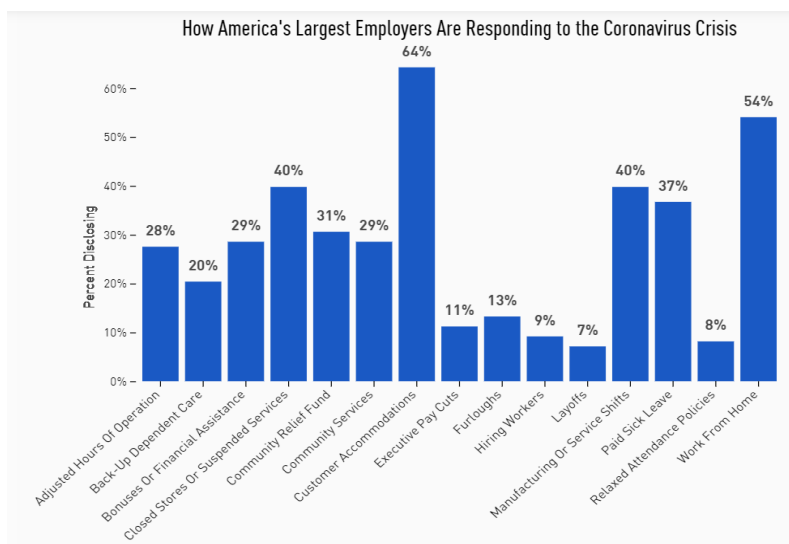
https://justcapital.com/reports/the-covid-19-corporate-response-tracker-how-americas-largest-employers-are-treating-stakeholders-amid-the-coronavirus-crisis/?mod=article_inline

o   **U.S. Chamber of Commerce Corporate Aid Tracker**

Impact on Business

It will take some time before the full scope of business impacts will be clear, identifiable, and captured in numbers.

A new PwC pulse survey shows how finance leaders plan to react to COVID-19 — and what impacts they expect to see. Fifty leaders from a cross section of industries weighed in from the US and Mexico during the week of March 9. The survey will continue so we can track changing sentiments and priorities. About half (54%) of respondents say the outbreak has the potential for "significant" impact to their business operations, while 34% say the impact has been limited to specific regions, but they are monitoring developments closely.

There is a plethora of economic analyses about the outbreak from consulting firms like McKinsey, Boston Consulting Group and Bain.

For example, McKinsey is tracking the health & crisis response including an analysis of which sectors are likely to be most impacted and (pages 13-14) and supply chain actions to consider (page 16).

A Guide To Commonly Used Coronavirus Terms

Paid leave vs. furloughs vs. layoffs

o   **Paid leave**: An employee gets time off but continues to receive pay and benefits (i.e. – Starbuck's "catastrophe pay")
o   **Furlough**: When an employer temporarily suspends an employee without pay but often continues to provide benefits (i.e. – Marriott, Macy's, Hyatt Hotels).

- o **Layoff**: When an employer indefinitely dismisses an employee.

Shelter in place vs. lockdown vs. quarantine
Exact rules vary by location (check The New York Times's running list here), but generally:
- o **Shelter in place** (AKA "stay at home"): Residents are asked to remain in their homes (except for essential travel). All but 6 states had imposed some type of stay-at-home advisory as of March 30, but they typically lack enforcement mechanisms.
- o **Lockdown**: Residents are required to stay in their homes (except for essential travel). Nonessential businesses are often required to close. These orders are sometimes enforced by fines and military personnel.
  - o France and Italy are both requiring citizens to get certificates to leave their homes (even for essential travel).
  - o No US states had imposed a full lockdown (as of March 30), but several counties in the Bay Area imposed fines for noncompliance.
- o **Quarantine**: Residents who have been exposed to or infected by the virus are required to limit their movement.
  - o Florida and Kansas are requiring travelers from hot spots (like New York and California) to self-isolate for 14 days.
  - o Hawaii and Rhode Island are requiring all travelers to self-isolate for 14 days.