

Chief Executives for Corporate Purpose® (CECP) is a CEO-led coalition that believes that a company's social strategy — how it engages with key stakeholders including employees, communities, investors, and customers —determines company success.

COMMUNICATIONS SUPPORT

Stakeholder Awareness

Company Spotlight

Tailored Support

DATA INSIGHTS

Custom Benchmarking

> Evaluating Results

Insights & Research

CEO & INVESTOR ENGAGEMENT

Medi

Forum:

Thought Leadership



CORPORATE LEADERSHIP

Strategy

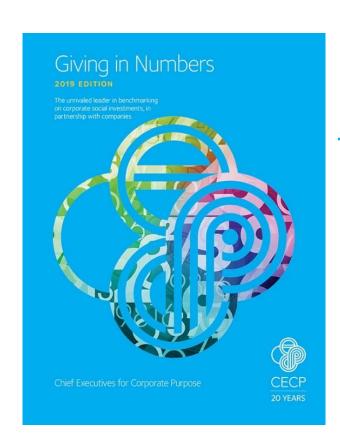
Events

Networking



Data Source: Giving in Numbers

The unrivaled leader on benchmarking corporate social investment, in partnership with companies



Giving in Numbers 2019: Scale and Impact

US\$ 7T

US\$ 26B

13_M

3,700

REVENUE

TOTAL GIVING

VOLUNTEER HOURS Community Investment FTES

New data this next year:

- Overall matching-gift employee participation rate
- Measurement of business value through employee and brand/customer metrics
- Tactics to increase volunteer participation rate
- Employee Assistance Funds
- Areas influencing community investment strategies e.g., SDGs, Shared Value, Impact Investing, Data Donation

CECP's dataset dates back to 2001



CECP Insights & Introduction

- Corporate heads of social impact and their partners from the social sector/nonprofits seek continuous improvement in how they partner to move the needle on important issues.
- Corporate-Nonprofit Partnership improvements can often focus on the:
 - Length of partnership
 - Depth of partnership (dollars, in-kind, volunteering)
 - Type of funding (covering operations vs. programs)
 - Collaboration on measuring success, data, and reporting
- CECP can lever *Giving in Numbers* data to provide insight into the second of these, depth of partnership, through information on strategic programs and comparing the # of partners companies report with their cash and total community investments.



Benchmarking Partnership Depth Strategic Programs

50%

of companies have

3-5

strategic programs

How much of a company's total (cash and non-cash) community investments was allocated to their strategic program in 2018?

13%

Is the **median** value of the proportion of community investments to a company's strategic program.

31%

Is the **top quartile** value of the proportion of community investments to a company's strategic program.



Measuring Outcomes of all partners is an indicator of deeper and less partnerships

Page 32 of https://cecp.co/wp-content/uploads/2018/12/GIN2018 web.pdf?redirect=no

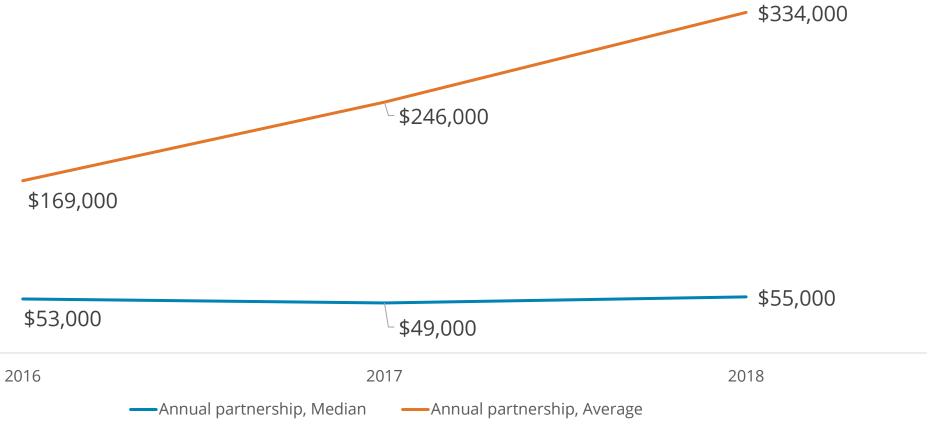
Typically, companies that measured societal outcomes and/or impacts on **all their grants** also had fewer nonprofit partners and approved fewer grants in their portfolio (median of 95 and 85, respectively), compared to companies that measured outcomes and/or impacts on only select grants that in 2017 had a nonprofit partners median of 541 and approved a median of 397 grants.

Page 33 of https://cecp.co/wp-content/uploads/2019/10/GIN2019-complete-WEB2.pdf?redirect=no In 2018, companies that measured social outcomes and/or impacts on all their grants also had fewer nonprofit partners and approved fewer grants in their portfolio (a median of 143 and 242, respectively), compared to companies that measured outcomes and/or impacts only on select grants that in 2018 had a median of nonprofit partners of 473 and approved a median of 566 grants.



Partnership Trends: Annual Amounts

Partnerships are getting deeper in terms of average, but stable in terms of median. This chart reflects a matched-set of 88 large companies.

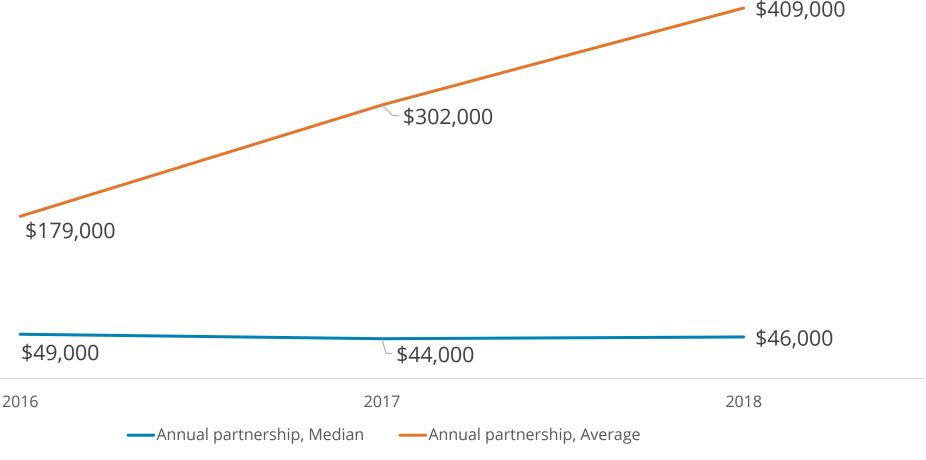




Partnership Trends: Annual Amounts

Closer look at Education Funders

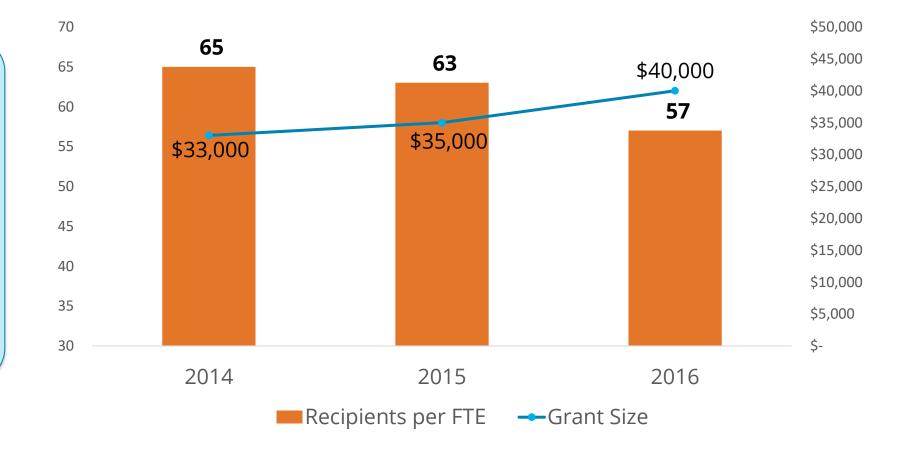
Education funders (those with 30%+ of total to K:12 ed) show a similar trend as all companies. The average amounts are higher. This reflects a matched-set of 44 companies.





Partnership Trends: Annual Amounts

Looking back into earlier years, a similar trend of grant size increase was shown. There was also a reduced number of grants managed by individual staff members between 2014 and 2016.





CECP PILLARS OF EXCELLENCE

CEO Leadership

Innovation

Dedication to Measurement

Deeper partnership with grantees falls within the "partnership" pillar.

Partnership

4.

5.

Integration Into the **Business**

6.

Long-Term View

Commitment To Sharing Best Practices

CEO is actively and effectively involved in the success of the company's community engagement programs

Featured program stretches beyond traditional approaches and solutions in the pursuit of exceptional results for communities and the company

Company and its partners demonstrate a strong commitment to accountability, benchmarking, and continuous improvement throughout the program's lifecycle.

Collaboration with partners based on mutual interests and complementary assets that allow the program to exceed the results that the applying company could achieve otherwise. whether alone or with other partners.

Connection between a company's featured program and its broader business strategy, tapping its core skills. resources, and expertise.

A time horizon for the project that allows for learning. growing, and improvement over time and includes predetermined measures of impact over 18 months or more. Sharing lessons learned and best practices with an eye towards improvement of corporate societal engagement as a whole.



For More Information...

- Visit http://cecp.co/gin
- Join us at a CECP event or roundtable
- Log into MyCECP on CECP's website
 - Online portal available to employees of affiliated companies
 - Access to data & benchmarking tools
 - Browse through Knowledge Center
- Contact <u>insights@cecp.co</u>

