

An abstract graphic composed of several overlapping, concentric, and interlocking circular and spiral shapes in various shades of blue, creating a complex, layered geometric pattern on the left side of the slide.

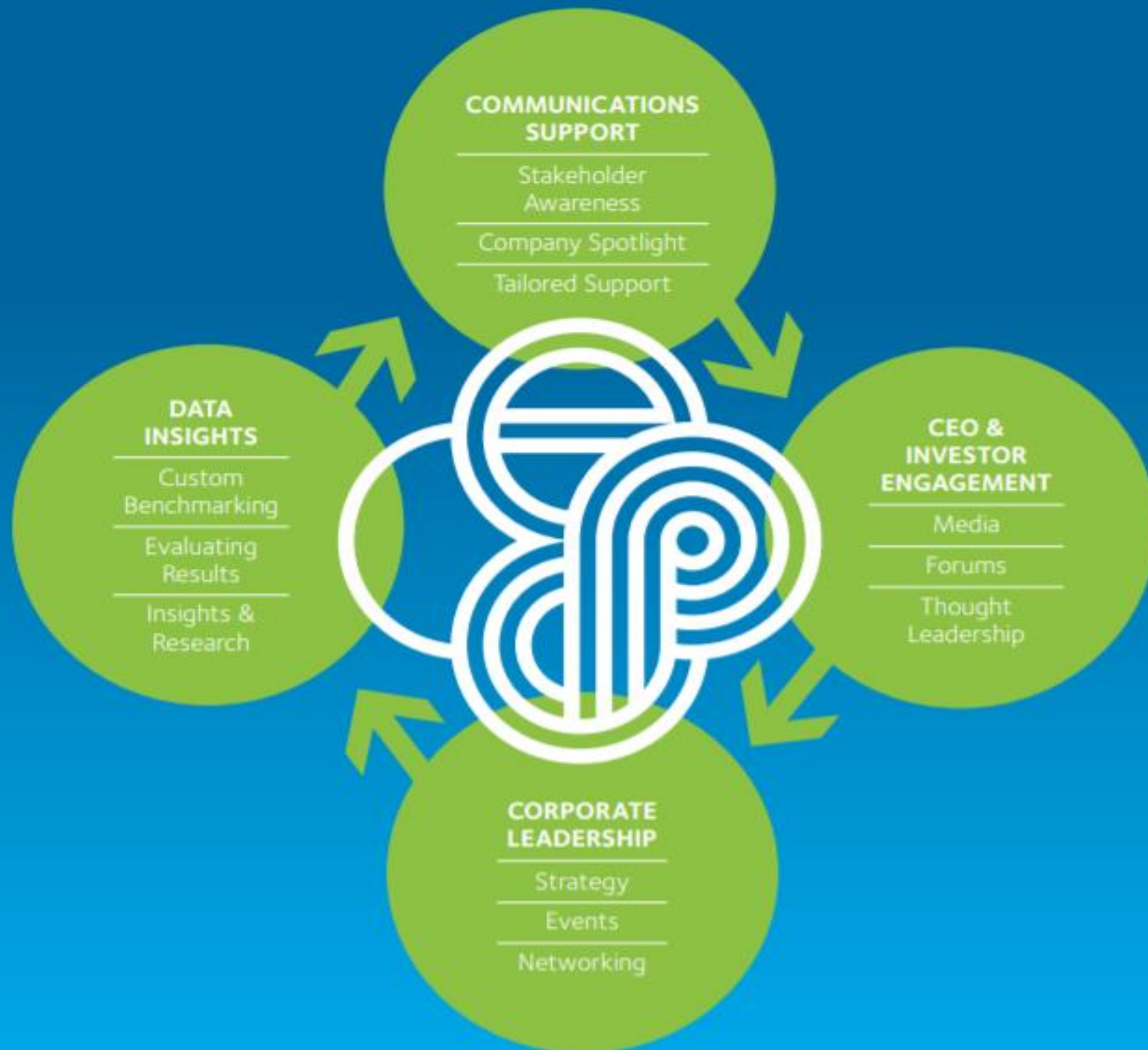
Deeper Strategic Partnerships

CECP, Company Services

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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.



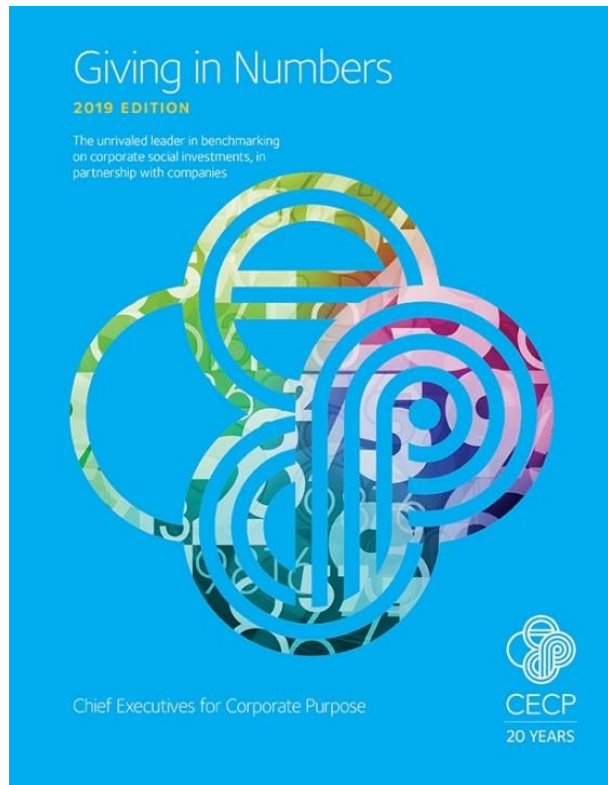
THE Power of the Network



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

REVENUE

US\$ 26B

TOTAL GIVING

13M

VOLUNTEER
HOURS

3,700

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

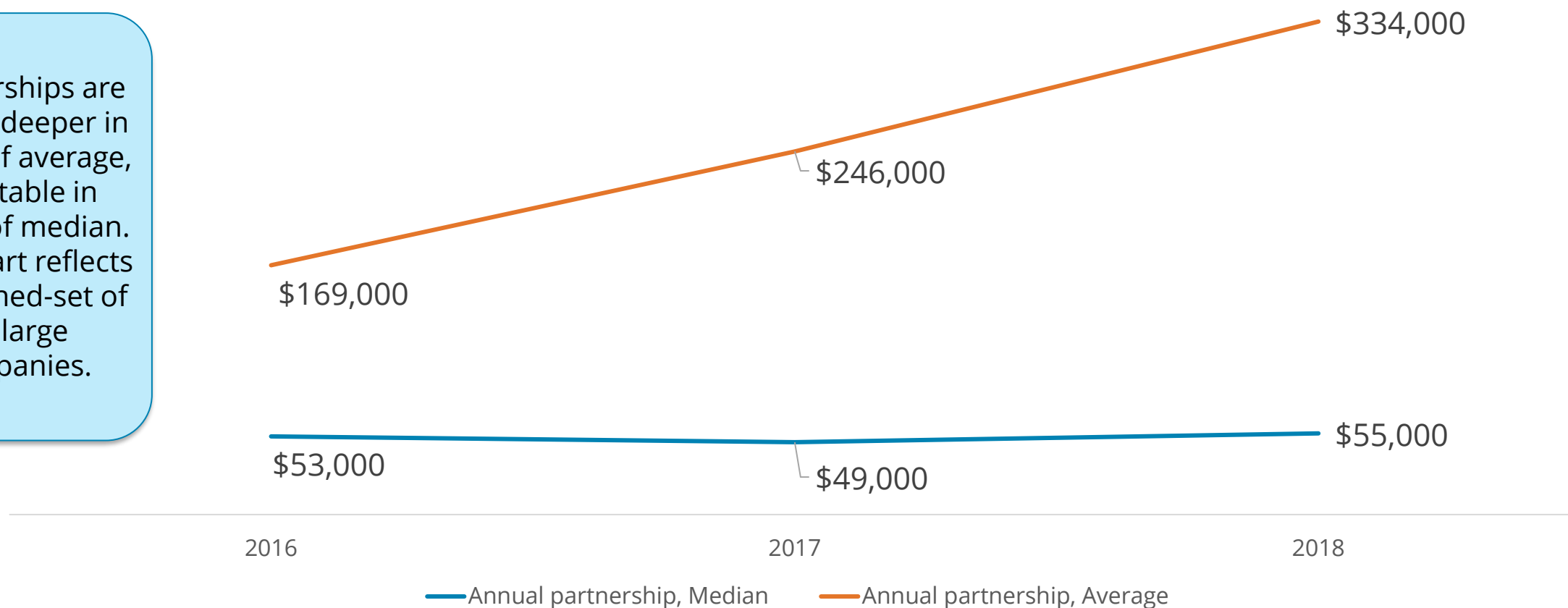
Page 32 of https://cecp.co/wp-content/uploads/2018/12/GIN2018_web.pdf?redirect=no

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

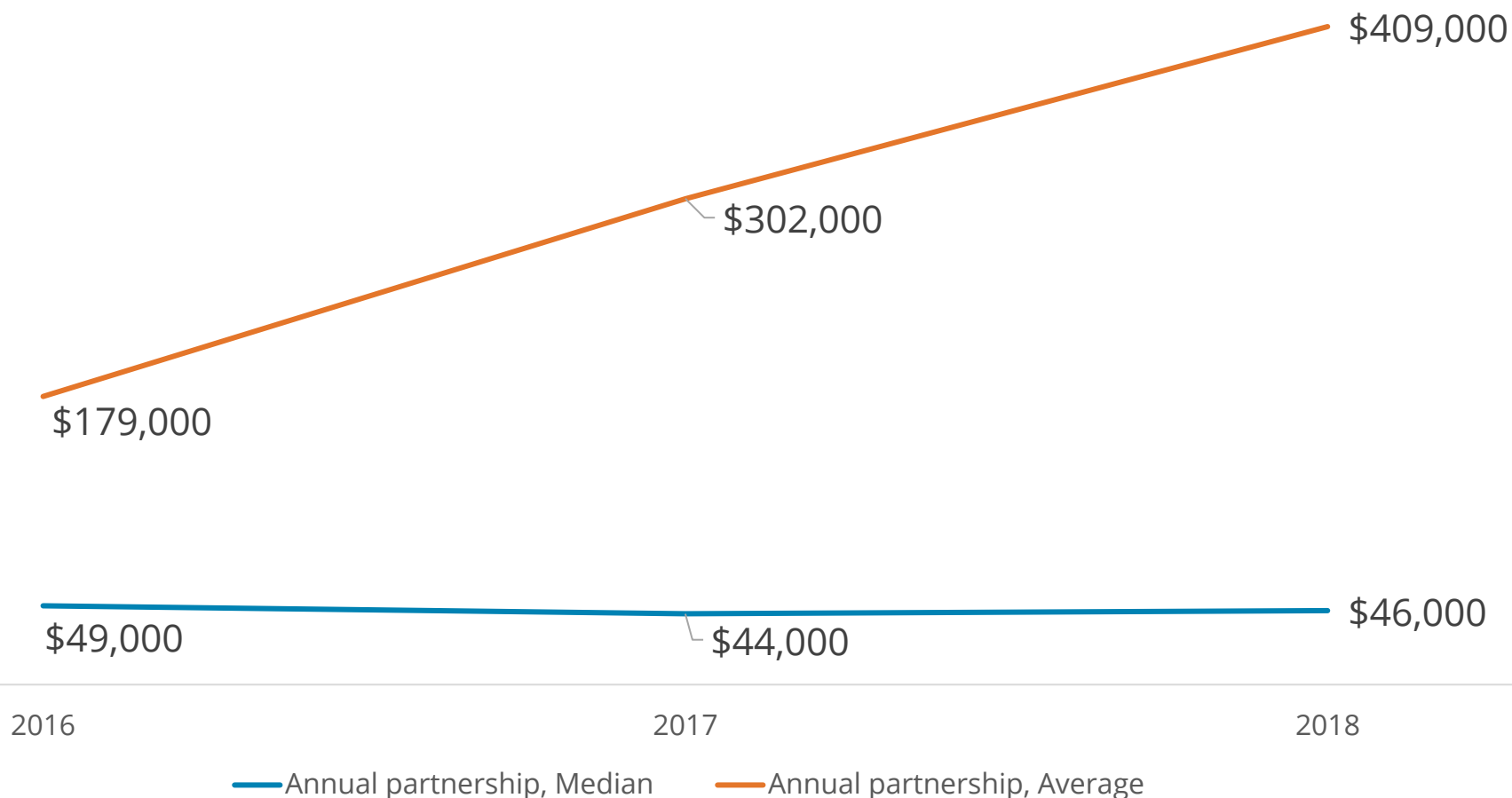
Partnerships are getting deeper in terms of average, but stable in terms of median. This chart reflects a matched-set of 88 large companies.



Partnership Trends: Annual Amounts

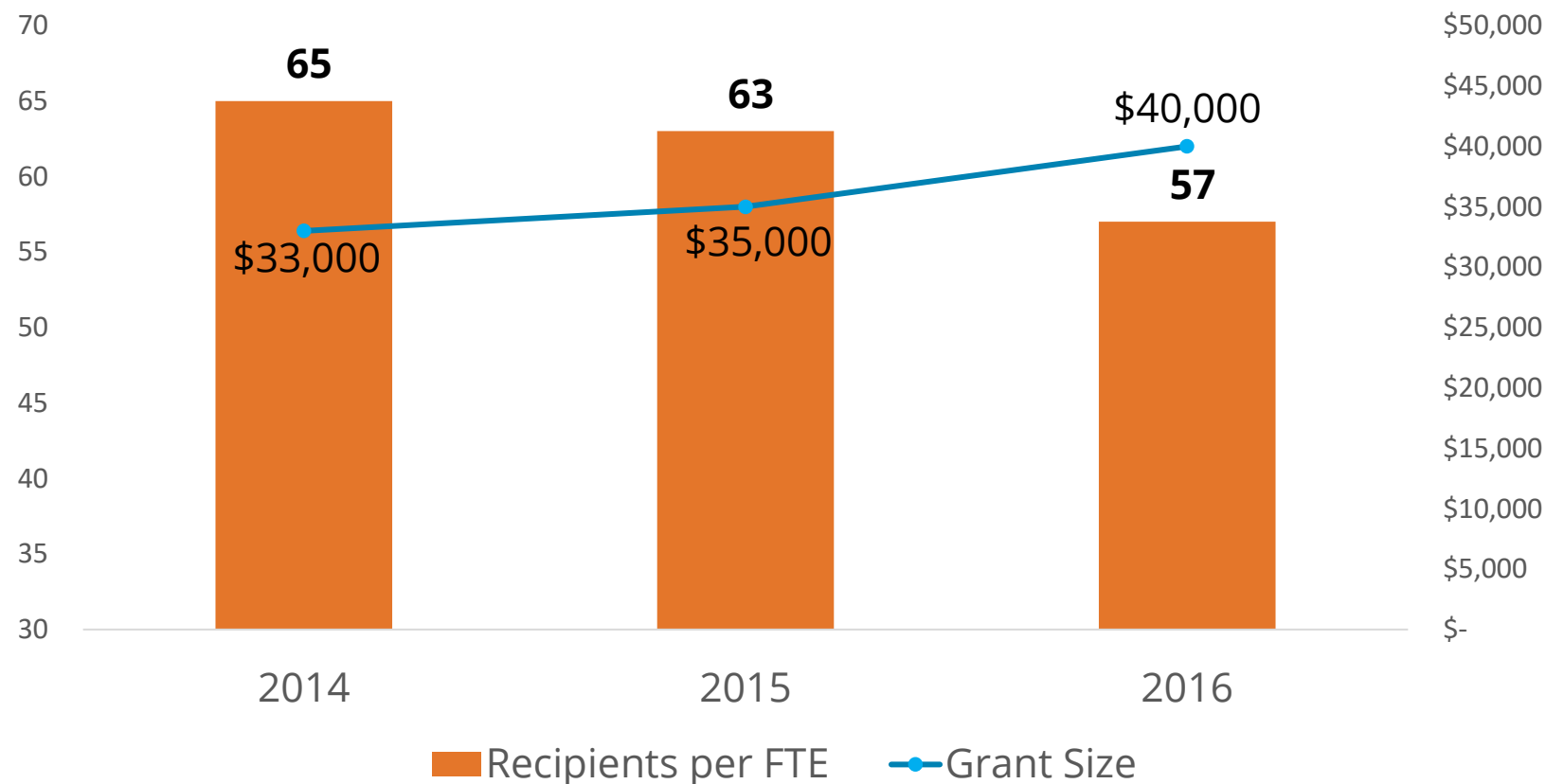
Closer look at Education Funders

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.

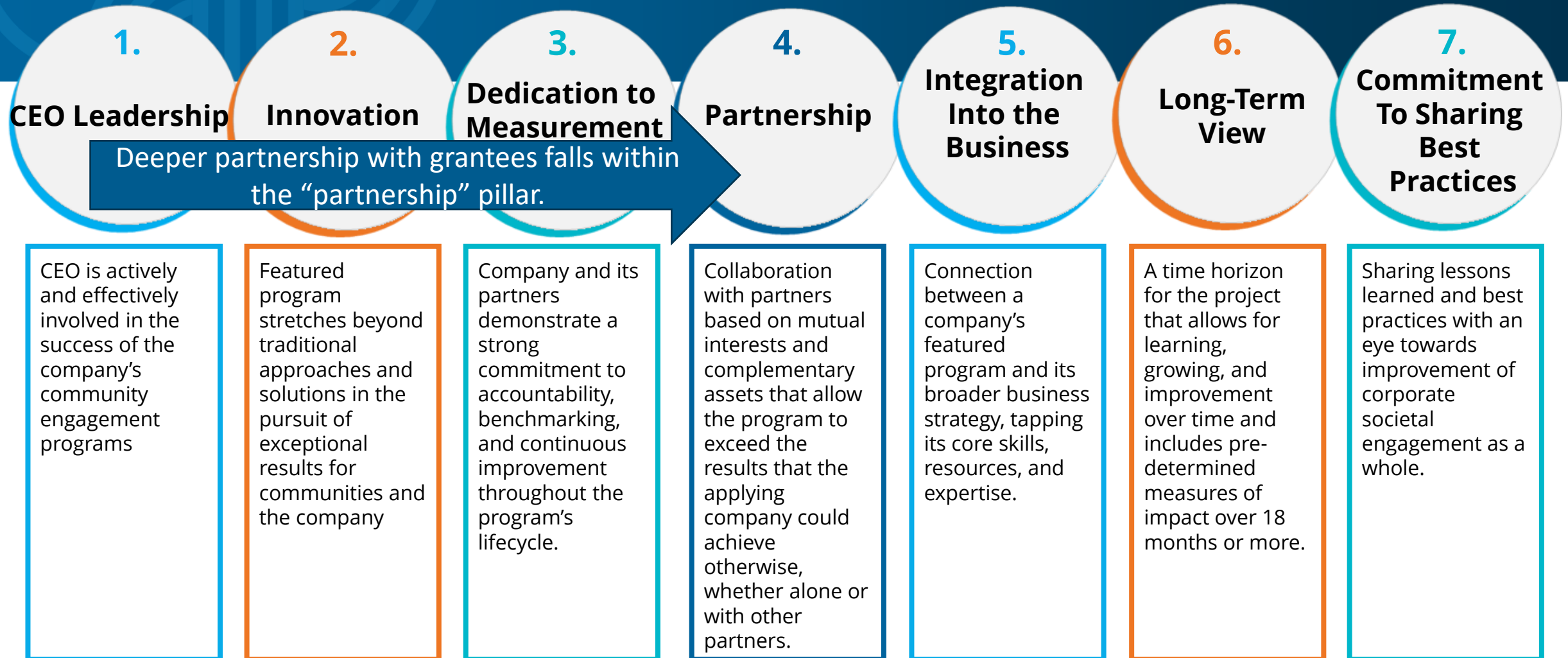


Partnership Trends: Annual Amounts

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



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 - Access to data & benchmarking tools
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- Contact insights@cecp.co