

# CECP Accelerate Communities

## LAUNCHING SEPTEMBER 2019

CECP Accelerate Communities provide the opportunity for cross-functional leaders from CECP companies to take a deeper dive into priority topic areas with their peers to advance their strategies and the field. These year-long communities, which launch in fall 2019, draw upon curated CECP and partner expertise and engage in both in- person and virtual meetings, best-practice sharing, and framework creation.

**We invite you to join CECP for one or more of the following Accelerate Communities:**

### Diversity, Equity, & Inclusion

CECP's 2018 report on 'Diversity & Inclusion in Corporate Societal Engagement (CSE),' found evidence that while Diversity and Inclusion is well understood, the concept of equity among participating companies is unclear. While 80% of companies surveyed say they consider equity when addressing D&I in their CSE efforts, it was most often defined as something other than the accepted definition (usually in terms of equality rather than equity). If you are interested in exploring how to incorporate Diversity, Equity, and Inclusion (DEI) into the company's goals, join this community. Drawing from best practices across sectors, conversations will focus upon definitions, measurement implications, and how a DEI strategy can inform your company's recruitment, retention, partner selection, and CSE efforts. Optimal for mid- to senior-level CR, D&I and/or HR/talent professionals at companies that have a solid foundation in diversity and inclusion.

**\$7,500 per company**

### Business Impact Measurement

CECP's proprietary approach as a measurement advisor focuses on scorecard-driven methods of managing for results. CECP's Giving in Numbers is the unrivaled leader in benchmarking on corporate social investments. This community offers you the opportunity to lever our expertise to create or improve your own customized measurement tool as well as connect with peers who are dedicating time and resources to measurement as a priority area. This year's focus will be on topics related to measuring the results for the business – on employees, on the brand, and more. Optimal for CR leaders with direct responsibility for measurement, whether a small portion or their entire focus, who work on teams that have an internal culture of integration with other functions. Includes 10 measurement consultation hours.

**\$10,000 per company**

**Supercharge  
your strategies  
and lead the  
field with CECP**



Companies came together in Atlanta for an Accelerate Meeting

**Multiple contacts  
from a company  
may participate  
in an Accelerate  
Community.**

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## The Future of Corporate Foundations

Corporations are delivering impact through their corporate foundations with hybrid models, new investment tools, and complex frameworks, simultaneously driving alignment with their corporations' societal engagement and crafting distinct priorities. As the prevailing thinking about how companies interact with society has evolved from corporate philanthropy to corporate responsibility (CR) to shared value (where companies address social issues to generate greater long-term financial and societal returns), companies are seeking insights into the roles that their corporate foundations can play and the value that they can provide in pushing boundaries domestically and internationally. This Accelerate Community will cover both strategic and tactical opportunities, ranging from how to frame corporate vs. foundation programs, the breadth of impact investing vehicles, and the latest trends in corporate foundation functional topics such as case law/legal issues, marketing/brand alignment, and employee engagement. Join us to explore how corporate foundations can be catalysts in helping business to think innovatively about creating social change. Optimal for most senior CR professionals.

**\$7,500 per company**

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## Long-Termism: A Capital Market Imperative

Short-termism in capital markets has increasingly become a concern for both companies, the investor community and other key stakeholders. Although there have been widespread calls for investors and companies to pay more attention to the long-term, until recently there was no platform for companies to exchange long-term information with their long-term investors. CECP presents a solution to this structural gap in corporate shareholder communications. This Accelerate Community shows you how to connect the dots and strengthen your narrative for a holistic, future-focused view of your company ready for presentation to investors and other key stakeholders. We seek a collaborative 2-person team of mid- to senior-level professionals from 8-10 companies whose CEOs are highly likely to present their long-term plans to investors in the next 18 months. Participants will develop an effective presentation of your company's long-term business plans to be delivered by your CEO, and a 1-2 page summary of the long-term plan presentation for your investor relations toolkit.

**\$10,000 per company**

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Space is limited. To sign up or for more information, please email  
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CECP  
20 YEARS