

Summary Report | June 2013 | New York City



Presentations, photos, videos, and attendee
blog posts can be found at CECP.CO.



"The chance to connect with and learn from my peers is of the highest value. Excellent attendance, great conversations."

Charles Moore



Kari Niedfeldt-Thomas



"Networking with colleagues is always helpful, but the corporate trend data is invaluable to me."



Participating Companies

Abbott
Accenture
Adobe
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Aetna Inc.
Alcoa Inc.
Allstate Insurance Company
Altria Group, Inc.
American Express
AOL
Apollo Group, Inc.
Applied Materials, Inc.
ArcelorMittal
Arizona Public Service Company
AT&T Inc.
Avon Products, Inc.
AXA Equitable
Banco Bilbao Vizcaya Argentaria, S.A.
Bank of America Corporation
Barclays
Bloomberg
BNY Mellon
Bonds Group of Companies
Bristol-Myers Squibb Company
CA Technologies
Campbell Soup Company
Capital One Financial Corporation
Carlson
CIGNA
CITGO Petroleum Corporation
Citigroup Inc.
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Colgate-Palmolive Company
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Discovery Communications, Inc.
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EMC Corporation
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The Goldman Sachs Group, Inc.
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Humana Inc.
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Intel Corporation
Interpublic Group
JM Family Enterprises, Inc.
Johnson & Johnson

JPMorgan Chase & Co.
 KPMG LLP
 Kraft Foods Group
 Macquarie Group
 Macy's, Inc.
 Marsh & McLennan Companies, Inc.
 Medtronic, Inc.
 Merck
 Meritor, Inc.
 Microsoft Corporation
 Mitsubishi Corporation (Americas)
 Moody's Corporation
 Morgan Stanley
 Mosaic Company
 Neuberger Berman
 New York Life Insurance Company
 Newell Rubbermaid Inc.
 Newman's Own Foundation
 Nexen Inc.
 Northrop Grumman Corporation
 Novo Nordisk A/S
 NYSE Euronext
 Pearson plc
 Pepco Holdings, Inc.
 Pfizer Inc
 PG&E Corporation
 Pioneer Hi-Bred
 Pitney Bowes Inc.
 The PNC Financial Services Group, Inc.
 PPL Corporation
 PricewaterhouseCoopers LLP
 Prudential Financial, Inc.
 Public Service Enterprise Group
 Incorporated
 Qualcomm Incorporated
 Quest Diagnostics Incorporated
 Roshan / Telecom Development
 Company Afghanistan Ltd.
 Royal Bank of Canada
 Sabre Holdings
 Samsung Electronics America, Inc.
 Sanofi
 Semptra Energy
 Starwood Capital Group
 Starwood Hotels & Resorts
 Worldwide, Inc.
 State Farm Mutual Automobile
 Insurance Company
 Target
 Time Warner Inc.
 Toshiba America, Inc.
 Total S.A.
 Toys"R"Us, Inc.
 The Travelers Companies, Inc.
 U.S. Bancorp
 UBS
 United Parcel Service, Inc.
 United Technologies Corporation
 UnitedHealth Group
 Verizon Communications Inc.
 The Walt Disney Company
 The Western Union Company
 White & Case LLP
 Xerox Corporation
 Xylem
 Zurich Insurance Group

"CECP always does
 the best job of
 engaging the sector
 and bringing the
 best and brightest
 thought leadership
 to the table."

Bob Woodruff, Jake Wood



L-R: David Bonbright, Paula Luff,
Kristen Lodal, Ken Berger



Lashinda
Demus



"I always come away with both
 thoughts and new strategies to
 inform our giving, and practices
 I can implement immediately."



A Sneak Peek at Corporate Giving Trends

Summit attendees received a preview of 2013 Giving in Numbers report due out this fall

Trends in Giving Data

At each Summit, CECP delivers the year's first comprehensive analysis of emerging trends in corporate giving data, which is captured through the Corporate Giving Standard (CGS) survey, conducted in association with The Conference Board. The CGS survey revealed that the majority of companies increased giving since 2007, after adjusting for inflation, despite a slow recovery of corporate profits since the economic downturn.

The CGS now contains more than \$115 billion in corporate giving data collected since the survey launched in 2001. The survey of 2012 contributions included 240 companies, with the analysis drawing from a matched set of 96 companies that responded from 2007 to 2012.

CECP's **Michael Stroik**, Senior Analyst, Standards and Measurement, provided an in-depth, early look (available for download) at the findings that will be reported in the 2013 edition of CECP's *Giving in Numbers*, to be released this fall in association with The Conference Board.

Takeaways

- **Total giving** increased for 59 percent of companies from 2007 to 2012, with 38 percent of all companies increasing their giving by 25 percent or more.
- The survey's data revealed that **aggregate giving** rose by 42 percent (\$4.48 billion) from 2007 to 2012.
- **Non-cash contributions** have transformed the field, accounting for more than 95 percent (\$4.30 billion) of this total giving increase. *See Figure 1 for related live-audience polling question results.*
- Since 2007, the percentage of companies offering **paid-release-time volunteer programs** increased from 53 percent to 70 percent.
- For the first time since CECP began reporting *Giving in Numbers* in 2006, giving to **higher education and K-12 schools** combined to become the top program area for all companies, commanding 29 percent of the typical company's programmatic allocation. *See Figure 2.*

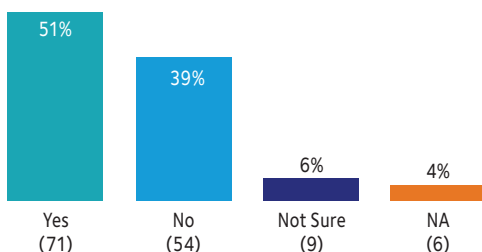
- 71% of companies report giving to **international end-recipients**. Of these, the typical company gives 21% internationally.
- See the related press release on CECP's Press Room webpage (cecp.co/press-room).

CECP members and subscribers have on-demand, online access to customized CGS reports and analysis. Companies utilize CGS data to conduct peer-to-peer comparisons, benchmarking, and spending analysis, which giving officers use to build giving strategies and present their ideas to senior management.



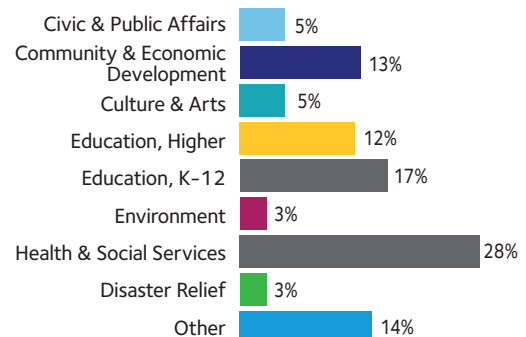
Figure 1 | Non-Cash Contributions

Non-Cash Contributions—Is your company seeking new ways to incorporate non-cash giving into your giving portfolio (or seeking ways to expand your current non-cash offering)? (Total=140)



Source: Live-Audience Polling, CECP Summit, 2013

Figure 2 | Program Area Breakouts



Source: CECP Corporate Giving Standard Survey, 2013

Where Conversations Happen that Advance the Field

CECP's invitation-only Summit gathers leading giving officers from the world's largest companies



"We want to understand what your bold agenda is, what your priorities are in your organization, so that we can help you address those. In some cases, we know your priorities are common issues. In others, they may be unique to your own situation and we work one-on-one with you to find solutions."

Daryl Brewster, CEO, CECP

A clear theme emerged from the 2013 CECP Summit: collaboration. It's not just something that organizations do in times of tight resources; it's something they do because they know they need the skills, talent, and resources of others to solve society's most pressing challenges. We can no longer go it alone.

- › Inclusion is key. Minorities are now majorities. "Special interest groups" can be half of the population. People traditionally thought of as "risky" hires can be your company's biggest asset. If companies adapt their thinking based on accurate data and provide training and support, they can unlock the potential of millions of uniquely qualified employees. The economic benefits of this are staggering.
- › Take calculated risks to achieve progress. "A champion is not afraid to fail. A champion is willing to fail every day in pursuit of a goal." **Lashinda Demus**, 2012 Olympic Silver Medalist and American Record Holder
- › Be open to cross-sector partnerships and new models including social enterprise and for-profits.

- › To ensure longevity, stay committed to a focus area—while also being open to the innovation required to adapt to business needs, market needs, and other shifting factors.
- › Tell your company's story. Stories have the ability to cultivate advocates and drive impact. Carefully consider which storytelling method makes sense for your program.
- › Listen and measure impact in all directions. The most valuable input can come from frequently overlooked audiences, such as constituents.

CECP thanks Americans for the Arts for its partnership in incorporating the arts into the Summit, including: **Nilaja Sun**, who performed her highly acclaimed "No Child" and the **Aetna Jazz Band**, which delighted the audience at the Summit Welcome Reception.



2013 CECP Summit, New York City

The CECP Summit is attended by 250 senior leaders in corporate societal engagement and provides the opportunity for unparalleled peer networking, best practice sharing, and candid discussion. This "must-attend" event helps CECP members bring their companies' community strategies and societal impact to the next level.



ahead,
together

The theme *Ahead, Together* was woven through every

conversation at the 2013 CECP Summit. In this time of cautious optimism, attendees challenged each other to learn together and push each other farther. With this Summary Report, CECP shares the highlights from these important conversations.



Hector Mujica



Mark Conlin

Keynote Speakers Shared Insights to Challenge Convention and Inform Smarter Actions

Dr. Manuel Pastor, Professor, Sociology and American Studies & Ethnicity; Director, Program for Environmental and Regional Equity; and Co-Director, Center for the Study of Immigrant Integration, University of Southern California (video and PDF of presentation available on Summit website).

Ambassador Melanne Vermeer, Georgetown University, Institute for Women, Peace and Security and former Ambassador-at-Large for Global Women's Issues at the US Department of State (video available on Summit website).

Takeaways

Pastor

- › There is a growing U.S. generation gap as the sizes of groups of young minorities and older non-Hispanic white citizens increase.
- › Minorities are moving into suburbs; therefore, services focused on minorities need to meet them where they are.
- › Millennials are optimistic; young people want to contribute to their community and live a life with a higher meaning.



Vermeer

- › No country can get ahead if it leaves half of its population behind.
- › Investments in girls' education changes lives; it influences families and communities.
- › Women are a source of power; they are collectively on the cusp of driving more economic growth than India or China.

Panel of Experts Pinpoint Collaborative Solutions to World's Toughest Challenges

Reintegrating Returning Veterans

Duncan L. Niederauer, CEO and Director, NYSE Euronext; **Jake Wood**, Co-Founder and President, Team Rubicon; and **Dr. Barbara Van Dahlen**, Founder and President, Give an Hour; moderated by **Bob Woodruff**, Correspondent, ABC News and Founder, Bob Woodruff Foundation (video available on website).

Takeaways

- › Veterans have a vast array of skills and assets to offer, drawing from their rigorous military training.
- › Companies can help bridge the civil-military divide, which is often challenging for veterans to navigate.
- › Put hiring veterans on your company's agenda and work with HR to share accurate statistics to clear up common misperceptions.

Service Across Sectors: Sparking Innovation

Diahann Billings-Burford, Chief Service Officer, NYC Service; **Neil Nicoll**, President and CEO, YMCA of the USA; and **Eduardo Martinez**, President, The UPS Foundation; moderated by **Jennifer Anastasoff**, Co-Founder and CEO, Fuse Corps (video available on website).

Takeaways

- › While most resources are scarce in tough economic times, the resource that will never be in short supply is the power of people.
- › Clearly defining roles and responsibilities early in collaborations is key; people rarely disagree on the problem, but often struggle with common solutions.
- › Have cross-sector relationships in place before a crisis; immediate needs are met by existing partnerships and collaborations.

"What we challenge companies to do, using the NYSE platform, is to recognize that returning veterans have leadership skills that few of their contemporaries have and act on that opportunity."

Duncan L. Niederauer, CEO and Director, NYSE Euronext



Best-of-Business Strategies Solve Tough Community Problems

CECP's Excellence Awards honor leading societal engagement programs

Awards Presentation

CECP's Excellence Awards have been presented annually since 2000 to organizations demonstrating CEO leadership, innovation, partnership, and dedication to measurement.



"Partnering is a technology in and of itself. Utilize the key partnering technologies that enable the time that you spend to be focused on the things that you both collectively value."

Derek Mitchell, CEO,
Partners in School Innovation

This year's winners:

DIRECTORS' AWARD: **Partners in School Innovation**

In partnership with The Applied Materials Foundation

Winning Program: Applied Materials Foundation Education Initiative

Received by: Derek Mitchell, CEO, Partners in School Innovation

The two corporate awards were presented in February at CECP's Board of Boards CEO Conference:

CHAIRMAN'S AWARD: IBM

Winning Program: Smarter Cities Challenge

PRESIDENT'S AWARD: **The Mosaic Company**

Winning Program: The Mosaic Villages Project: Fertilizer as Capital



L-R: Derek Mitchell, Partners in School Innovation; Jennifer Crozier, IBM Corporation; and Chris Lambe, The Mosaic Company Foundation

Takeaways

Following the ceremony, **Jennifer Crozier**, Vice President, Global Citizenship Initiatives, IBM Corporation; **Chris Lambe**, Director Social Responsibility & Executive Director, The Mosaic Company Foundation, The Mosaic Company; and **Derek Mitchell**, CEO, Partners in School Innovation participated in a panel discussion moderated by **Henry Timms**, Deputy Executive Director, 92Y (video available on website).

- CEO leadership in community programs is critical; people see where CEOs spend time and who their audiences are. Accordingly, participation in a company's community programs by its CEO makes a huge impact.
- Programs will be sustainable when they are built around the company's mission.
- Program success is marked by concentration; do fewer things really well.



Applications Available Now: 2014 CECP Excellence Awards Innovation. Partnership. CEO Leadership. Measurement.

The application deadline is
September 5th, 2013.

CECP is currently accepting applications for the 14th annual Excellence Awards, which are among the most coveted in the field and provide the leading case studies in corporate societal engagement.

Award Categories

Corporations: Chairman's Award: For companies with revenues greater than or equal to US \$20 billion. President's Award: For companies with revenues less than US \$20 billion. To receive the award, the winning company's CEO/Chairperson is required to accept in person on February 24th, 2014 in New York City.

Nonprofits: Directors' Award: 501(c)3 organizations with an annual operating budget equal to or exceeding \$500,000. The award recognizes the partnership between their organization and

a corporate partner and carries with it a \$25,000 cash donation from CECP's Board of Directors. The nonprofit CEO/Executive Director is required to accept in person at an event currently scheduled for May 20th, 2014 in New York City.

Giving Officers: The Charles H. Moore Award for Leadership in Corporate Community Engagement: Celebrates a corporate community engagement professional who demonstrates perseverance in the pursuit of societal advancement. The giving officer is required to accept in person at an event currently scheduled for May 20th, 2014 in New York City.

Eligibility requirements, an overview of the winner-selection process, and tips on completing the application can be found on CECP's website: cecp.co/events/excellence-awards. Additional assistance is available by contacting CECP at 212.825.1000 or emailing info@cecp.co. Companies need not be a CECP member to apply.

CECP would like to thank its Convening Sponsors for their generous support of the 2013 CECP Summit and the 13th Annual Excellence Awards ceremony.



CECP Summit Agenda

June 3, 2013

Cocktail Reception, with Aetna Jazz Band

- **Robert Lynch**, Americans for the Arts
- **Jonathan Hollander**, Battery Dance Company
- **Christopher Montross**, Aetna

June 4, 2013

Welcome Remarks: Ahead, Together

- **Margaret Coady**, CECP
- **Lashinda Demus**, Olympic Medalist and American Record Holder
- **Charles H. Moore**, Former Executive Director, CECP and Olympian

Keynote Remarks

- **Dr. Manuel Pastor**, University of Southern California

BREAKOUT SESSIONS

Leveraging Partnerships to Advance Your Objective

- **R. Jeep Bryant**, BNY Mellon
- **Carol Kurzig**, Avon Foundation for Women
- **Barbra Anderson**, Sabre Holdings
- **Karen Davis**, Hasbro, Inc.

Social Impact through Social Enterprise

- **Kevin Lynch**, Social Enterprise Alliance
- **Gary Hattem**, Deutsche Bank Americas Foundation and Deutsche Bank
- **Dr. Marc Spencer**, Juma Ventures
- **Tyler Spalding**, eBay Inc.

Causeway Workshop: Pathway to C-Suite Engagement

- **Ivan Blumberg**, Athletes for Hope
- **Lashinda Demus**, Olympic Medalist and American Record Holder

Keynote Remarks

Reintegrating Returning Veterans

- **Bob Woodruff**, ABC News and Bob Woodruff Foundation
- **Duncan L. Niederauer**, NYSE Euronext
- **Jake Wood**, Team Rubicon
- **Dr. Barbara Van Dahlen**, Give an Hour

A Bold Agenda

- **Leslie Gaines-Ross**, Weber Shandwick
- **Daryl Brewster**, CECP
- **Margaret Coady**, CECP

Emerging Trends in Giving Data

- **Michael Stroik**, CECP
- **Carmen Perez**, CECP

BREAKOUT SESSIONS

Top Talent: Key Competencies of Tomorrow's Leaders

- **Anita Hoffmann**, Executiva Ltd.
- **Stephen Dwight**, Novo Nordisk
- **Matthew Breitfelder**, BlackRock
- **Elana Weinstein**, Bloomberg LP

Adapting Signature Programs to New Realities

- **Carol Cone**, Edelman
- **Lori Forte Harnick**, Microsoft Corporation
- **Eva Tansky Blum**, PNC Bank

Navigating Philanthropic Strategy through Mergers and Divestitures

- **Matt Blakely**, Motorola Solutions Foundation
- **Steve Solomon**, Exelon and Exelon Foundation
- **Leah Bradford**, Kraft Foods Group Foundation
- **Len Gray**, Mercer

13th Annual Excellence Awards Ceremony:

Directors' Award Presentation and Recognition of Winners Announced Earlier in the Year

- **Kim Baich**, Good360
- **Derek Mitchell**, Partners in School Innovation

Excellence Awards Panel Discussion

- **Jennifer Crozier**, IBM Corporation, 2013 Chairman's Award Winner
- **Chris Lambe**, Mosaic Foundation and The Mosaic Company, 2013 President's Award Winner
- **Derek Mitchell**, Partners in School Innovation, 2013 Directors' Award Winner
- **Henry Timms**, 92Y

Excellence Awards Reception

June 5, 2014

Keynote Remarks

- **Ambassador Melanne Verveer**, Georgetown University, Institute for Women, Peace, and Security
- **Gayle Tzemach Lemmon**, Council on Foreign Relations' Women and Foreign Policy Program

BREAKOUT SESSIONS

The Power of Storytelling for Social Change

- **Dawn Porter**, Trilogy Films
- **Holly Gordon**, 10x10 and Girl Rising
- **Wendy Hawkins**, Intel Foundation
- **Joe Brewster**, Rada Film Group and American Promise
- **Rashid Shabazz**, Open Society Foundations

Listening for Greater Impact: The Constituent Voice

- **David Bonbright**, Keystone Accountability
- **Paula Luff**, Hess Corporation
- **Kirsten Lodal**, LIFT
- **Ken Berger**, Charity Navigator

Special Remarks

- **Stephanie Jennis**, 2013 Hasbro Community Action Hero

Keynote Panel

Service Across Sectors: Sparking Innovation

- **Jennifer Anastasoff**, Fuse Corps
- **Diahann Billings-Burford**, NYC Service
- **Neil Nicoll**, YMCA of the USA
- **Eduardo Martinez**, The UPS Foundation

Arts Performance

- **Nilaja Sun**, "No Child"

Ahead, Together: Highlights

- **Margaret Coady**, CECP

INTERACTIVE WORKSHOPS

Corporate Collaboration: Driving Societal Impact

- **Michael Haberman**, PENCIL
- **Michael Stroik**, CECP
- **Emelia Ingersoll**, CA Technologies
- **Charlotte Coker Gibson**, PricewaterhouseCoopers

Global Giving Structures: What Works and Why

- **Sheila Warren**, NGOsource and TechSoup Global
- **Carmen Perez**, CECP
- **Tricia Napor**, Alcoa Foundation

Pictured on cover: Dawn Gibbons, Andrea Taylor, Melanne Verveer



5 Hanover Square
Suite 2102
New York, NY 10004
P 212 825 1000

cecp.co

SAVE THE DATES

CECP Summit

May 19th, 20th & 21st, 2014

NEW YORK CITY