



The Value of CECF



ADVANCE THE
MOVEMENT

ADVANCE
YOUR AGENDA



CECF

THE CEO FORCE
FOR GOOD



ADVANCE THE MOVEMENT

CECP brings together more than 200 like-minded corporate *Force for Good* CEOs and senior CSR executives to demonstrate the positive impact and requisite position leading companies have in solving society's most pressing challenges. No one government, NGO, or corporation alone can address societal threats and opportunities; companies stand to play a leading role, given their knowledge and resources.

TOP ROW, LEFT TO RIGHT: David Evetts (USAA); CECP Summit participants; CECP Summit participants. **MIDDLE ROW:** Barbara Byrne (Barclays), Dr. Risa Lavizzo-Mourey (Robert Wood Johnson Foundation), Denise Morrison (Campbell Soup Company), Brian C. Cornell (Target); CECP Summit participants; CECP Summit participants. **BOTTOM ROW:** Herman Miller CEO Brian Walker leads the company's team at Michigan State University's Gran Fondo, an annual fundraising event to fight skin cancer; CEO Deanna M. Mulligan (The Guardian Life Insurance Company of America).

CECP: THE CEO FORCE FOR GOOD

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.

Founded in 1999 by actor and philanthropist Paul Newman and other business leaders to create a better world through business, CECP has grown to a movement of more than **200 of the world's largest companies that represent \$7 trillion in revenues, \$18.6 billion in societal investment, 13 million employees, and \$15 trillion in assets under management.** CECP helps companies transform their social strategy by providing customized connections and networking, counsel and support, benchmarking and trends, and awareness building and recognition.

CECP is distinguished by its:

- › **Coalition of engaged corporate CEOs**, whose insights inform CECP's thought-leadership agenda;
- › **A proprietary database of \$250 billion in corporate societal investment** gathered over 16 years, growing from 17 survey respondents in its first year to more than 300 today; and
- › **Relationships with CEOs and senior societal engagement staff**, supporting and connecting them within and outside of their companies.

These unique assets fuel CECP's conversations with more than 100 companies each quarter and its reputation as a go-to source for national media.

By providing a suite of resources and tools for **CEOs** and **CSR heads** to develop world-class social strategy programs and investments, CECP gives its members a competitive advantage. CECP supports the **evolution, elevation, and integration of the role of social strategy** within corporate strategy.

CECP's Dual Mandate:

1

ADVANCE THE
MOVEMENT

2

ADVANCE
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› **Communicate broadly the positive impact companies make** as they uncover the business case and competitive advantage of community engagement; and

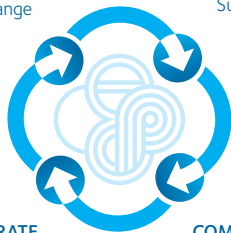
› **Accelerate the progress of companies** by imparting best practices and making connections with relevant resources and peers.

DATA INSIGHTS

- Data-Driven Trends
- Custom Benchmarking & Measurement Strategy
- The Global Exchange

CEO LEADERSHIP

- Board of Boards & Roundtables
- Strategic Investor Initiative
- One-on-One Support



CORPORATE LEADERSHIP

- Network, Lead, & Learn
- World-Class Knowledge Center
- Experienced Advisors

COMMUNICATIONS

- Audits
- Recognition
- Top-Tier Media



ABOVE, LEFT TO RIGHT: Blair Taylor, My Brother's Keeper Alliance; Todd Jacobson, NBA; Bob Lanier, NBA; Ruth Riley, NBA; David Shapiro, MENTOR, at CECP's 2016 Summit

WHAT ARE CSR EXECUTIVES SAYING ABOUT CECP?

"CECP's precision in identifying trends speaks volumes about how they have the pulse of the industry, and are helping address challenges companies have today and anticipating the ones they may have tomorrow."

DAVID EVETTS, Director, Corporate Responsibility, USAA

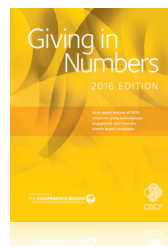
"CECP is headed in an exciting new direction and their leadership is vital to the conversation."

ANTHONY BERKLEY, Vice President, Strategy and Impact, The Office of Corporate Social Responsibility, Prudential Financial, Inc.

Data Insights

Led by Carmen Perez

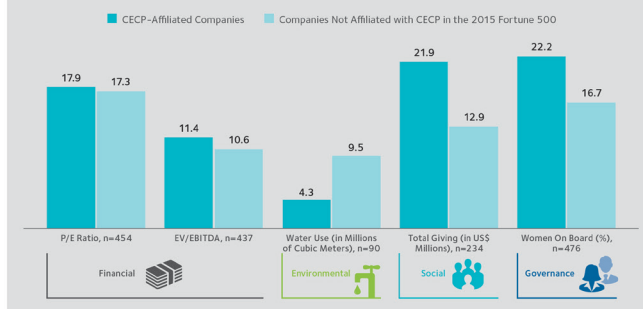
➤ **Data-Driven Trends:** Research shows that businesses that invest in the community see greater financial returns. CECP's annual research on societal engagement from more than 300 leading corporations drives the *Giving in Numbers* and *Giving Around the Globe* reports, which are industry-leading corporate strategy tools.



➤ **EXPANDED: Custom Benchmarking:** An exclusive database of more than \$250 billion in giving, employee engagement, and operational data allows CECP to evaluate and advise companies to make improvements, advocate for adjustments to budget or staffing levels, and benchmark programs year-over-year or against peers. Companies have 24-7 access to a newly built secure online system to run reports, visualizations, and custom work.

FIGURE 1

Environmental, Social, and Governance (ESG) and Financial Performance, Medians, 2015



➤ EXPANDED: Measurement Strategy:

The data insights team supports how companies collect, compare, evaluate, and share their data, including new insights and recommendations on using scorecards to report internally.

➤ **The Global Exchange:** A knowledge network of CECP-like organizations around the world that equips corporate societal engagement strategy development with on-the-ground global insights. Affiliated organizations take part in the Giving Around the Globe Survey and create connections with companies around the world.

Corporate Leadership

Led by Barb Short

➤ **Network, Lead, & Learn:** Annual, closed-door CECP Summit of purpose-driven large corporations: (250+ Fortune 500 Senior Executives); year-round multi-city roundtables and customized events (15-75 executives); customized peer connections, to your needs

➤ World-Class Knowledge Center:

Carefully curated library of more than 60 CECP trends, primers, and executive briefs; relationship support to navigate online and in-house resources

➤ Experienced Advisors for Fast-

Track Support: Insights and experience in purpose-driven strategy and implementation; CECP advisors and expert support for your presentations and strategies, including trends slides, best practice, business case, and budget

EXAMPLES OF SERVICE

GROWTH: A leading professional services firm used CECP data exclusively to grow ancillary elements outside of corporate giving, including pro bono and foundation support.

CEO Leadership

Led by Daryl Brewster, Mark Tulay, and Courtney Murphy

› Board of Boards and Roundtables:

The annual Board of Boards convening, named by *Forbes* as a top-three “power-player” event, is a closed-door networking and strategy discussion among 50 leading global CEOs. CECP provides additional CEO networking opportunities across the U.S. based on industry, topic, and region.

EXAMPLES OF SERVICE

BUDGET INCREASE: *A major utilities company used CECP benchmarking tables to request and receive approval for a \$2 million (nearly 20%) increase in its charitable contributions budget.*

› **Strategic Investor Initiative:** To address short-term market constraints, this initiative connects CEOs and heads of investor relations at leading companies with long-term investors, responding to the 86% of CEOs reporting at the Board of Boards that they were too short-term focused.

› **One-On-One Support:** CECP provides counsel to CEOs on the latest trends in and benefits from increased corporate societal engagement drawn from CECP’s proprietary data, best practices from its 200+ company partners, and leading research in the field. Support includes CEO and Board presentations by a former corporate CEO, communications guidance and connections, and custom business cases.

EXAMPLES OF SERVICE

PROGRAM ENHANCEMENT: *An insurance company expanded and increased employee engagement after seeing what other companies most commonly offered to their employees, demonstrated through CECP data.*

› Accelerate Opportunities:

CECP partners with companies who share a desire to advance the field and build knowledge through cutting edge pilots, research, and partnerships.

Communications

Led by Sara Adams

› **Communications Audits:** CECP guides companies through a process to pinpoint communications goals, priority audiences, opportunities, challenges, and measures of success.

› **Recognition:** Once targets are identified, CECP shares best practices for internal communications, acts as a third-party advocate with targeted top-tier media connections, and utilizes its outreach channels to accumulate stories of corporate excellence, including the sought-after Company Spotlight newsletter series.

EXAMPLES OF SERVICE

DATA-SUPPORTED

RECOMMENDATIONS: *A senior executive from a consumer goods company in the top 50 of the Fortune 500 utilized CECP data and insights to make recommendations to its Board, using CECP-created slides in the presentation.*

› **Top-Tier Media:** CECP generates billions of media impressions—including in business outlets that influence thought leaders—sharing the stories of companies’ life-changing, society empowering, and opportunity-building investments in the world around them.



ABOVE: Mary Barra, CEO, General Motors, at the Cody High School and community center in Detroit as part of TeamGM Cares.

WHAT ARE CEOs SAYING ABOUT CECP?

“Businesses today can do well *and* do good. Positive economics and social good are not mutually exclusive. CECP and the Board of Boards provide an important forum to reinforce and encourage that message.”

DAVID ABNEY, Chairman and CEO, UPS

“I’m proud to be part of CECP and sit side-by-side with CEOs from major companies to exchange ideas and share best practices about how we can focus on creating long-term shareholder value.”

THOMAS DEROSA, CEO & Director, Welltower

BELOW: CEOs Judy Marks (Siemens Corporation) and Anthony F. Earley, Jr. (PG&E Corporation)



CECP BOARD OF DIRECTORS

CHAIRMAN:

Douglas R. Conant, Founder and CEO ConantLeadership; Former CEO, Campbell Soup Company; Former Chairman, Avon Products

DIRECTORS EMERITI:

Co-Chair: **Peter L. Malkin**, Chairman Emeritus, Empire State Realty Company

Co-Chair: **Sanford I. Weill**, Chairman Emeritus, Citigroup

Marilyn Carlson Nelson, Former Chairman and CEO, Carlson Holdings, Inc.

Kenneth T. Derr, Former Chairman and CEO, Chevron Corporation

Harold McGraw III, Chairman Emeritus, S&P Global Inc.

Paul L. Newman
(Jan. 26, 1925 – Sept. 26, 2008)

David Rockefeller
(June 12, 1915–March 20, 2017)

Paul A. Volcker

John C. Whitehead
(Apr. 2, 1922 – Feb. 7, 2015)

BOARD OF DIRECTORS:

Mitch Barns, CEO, Nielsen

Patrick Burke, President and CEO, HSBC USA Group General Manager, HSBC Holdings PLC

Theodore Dysart, Vice Chairman, Heidrick & Struggles International, Inc.

Richard Edelman, President and CEO, Edelman

Thomas DeRosa, CEO and Director, Welltower

Kenneth T. Derr, Former Chairman and CEO, Chevron Corporation

Henrietta H. Fore, Chairman and CEO, Holsman International

Robert H. Forrester, President and CEO, Newman's Own Foundation; Executive Chairman, Newman's Own

Alan G. Hassenfeld, Chairman, Executive Committee, Hasbro, Inc.

Shelly Lazarus, Chairman Emeritus, Ogilvy & Mather

Deanna M. Mulligan, President and CEO, The Guardian Life Insurance Company of America

Duncan L. Niederauer, Former CEO, NYSE

Michael I. Roth, Chairman and CEO, Interpublic Group

John B. Veihmeyer, Global Chairman, KPMG LLP

"I helped to start
CECP with the belief that
corporations could be a
force for good in society."

PAUL NEWMAN, FOUNDING CO-CHAIR, CECP;
FOUNDER, NEWMAN'S OWN (1925–2008)



PICTURED ON FRONT, FROM TOP TO BOTTOM:

CECP Board of Boards participants, Chindaly Griffith
(Allstate Corporation)



CECP

THE CEO FORCE
FOR GOOD

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