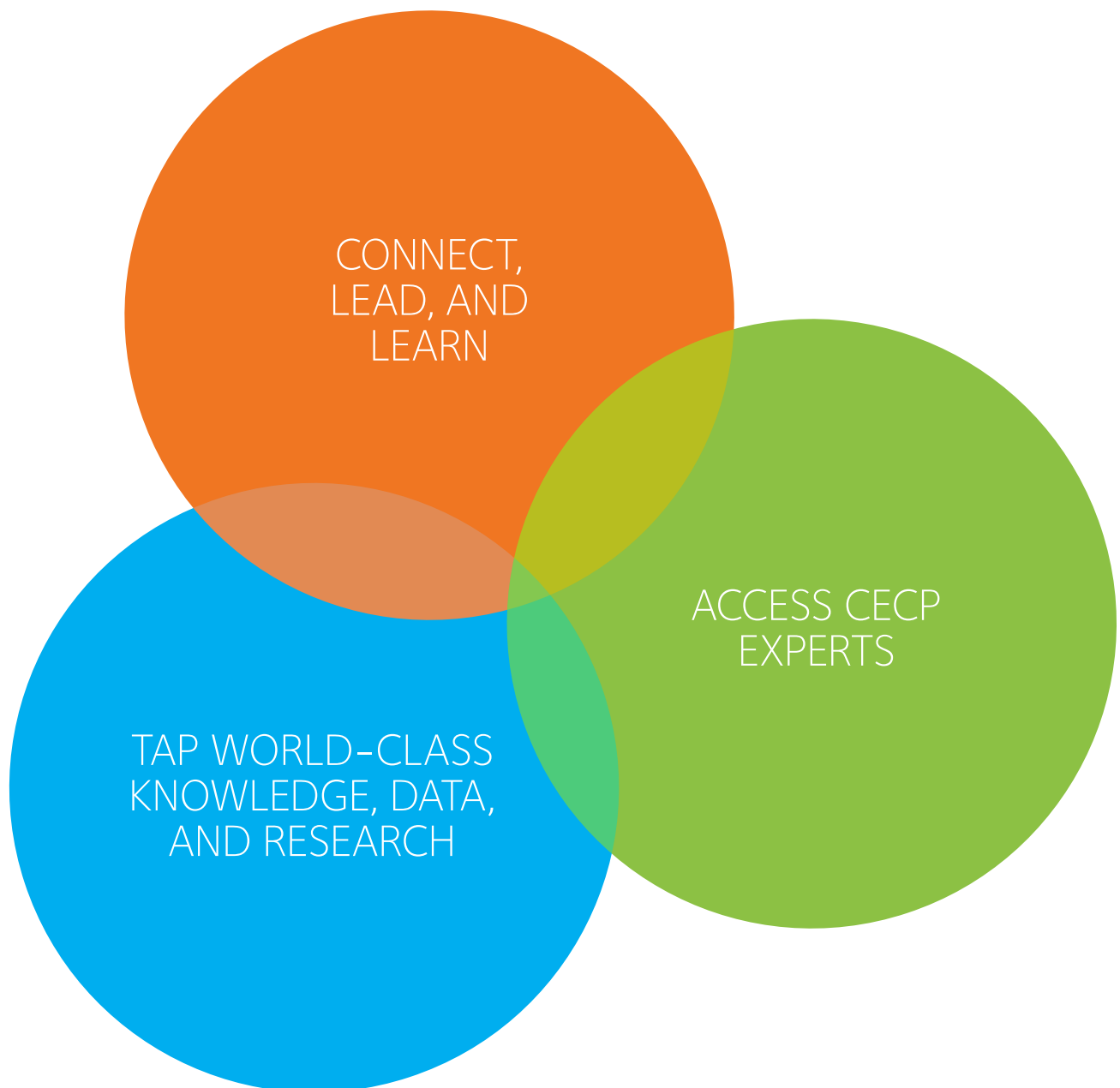




# The Essential Value of Chief Executives for Corporate Purpose



CECP Essentials are the year-round services that equip and advise corporate responsibility teams and CEOs to advance social investment strategies. CECP adds value to leading global companies in three key areas:



## ESSENTIAL SERVICES

CECP's signature Essential Services are designed to support the world's leading companies, serving **CEOs and their senior executives in citizenship, corporate responsibility, the foundation, and investor relations:**

### ACCESS CECP EXPERTS

Utilize CECP expertise and proprietary frameworks to advance plans, presentations, and budgets with customized analyses drawing from effective practices, trends, business impact, and unrivaled industry survey data and research on corporate social investments, including:

- › Customized benchmarking and analysis in response to company queries based on CECP's Giving in Numbers, the unrivaled leader in corporate social benchmarking,
- › Fast-Track Consulting to guide corporate teams in determining benchmarks and excellence in corporate social investment; companies contact CECP staff via [insights@cecp.co](mailto:insights@cecp.co) with questions at any time with a response within two days to two weeks, depending on scope.
- › Long-Term Plan Template guidance through a series of calls and meetings to determine material growth, strategy, and risk issue areas, drawn from CECP's Strategic Investor Initiative.
- › Communications Audits of internal and external communications strategies and assets to amplify the business narrative.

in partnership with companies, representing 500+ multi-billion-dollar companies, 15 years, and \$250 billion in corporate social investments.

## TAP WORLD-CLASS KNOWLEDGE, DATA, AND RESEARCH

Find synthesized, best-in-class content that answers companies' most important and time-sensitive questions:

- › MYCECP, a digital hub including CECP's Knowledge Center, a 24/7 curated online library of resources, with more than 150 CECP Issue Briefs, articles, case studies, and research reports on key topics in the field; and Data Center, an online access to self-serve benchmarking data analysis and visualization tools.
- › In addition to the industry-leading Giving in Numbers, CECP original research and white papers, CEO and CSR executive newsletters, Company Spotlights, trends briefs, CECP Insights blog, social media, CECP Pulse Surveys, CEO Investor Forum Long-Term Plan videos, and media content partnerships.

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*"If we need benchmarking on social investment, we turn to CECP and Giving in Numbers. Whether it's a quick question or a deep dive, the team can deliver just what we need."*

**STEVE WOODHEAD, GLOBAL SOCIAL INVESTMENT MANAGER, CHEVRON**



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.

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 \$6.6 trillion in revenues, \$21.2 billion in societal investment, 14 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.

*"Once we joined CECP, we started to use the custom benchmarking of Giving in Numbers data and it was a key support to advance the strategy we were building for growth. We used the benchmarking as a foundational element of our strategy and to gain buy in from our leadership, allowing us to grow our programs and make a bigger impact."*

LESLIE PARPART, DIRECTOR, COMMUNITY RELATIONS, CARMAX

## CONNECT, LEAD, LEARN

Connect to the unique CECP network of more than 200 peer companies, senior corporate leaders, and global cross-sector partners:

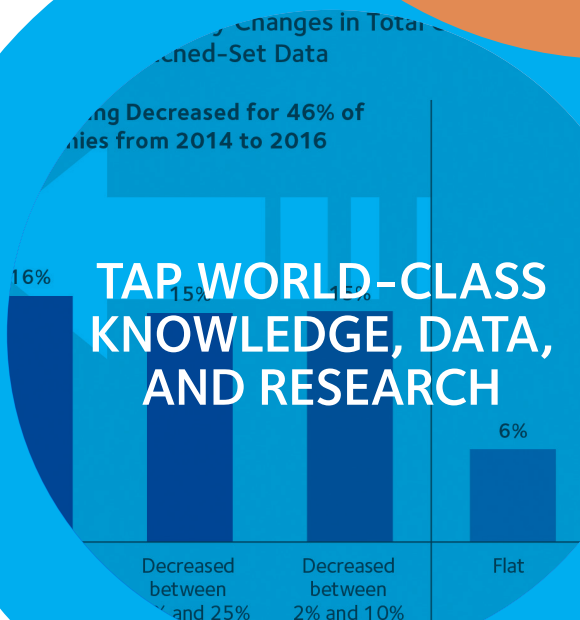
- › Guidance and structure to integrate between business units—such as corporate responsibility, communications, investor relations, and sustainability—which are necessary for a unified corporate response to solving societal challenges.
- › Strategy support from peer companies/ access to peers.
- › Global reach and insights through the Global Exchange.
- › Top-tier media and influential trade publications.
- › Networking and learning with corporate peers at CECP events:
  - \* Annual CEO Board of Boards convening: 50+ corporate CEOs
  - \* Annual CECP Summit of corporate peers: 250+ senior CSR executives
  - \* Annual CEO Investor Forum with CEOs making long-term plan presentations to 200+ institutional investors, representing \$25 Trillion in assets under management
  - \* ~25 roundtables as webinars and multi-city in-person by region, industry, and focus area ([www.cecpc.org/events](http://www.cecpc.org/events))

*"CECP is an extraordinary collection of leaders. The Summit was inspirational and motivating; connecting with industry peers was a phenomenal opportunity to learn and share. I am looking forward to continued involvement with CECP."*

MONICA MORADKHAN, VICE PRESIDENT, COMMUNITY RELATIONS, WYNN RESORTS

## CONNECT, LEAD, AND LEARN

## TAP WORLD-CLASS KNOWLEDGE, DATA, AND RESEARCH



A publication was looking for data to cite to reinforce a trend they were seeing in the field.

**A Stanford Social Innovation Review article cited Giving in Numbers data to support the trend that social investment programs at companies are creating greater community and business impact, and increasing employee engagement.**



A multi-national energy company came to CECP looking for support on a vital board presentation.

**The company reported that CECP's benchmarking and analysis provided the foundation to the presentation and offered important third-party validation for their impact story.**

## ACCESS CECP ADVISORS AND EXPERTS

A West Coast tech company came to CECP looking for a way to better share their corporate vision to a wider group of stakeholders, including shareholders.

**The company reported that the proprietary Strategic Investor Initiative Long-Term Plan process and guidance brought new members of the company together for the first time and helped them look at their strategy in a new way, in bringing clarity to their stakeholders.**

## Opt-In Opportunities

Companies often ask to work with CECP in a deeper way and beyond Essential Services; in response, CECP has developed a series of opt-in engagement opportunities:

### CECP ADVANCED ADVISORY:

Engage CECP's team of experts for custom advisory projects as you build, operationalize, communicate, and measure your company's social strategies. Leveraging proprietary frameworks and knowledge in a tailored way, CECP fosters collaboration with your key internal stakeholders in the following areas:

- › Business Impact Measurement: S in ESG Case Module, Guide to Social Scorecards Framework
- › Social Responsibility Benchmarking
- › Corporate Social Investment Strategy: Designing, Refining, Measuring
- › Employee Engagement Strategy: Building, Realigning, Assessing
- › Communications: Purpose, Employee, and Stakeholder
- › Investors: Creation of Investor-Facing Long-Term Plan (LTP) Presentations

### ACCELERATE COMMUNITIES:

CECP Accelerate Communities provide the opportunity for cross-functional leaders from CECP companies to take a deeper dive into priority areas with their peers to advance their strategies and the field. Communities draw upon curated CECP and partner expertise, and engage in both in-person and virtual meetings, best-practice sharing, and framework creation. Join a committed group of your peers, CECP, and leading practice partners to advance the field and tackle common issues.

Topic areas include:

- › The Future of Corporate Foundations
- › Diversity, Equity, and Inclusion
- › Business Impact Measurement

**NEW RESEARCH:** Sponsor a CECP research project to build knowledge and tap CECP's network for an inquiry-based project resulting in published findings. Recent examples include:

- › *Investing with Purpose*, supported by Prudential
- › *What Counts: The S in ESG*, supported by USAA
- › *What Counts: The S in ESG, New Conclusions*, supported by Cisco
- › *Diversity and Inclusion in Corporate Social Engagement*, supported by the Walmart Foundation
- › *Making Work More Meaningful: Building a Fulfilling Employee Experience*, a collaborative effort with PwC and Imperative

**SPONSORSHIPS:** Companies can demonstrate their leadership in the field by partnering with CECP to support its annual research efforts and flagship events:

- › CECP Annual Research: *Giving in Numbers*, *Investing in Society*, Total Social Investment
- › Signature CECP Events for CSR leaders, CEOs, and Investors
- › CECP Measurement Frameworks
- › Customized Opportunities, Including Advance the Movement

*Additional fees are associated with these opt-in opportunities, which are outside of Essential Services. Please contact kniedfeldt-thomas@cecp.co for more information.*

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**Robert Wolf**,  
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*\*In Memoriam*

“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)



cecp.co

CECP  
Daryl Brewster, CEO  
85 Broad Street, 27th Floor  
New York, NY 10004  
212-825-1000  
info@cecp.co