



Media Contact:

Jackie Albano, CECP

jalbano@cecp.co

646-863-1926

<http://cecp.co>

CECP Launches Innovation Partnerships

Initial year seeks to streamline inputs to social investment benchmarking and trends

February 20, 2020, New York, NY--[Chief Executives for Corporate Purpose](#) (CECP) announces Innovation Partnerships, a new model of collaboration designed to support how companies use their corporate social investment data for greater impact. Companies using software from CECP's Innovation Partners – Benevity and YourCause, a part of Blackbaud – will have access to a standard CECP *Giving in Numbers* report they can run to more easily pull their companies' data in a way that aligns with the [Giving In Numbers](#) research. CECP and its Innovation Partners will expand and improve in future years based on company feedback during the initial pilot.

"We are extremely proud of these partnerships that put company needs at the forefront," stated **Daryl Brewster, CEO, CECP**. "Recognizing that there are many demands on the time of a corporate leader; these collaborations will streamline corporate measurement work and improve user experience both with their software platforms and with CECP's *Giving in Numbers* Survey. CECP's priority has always been to increase efficiency and eliminate redundancy, in service of our companies committed to making an impact in their communities."

Drawing from the [Giving in Numbers: 2019 Edition](#), the unrivaled leader in benchmarking on corporate social investments, in partnership with companies, CECP found that companies that not only measure social outcomes of community investments/grants but also measure the business value of such community investments have higher levels of community investments and volunteer participation rates. Understanding the importance of measurement, CECP continually strives to make the practice easier for companies so that they can be ever more advanced, informed, and strategic in their work.

"At Blackbaud, we believe the world will be a better place when good takes over, which is a higher purpose echoed by CECP's own mission. We deeply value our relationship with CECP, as an affiliated company, and are excited to take this next step to partner to drive even more impact for social good," said **Mike Gianoni, President and CEO, Blackbaud**. "When like-minded organizations come together like this to further empower CSR initiatives through technology, the results can be incredibly powerful. We're proud to support CECP and our fellow companies with this new functionality, which will no doubt create even more impact for social good."

Read more about the announcement from [Blackbaud](#).



The commitment from CECP's Innovation Partners demonstrates their dedication to the overall advancement of industry benchmarking and trends. By streamlining data submissions, the partnerships create improved business case and strategy benchmarking, trends, and insights for leaders in all sectors that use the resulting Giving in Numbers report. For corporate leaders already participating in the *Giving in Numbers* research, their data will be pre-formatted to save time and effort when filling out the *Giving in Numbers* Survey.

"We are delighted to partner with CECP on their annual *Giving in Numbers* survey," said **Bryan de Lottinville, Benevity Founder and CEO**. "We've seen tremendous progress in recent years of companies expanding their definition of and approach to social impact. CECP's *Giving in Numbers* benchmarking not only celebrates our collective progress, but it also helps to inspire those who wish to rise to the occasion."

Read more about the announcement from [Benevity](#).

To learn more about these partnerships, contact CECP at info@cecp.co.

Through *Giving in Numbers*, CECP has the largest and most historical data set on trends in the industry, shared by more than 550 multi-billion-dollar companies over 18 years, representing more than \$290 billion in corporate social investments over that time span. The report is embraced by professionals across all sectors globally to understand how corporations invest in society, with topics ranging from cash and in-kind/product, employee volunteerism and giving, and impact measurement. From quick questions, to presentations to company teams, boards, and CEOs, CECP is a trusted advisor to companies, analyzing *Giving in Numbers* data to provide customized insights to advance strategy and measure the business value.

About CECP

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 social investment, 14 million employees, 23 million hours of employee engagement, 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.