

# **CECP Data & Insights: COVID-19 Edition**

**Presented to Members of Philanthropy Colorado and B:CIVIC**

April 30, 2020

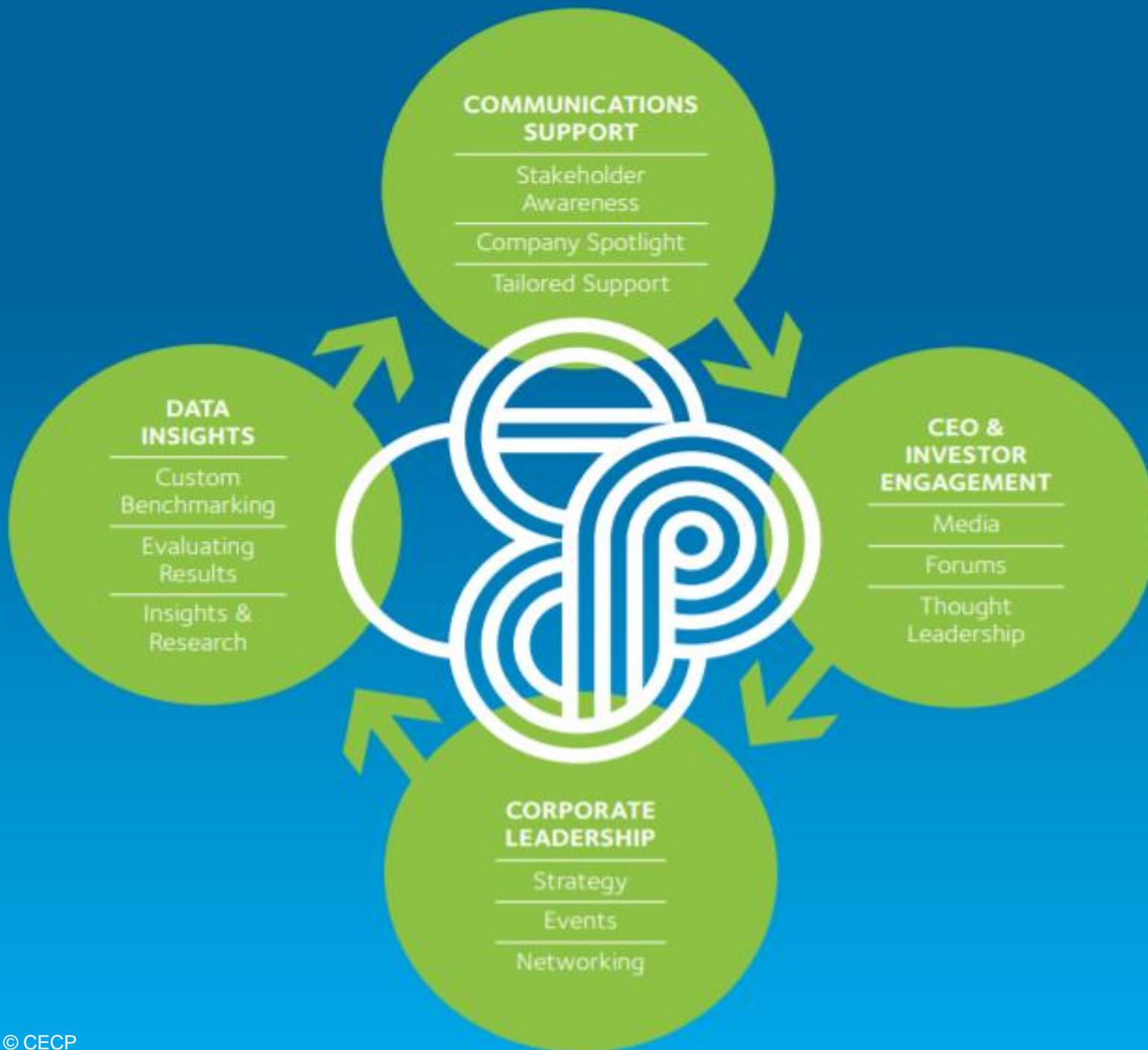
# Agenda

- > About CECP
- > Corporate Societal Engagement Trends
  - Top 5 Trends
  - Q&A
- > COVID-19 Insights
  - What We Are Hearing & Learning
  - Employee Assistance Funds (EAFs)
  - Q&A

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.



# THE Power of the Network



# Data Source: *Giving in Numbers* Research

*The unrivaled leader on benchmarking* corporate social investment, in partnership with companies

## Giving in Numbers 2019: Scale and Impact

**US\$ 7T**

REVENUE

**US\$ 26B**

TOTAL GIVING

**13M**

VOLUNTEER  
HOURS

**3,700**

Community  
Investment  
FTES

**\*18<sup>th</sup> year of benchmarking!** CECP's dataset dates back to **2001\***

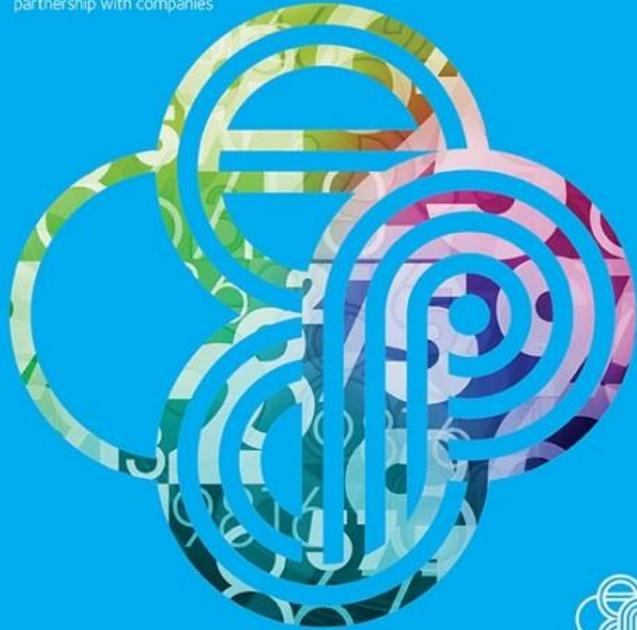
### New data topics:

- Overall matching-gift employee participation rate
- Measurement of business value through employee and brand/customer metrics
- Tactics to increase volunteer participation rate
- Employee Assistance Funds
- Areas influencing community investment strategies  
e.g., SDGs, Shared Value, Impact Investing, Data Donation

Giving in Numbers

2019 EDITION

The unrivaled leader in benchmarking  
on corporate social investments, in  
partnership with companies



Chief Executives for Corporate Purpose



6 <http://cecp.co/gin>

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# 5 Top Trends

In Giving in Numbers 2019 Edition

1



Community Investments are on the rise

3



International giving is growing

5



The size of the field is expanding faster than the overall workforce

2



Employee Giving shows signs of a decline

4



Measuring business impact leads to increased resources

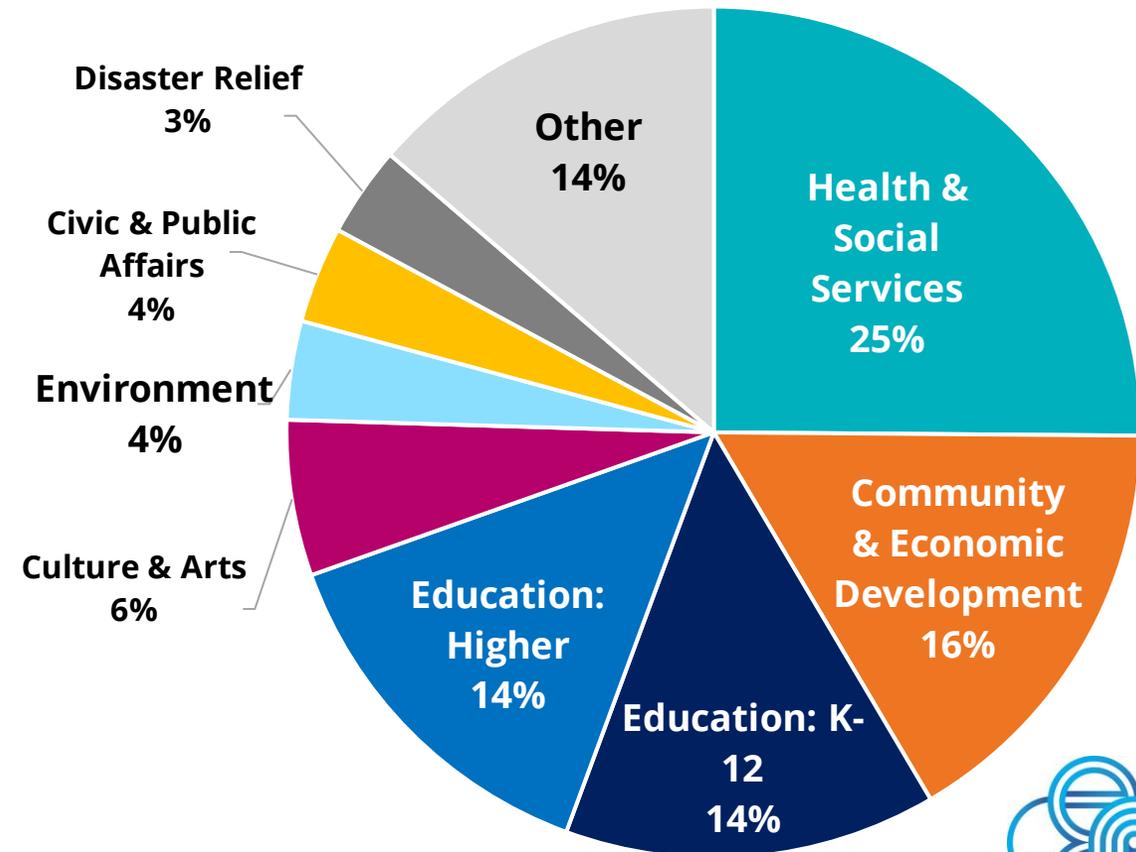
# 1. Top Program Areas

## State of Colorado Gov. Polis: Top “Bold Four” Issues

1. Tax Reform & Economic Development
2. Energy & Renewables
3. Health
4. Education

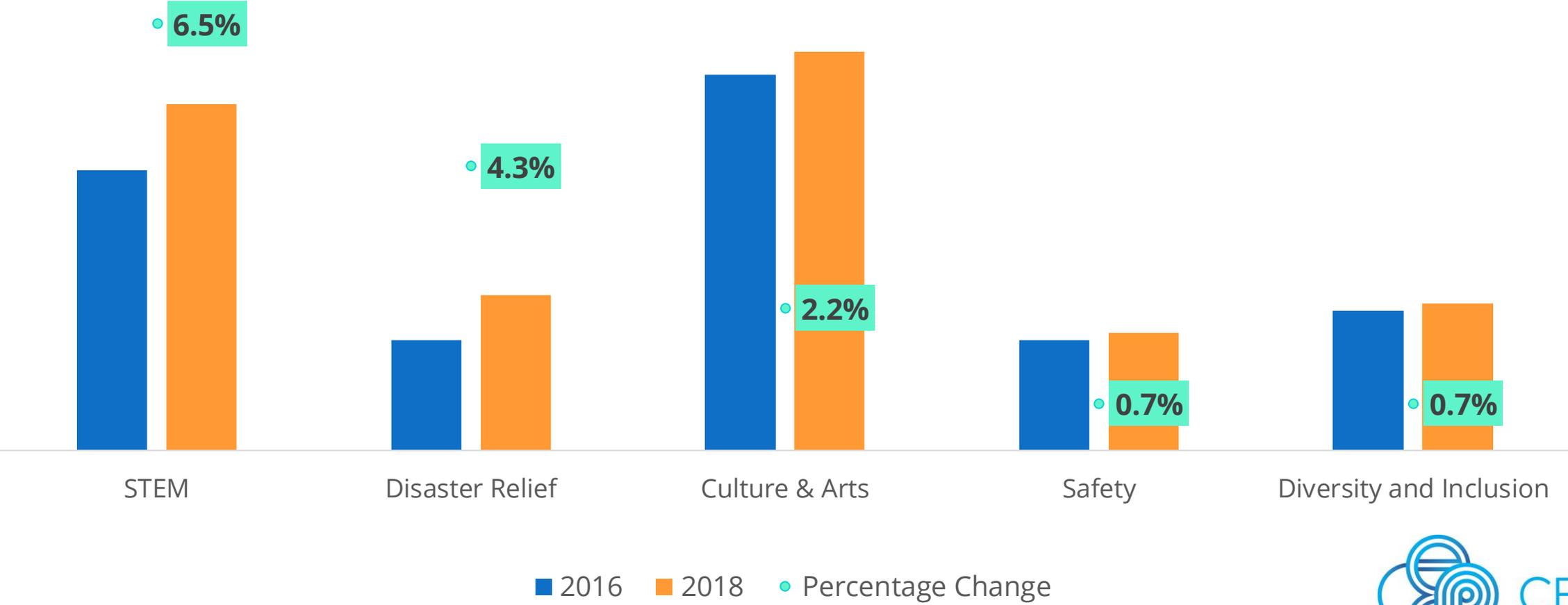
More in our Giving in Numbers Report, report pages 13-14

## Program Area Allocations by Industry Average Percentages, 2018

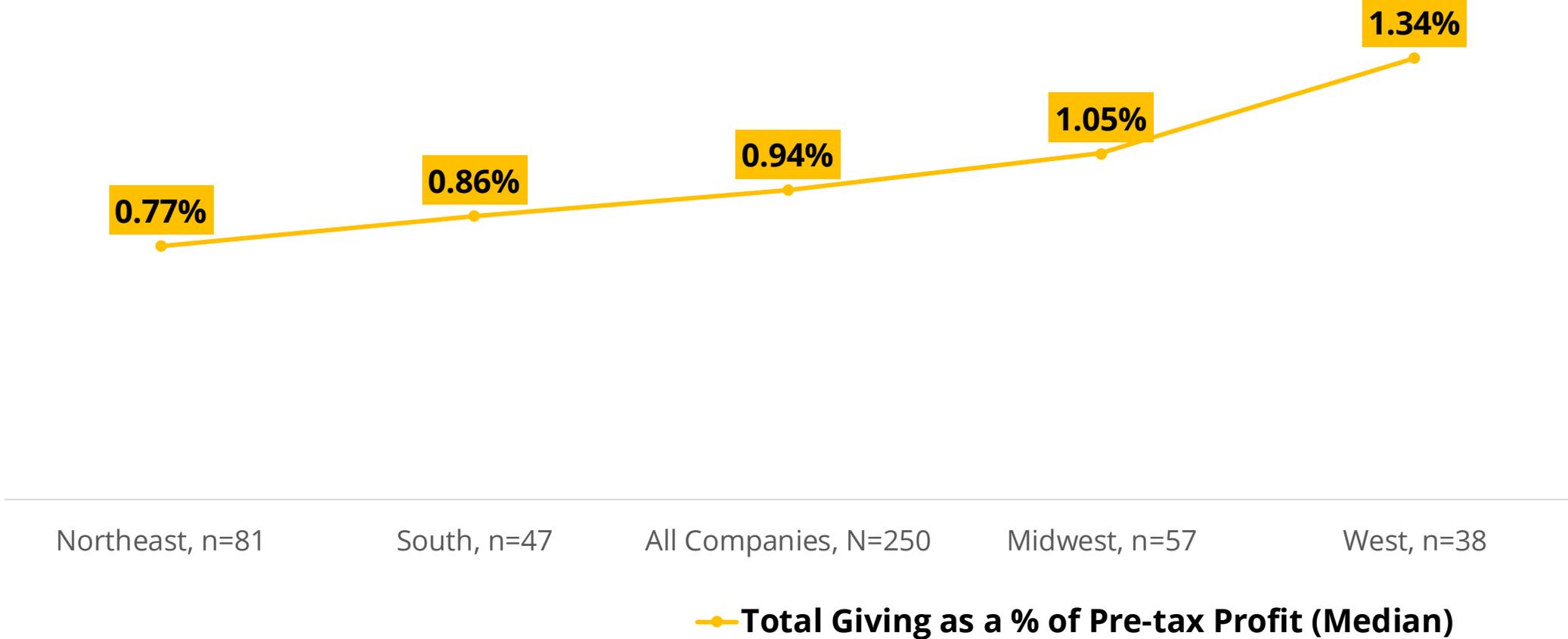


# 1. Social Issue Areas of High Importance

Percentage of Companies Reporting Main Focus Areas, Three-Year Matched Set, 2016-2018. N=139

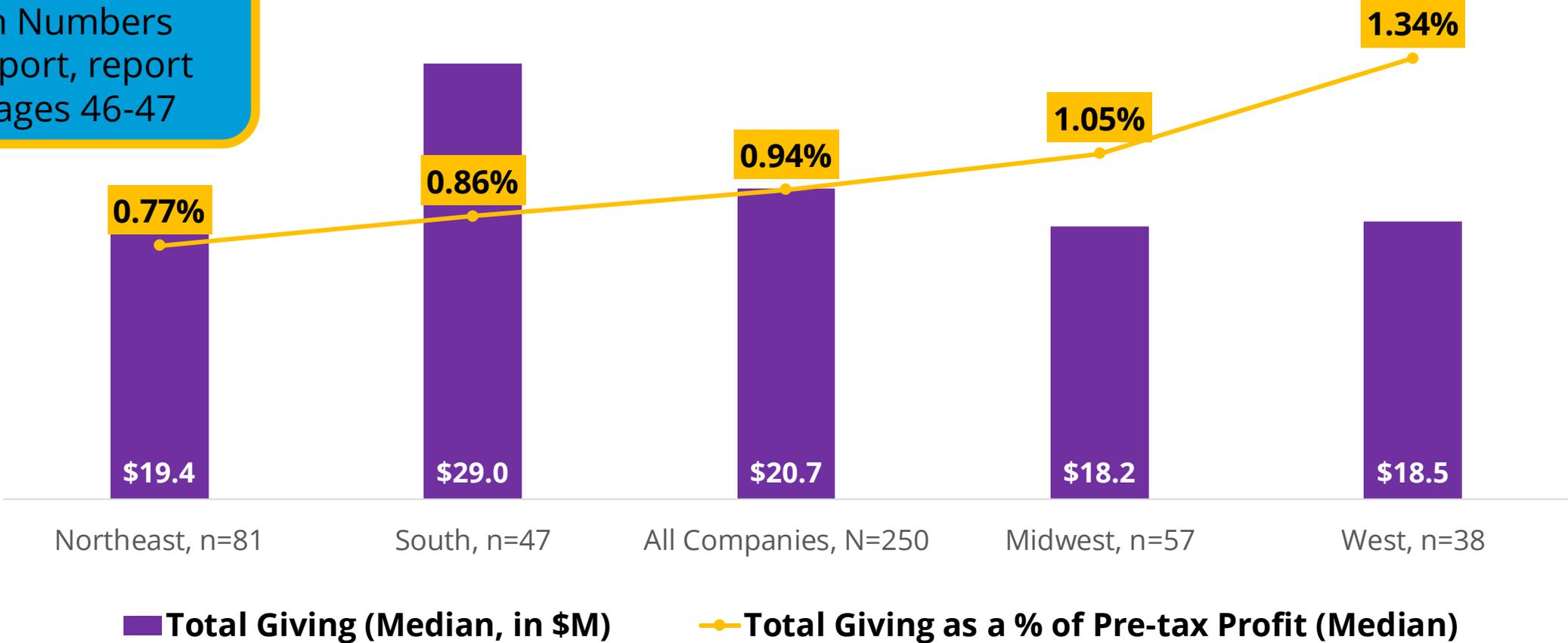


# 1. Regional Benchmarking: Giving



# 1. Regional Benchmarking: Giving

More in our Giving in Numbers Report, report pages 46-47



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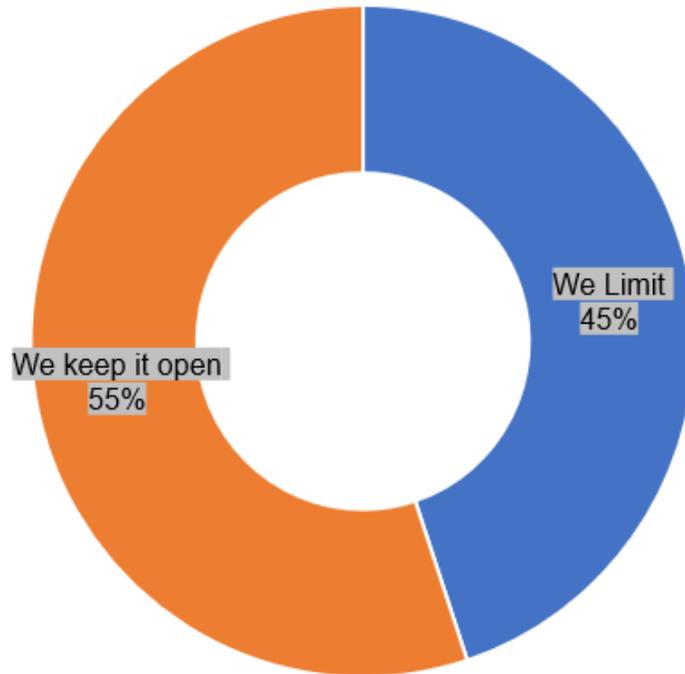
4



Measuring business impact leads to increased resources

## 2. Employee Giving: Employees Demand Increased Choice

*Does your company limit which organizations are eligible for a match in your company's domestic market?*



**Breakdown of the 84 companies (or 45% of all respondents) who reported "Yes, we limit matches to include those..."**

...that fall under a select number of cause areas (42%)

...that are a select number of nonprofit organizations (43%)

...that are education institutions (15%)

**Between 2015 to 2017, the number of companies that offered open programs increased from 51% to 55%**

# 2. From Giving in Numbers Report

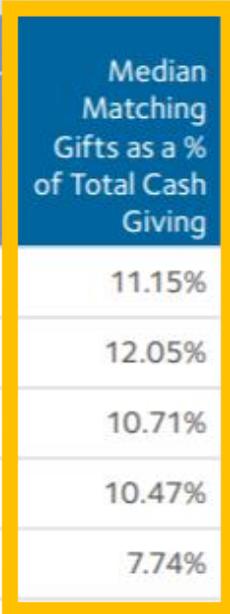
## 2018 INDUSTRY BENCHMARKING TABLES

Companies are categorized by industry following the Bloomberg Industry Classification Standard (BICS).



From our Giving in Numbers Report, report pages 20-24

	Median Total Giving (in US\$ Millions)	Revenue		Pre-Tax Profit		Median Matching Gifts as a % of Total Cash Giving
		Median Total Giving as a % of Revenue	Median Total Cash Giving as a % of Revenue	Median Total Giving as a % of Pre-Tax Profit	Median Total Cash Giving as a % of Pre-Tax Profit	
Fortune 100 Companies, n=250	20.68	0.12%	0.09%	0.94%	0.70%	11.15%
Fortune 100 Companies, n=61	70.40	0.10%	0.09%	0.95%	0.70%	12.05%
Communications, n=8	134.89	0.20%	0.09%	1.30%	0.58%	10.71%
Consumer Discretionary, n=28	17.86	0.08%	0.07%	1.21%	0.88%	10.47%
Consumer Staples, n=22	44.14	0.25%	0.09%	1.44%	0.74%	7.74%



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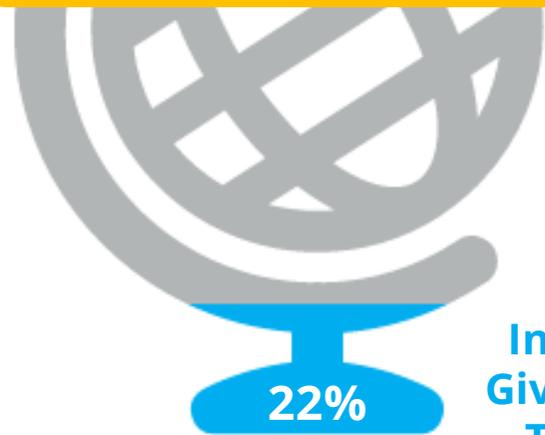
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Measuring business impact leads to increased resources

# 3. International Giving Is On The Rise

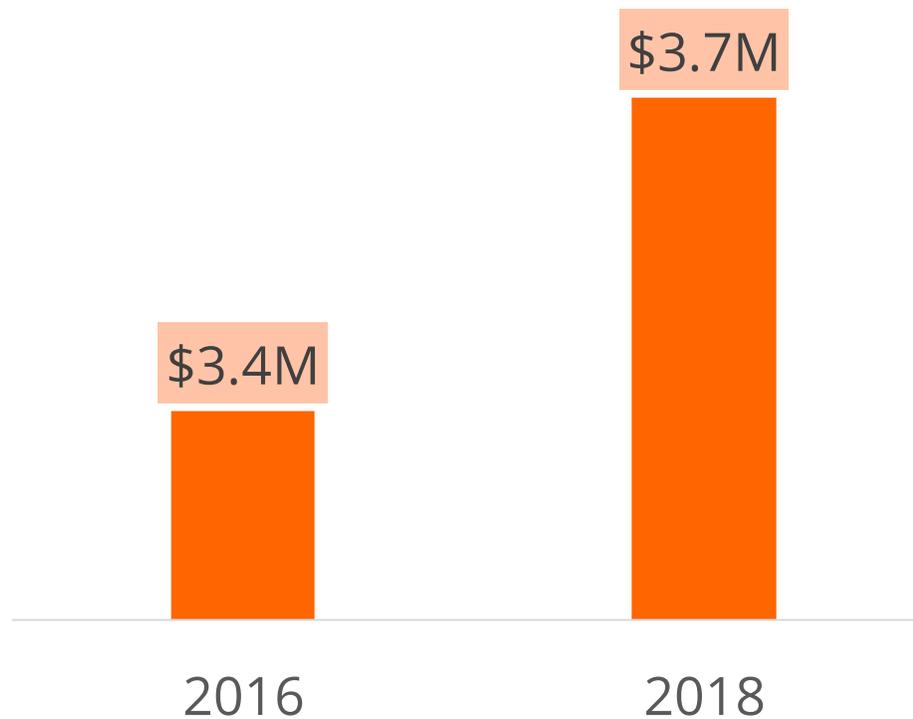
More in Giving in Numbers Report, report pages 15-17



Average International Giving as a % of Total Giving

Source: Giving in Numbers, 2019 Edition, 2018 data, N=109

Median International Giving



Between 2016 to 2018, the median of giving that went to international recipients increased from \$3.4M to \$3.7M, an increase of 9%

Source: Giving in Numbers, 2019 Edition, 2016-2018 matched-set data, N=80



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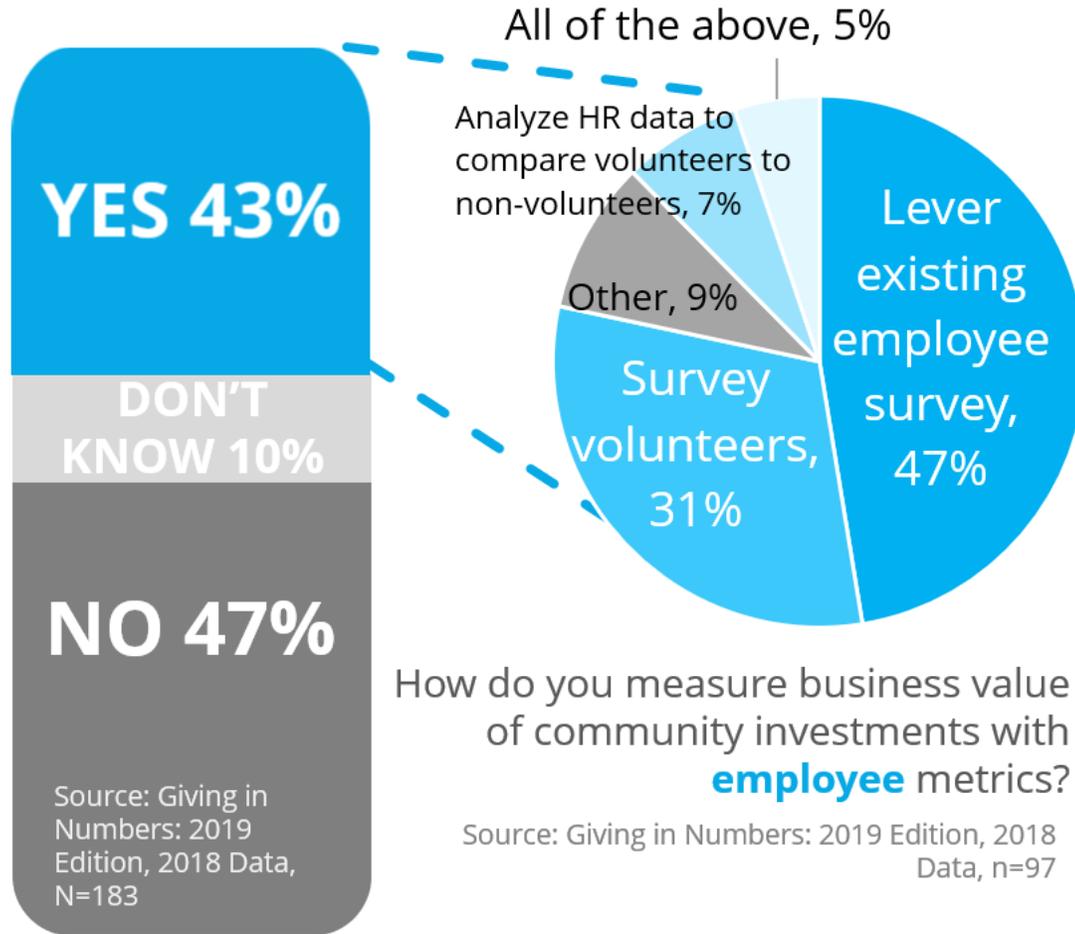
Employee Giving shows signs of a decline

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Measuring business impact leads to increased resources

# 4. Measurement of Business Impact is a Key Factor in Maximizing Resources



## Methods of Measuring:

- 47%: Leverage an existing employee survey
- 31%: Survey volunteers
- 7%: Analyze HR data to compare volunteers to non-volunteers

MEASURE EFFECT ON  
EMPLOYEE METRICS



# 4. Measuring Employee Volunteerism

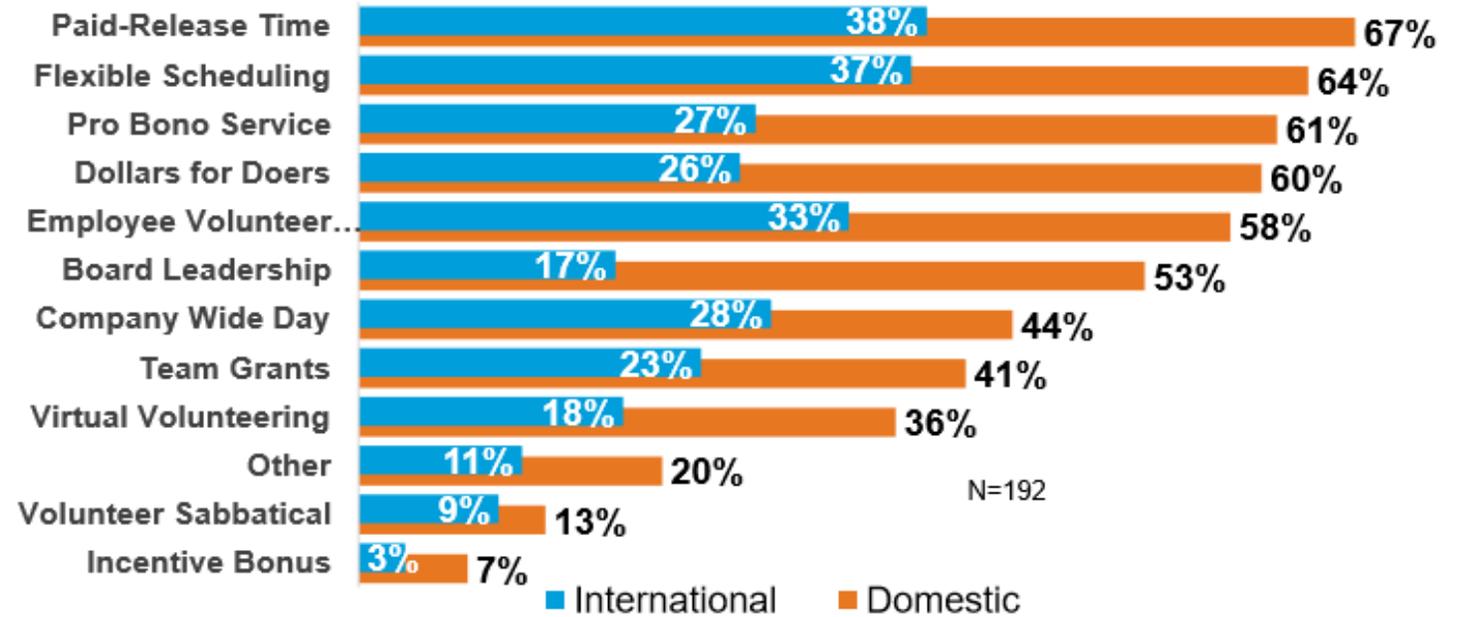
## PARTICIPATION

Average corporate-volunteer participation rate (2018)	33%
Top-quartile corporate volunteer participation rate	50%

More in Giving in Numbers Report, report pages 18-21

## PROGRAMS

% of COMPANIES OFFERING EACH VOLUNTEER PROGRAM, 2018



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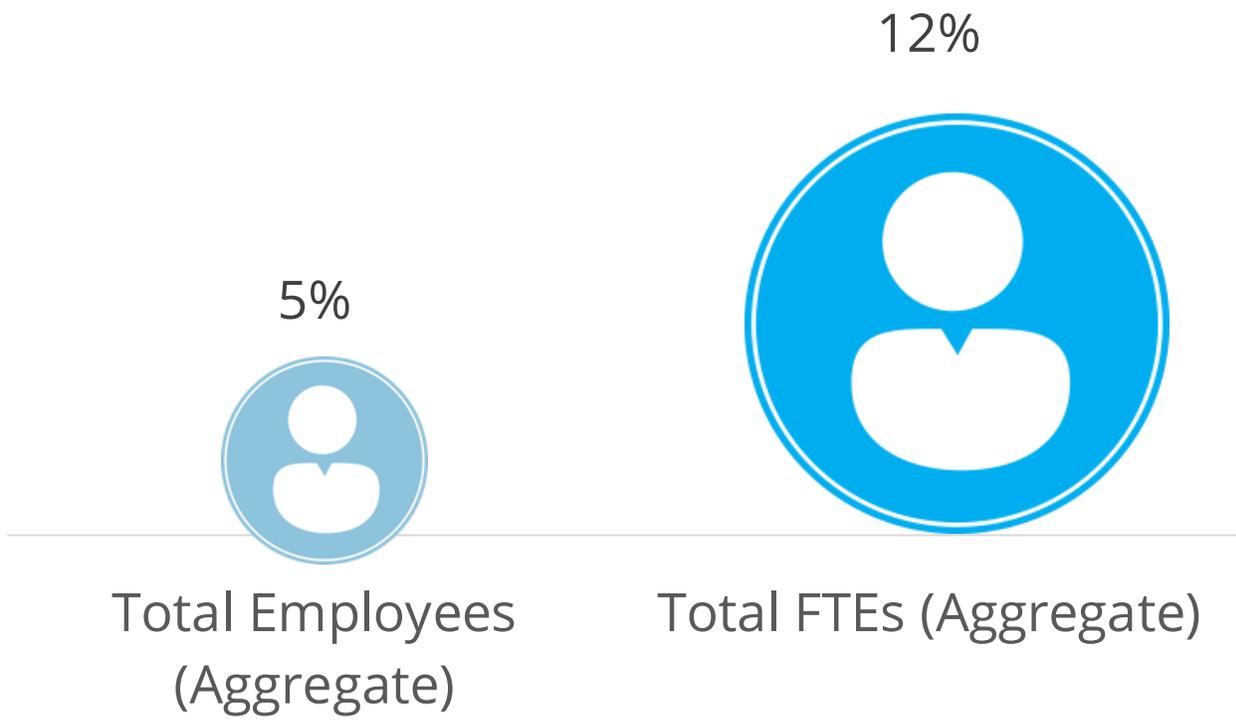
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Measuring business impact leads to increased resources

# 5. Human Capital Focused On Community Investments On The Rise

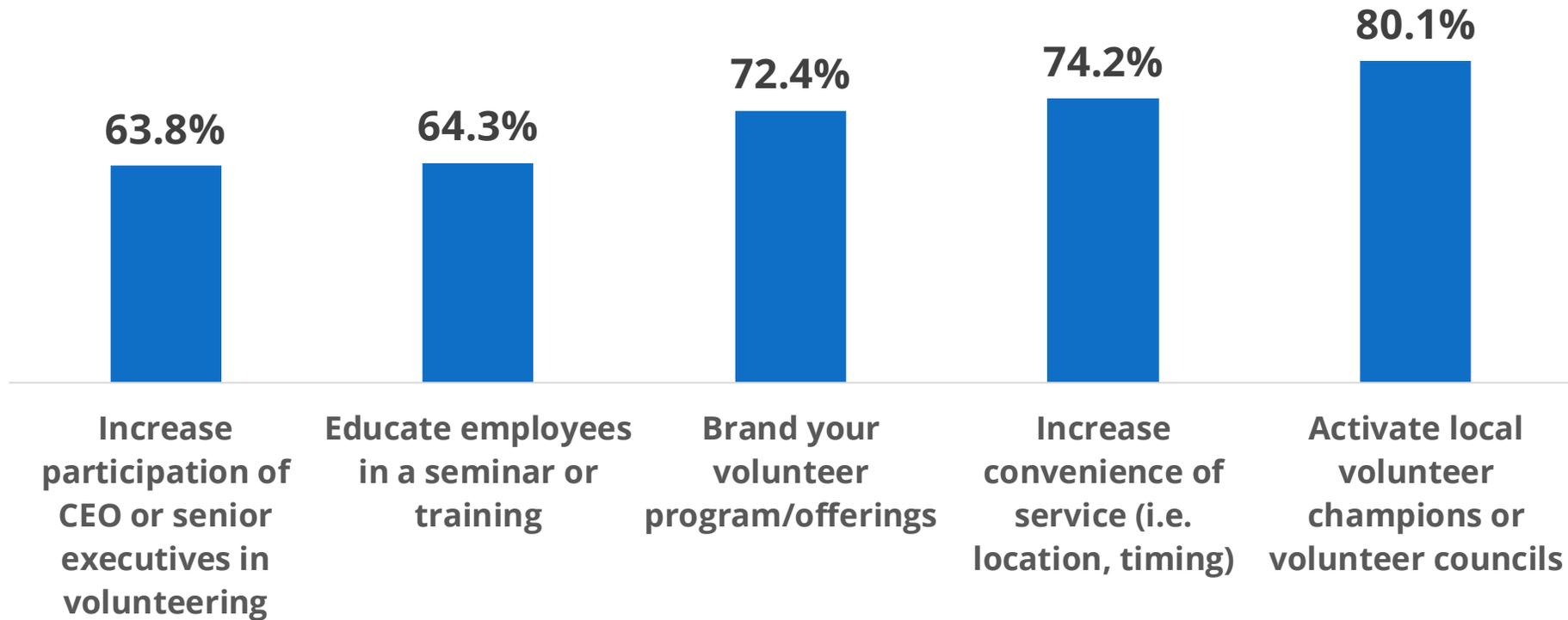
Growth Rates Aggregate Totals,  
Five- Year Matched Set



More in Giving in Numbers Report, report page 27

# 5. Strategies to Drive Volunteer Participation

Strategies to Activate Volunteers,  
Percentage of Companies, 2018



GM CEO Mary Barra,  
Cody Rouge Project.

# 5. Virtual Volunteerism

Strategies for engaging and recognizing employees are ever more important when employees are not able to volunteer in person. Some best practices:

- > Review and rethink internal policies and processes;
- > Provide virtual and remote volunteer opportunities;
- > Ensure employees receive the recognition of their work.

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**Measuring business impact leads to increased resources**

# QUESTIONS?

THANK YOU!

Jinny Jeong  
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# CECP Response to Company Needs During COVID-19

- > CECP receiving **an increase of requests for insights** through its fast-track consulting and customized benchmarking support
- > Instituted **weekly CECP Pulse Surveys** (next slides)—sharing results publicly, [please visit website!](#)
- > Developed publicly available **COVID-19 resources** for [CEOs](#) and [Corporate Responsibility teams](#)—[please visit website!](#)
  - CECP affiliated companies also have other resources in MyCECP portal
- > **CEO Sharing Sessions:** Convened 16 CEOs from 10 industries
  - CEOs are vocal about their companies' business outlook
  - CEOs are moving early toward the rebound
  - CEOs are exemplifying leadership in times of crisis
- > **Corporate Peer Discussions:** by issues and industries
  - Companies focus on immediate relief/response to recovery/rebuilding, trying to discern what is the future
  - CECP partner with ACCP, COF, POL to advocate for field open letter and other ways
  - Continuing sessions into summer focused on how to move forward

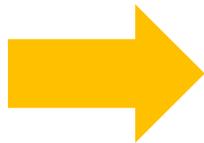


# CECP Pulse Survey Results...3/19/20

## Topic: COVID-19 Response Compared to Disaster Relief Policy

89%

of companies have taken  
some form of action related  
to COVID-19



36%

enacted disaster response  
plan *AND* additional action

### ***Examples of additional action include:***

- Suspending volunteering events until further notice
- Focusing on the development of a vaccine for the virus
- Exploring programs focused on support of small businesses

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Results reflect data pulled on March 19, 2020. This Pulse survey will remain open until May 5th, 2020 after which CECP will share final results. CECP is sharing these in the interim as companies are making decisions on COVID response in real-time. The interim results are drawn from a representative sample of our affiliated companies. *When referencing this finding, please list the source as: Chief Executives for Corporate Purpose, Pulse Survey, March 2020. Topic: COVID response compared to disaster response policies, field dates: March 12 – May 5 2020.*



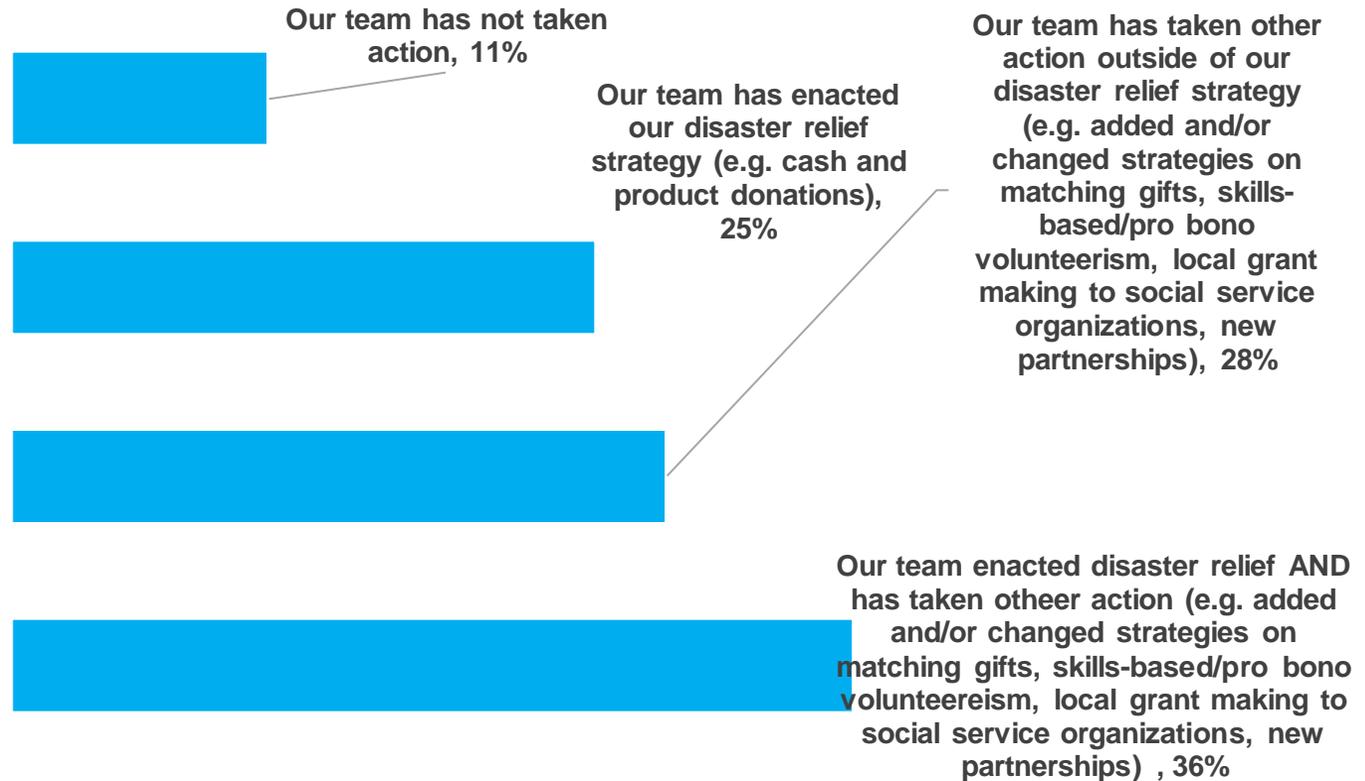
# CECP Pulse Survey Results...3/19/20

## Topic: COVID-19 Response Compared to Disaster Relief Policy

CECP's Pulse Question focused on understanding what actions corporates are taking related to the impact of the ongoing COVID-19 crisis.

More than 35 respondents participated in the Pulse question below, the results are as follows:

*Has your team taken action related to COVID-19? We know companies have added and/or changed strategies for employees, supply chain partners, and customers, but what are companies doing within their local and global communities? We also know companies are enacting their disaster relief strategies (e.g., donations of cash and product). If your team is acting, does it include that and/or other actions?*



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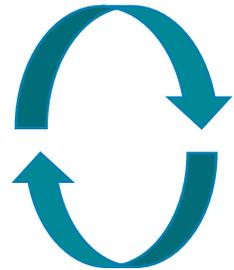
# CECP Pulse Survey Results...4/10/20

## Topic: Budget Changes due to COVID-19 Response



45%

of companies will increase their budget



37%

of companies re-purposed same budget to focus on COVID-19 response

### **Select Examples Shared:**

- Pivoting education programs to focus on supporting distance learning initiatives.
- Shifting budget from other areas to feed first responders
- Increasing remote engagement, and employees locally financially supporting local pantries, senior centers and hospital workers.

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Results reflect data pulled on April 10, 2020. This Pulse survey will remain open until May 5th, 2020 after which CECP will share final results. CECP is sharing these in the interim as companies are making decisions on COVID response in real-time. The interim results are drawn from a representative sample of our affiliated companies. *When referencing this finding, please list the source as: Chief Executives for Corporate Purpose, Pulse Survey, April 2020. Topic: Budget Changes due to COVID-19 response, field dates: April 7, 2020 – May 5, 2020.*



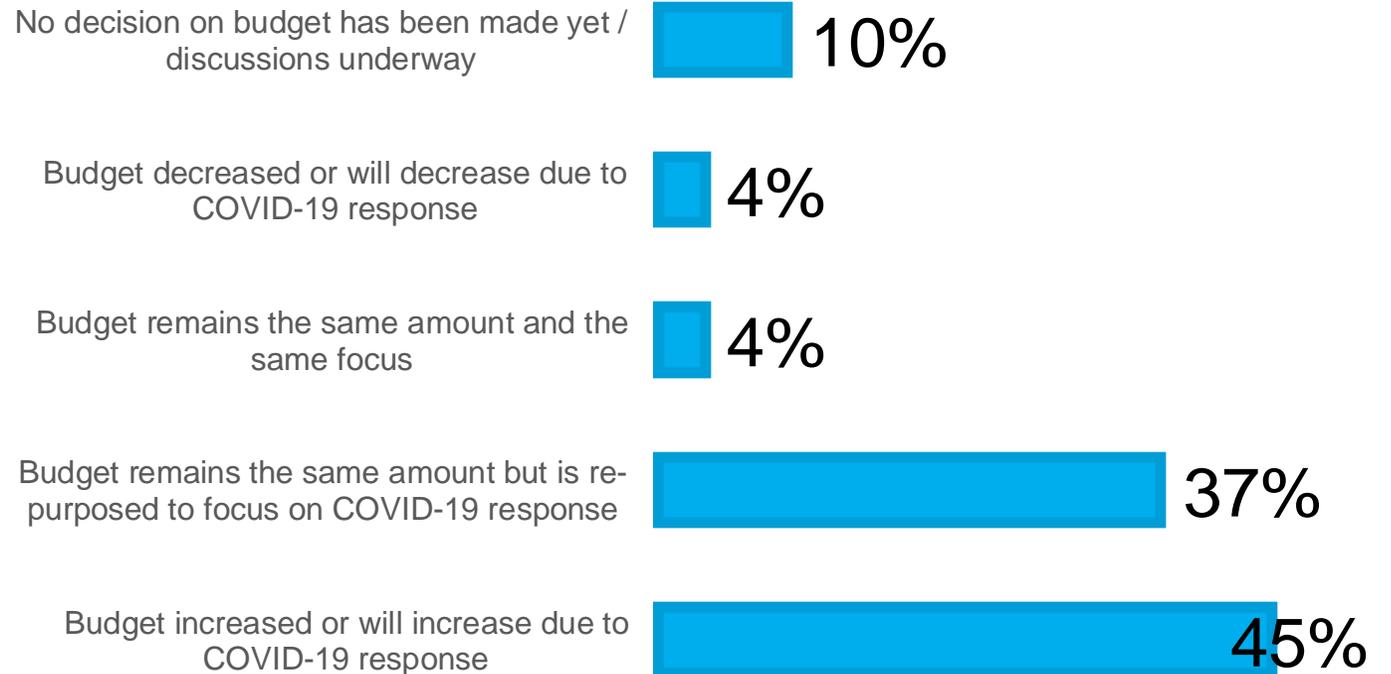
# CECP Pulse Survey Results...4/10/20

## Topic: Budget Changes due to COVID-19 Response

CECP's Pulse Question focused on understanding how COVID-19 might be changing company budgets.

More than 50 respondents participated in the Pulse question.

*Question: Is your company's 2020 community investment budget changing due to COVID-19 response? Our company's 2020 community investment budget:*



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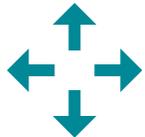


# CECP Pulse Survey Results...4/17/20

## Topic: COVID-19 Response Community Partnership Changes

86%

of companies have adjusted policies with community partnerships in some way



74%

of companies accelerated payments



### Select Examples Shared:

- Offering additional grants to partners that have Covid-19 virtual volunteering opportunities
- Launched a COVID-19 Relief and Response Campaign to match employee donations 2:1.
- Increasing in-kind donations as CEOs continue to procure crucial materials e.g. PPEs for our healthcare workers.

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CECP

# CECP Pulse Survey Results...4/17/20

## Topic: COVID-19 Response Community Partnership Changes

CECP's Pulse Question focused on understanding how COVID-19 might be adjusting how they work with their partners.

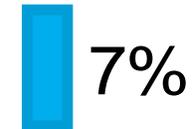
More than 50 respondents participated in the Pulse question.

*Question: Has your company/foundation decided to change any of your grant making policies, procedures, or criteria related to COVID-19 response (e.g., vetting criteria, accelerated payment, grant redeployed to general operating, focus areas/pillars of giving)?*

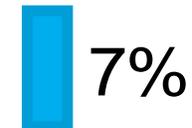
Yes, we have



Can't answer yet, decisions are pending



No, we have not



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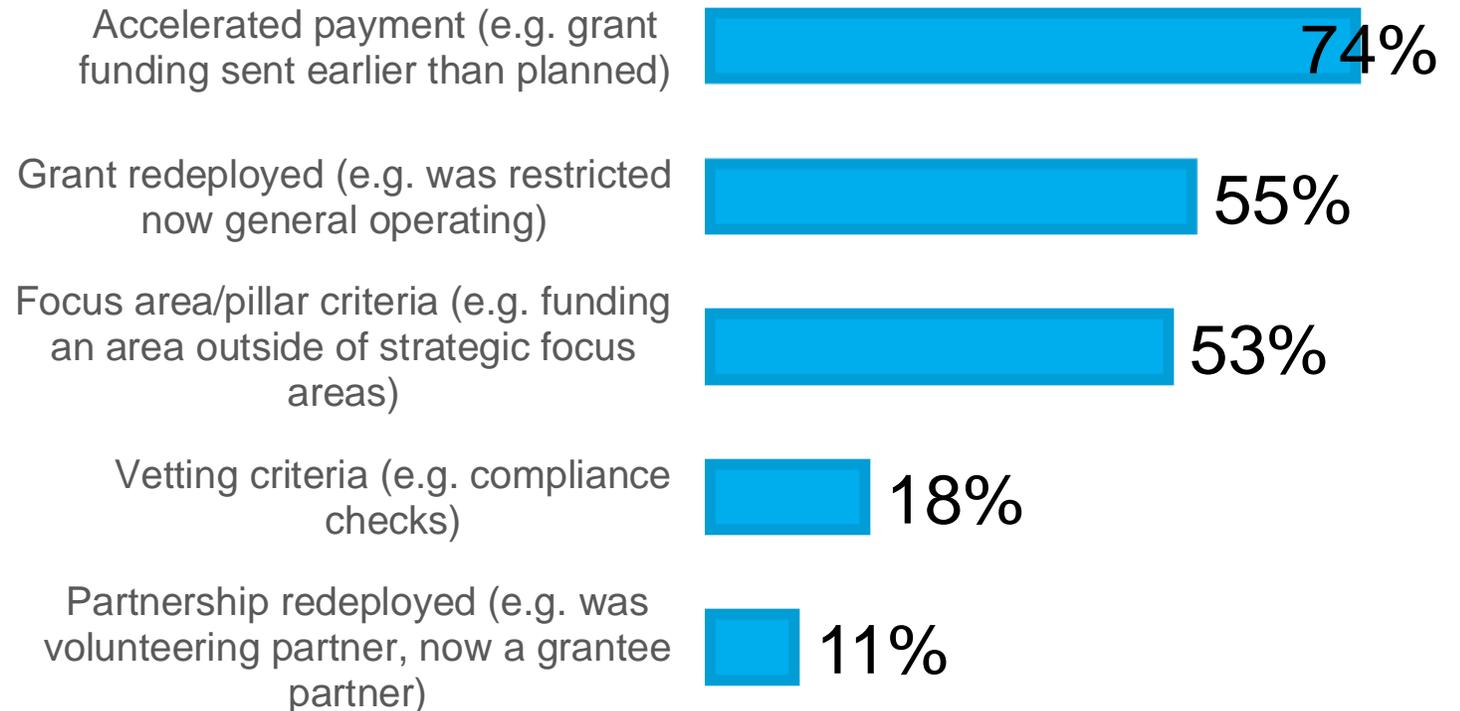
# CECP Pulse Survey Results...4/17/20

## Topic: COVID-19 Response Community Partnership Changes

CECP's Pulse Question focused on understanding how COVID-19 might be adjusting how they work with their partners.

More than 50 respondents participated in the Pulse question.

*Question: Select one or more of the changes your company has decided upon:*



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# CECP Pulse Survey Results...4/24/20

## Topic: Unique COVID-19 Response Efforts

84%

of companies have unique COVID-19 response efforts

52%

of companies are counting them

### ***Top (3) Responses on What They are Counting:***

1. Fair Market Value (what a customer would pay) of a donated good/service
2. Value of Re-deployed Staff Time
3. Cost of Materials

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# CECP Pulse Survey Results...4/24/20

## Topic: Unique COVID-19 Response Efforts

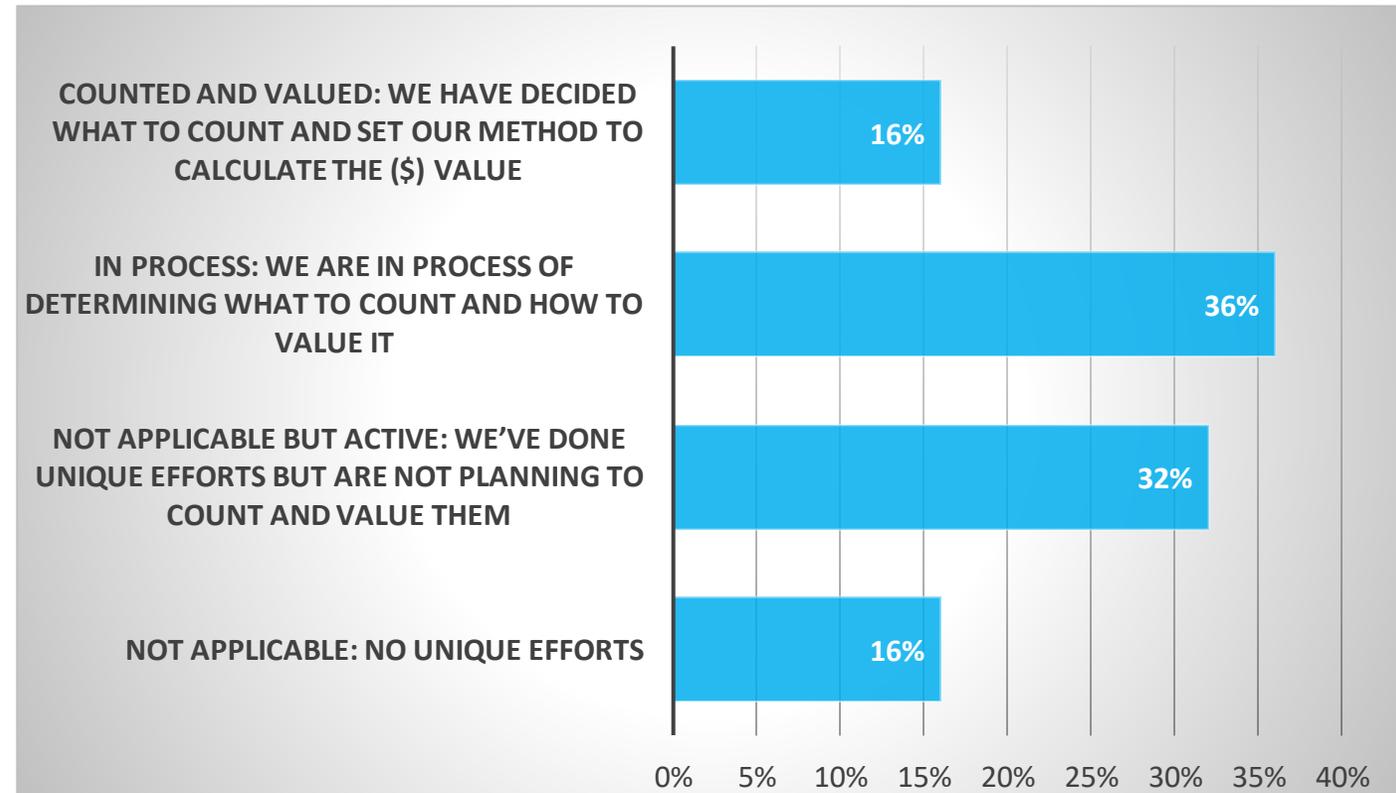
CECP's Pulse Question focused on understanding how companies are counting their unique COVID-19 response efforts.

30 respondents participated in the Pulse question below, the results are as follows:

*Question 1: Companies are taking "out of the box" (unique) COVID-19 actions for which there isn't widely shared reporting standard. Has or will your company count and value your unique efforts? (For example, if a company re-assigned R&D staff to produce a COVID-19 test, they might use salary data for the team assigned to the project to calculate a \$1,000,000 investment).*

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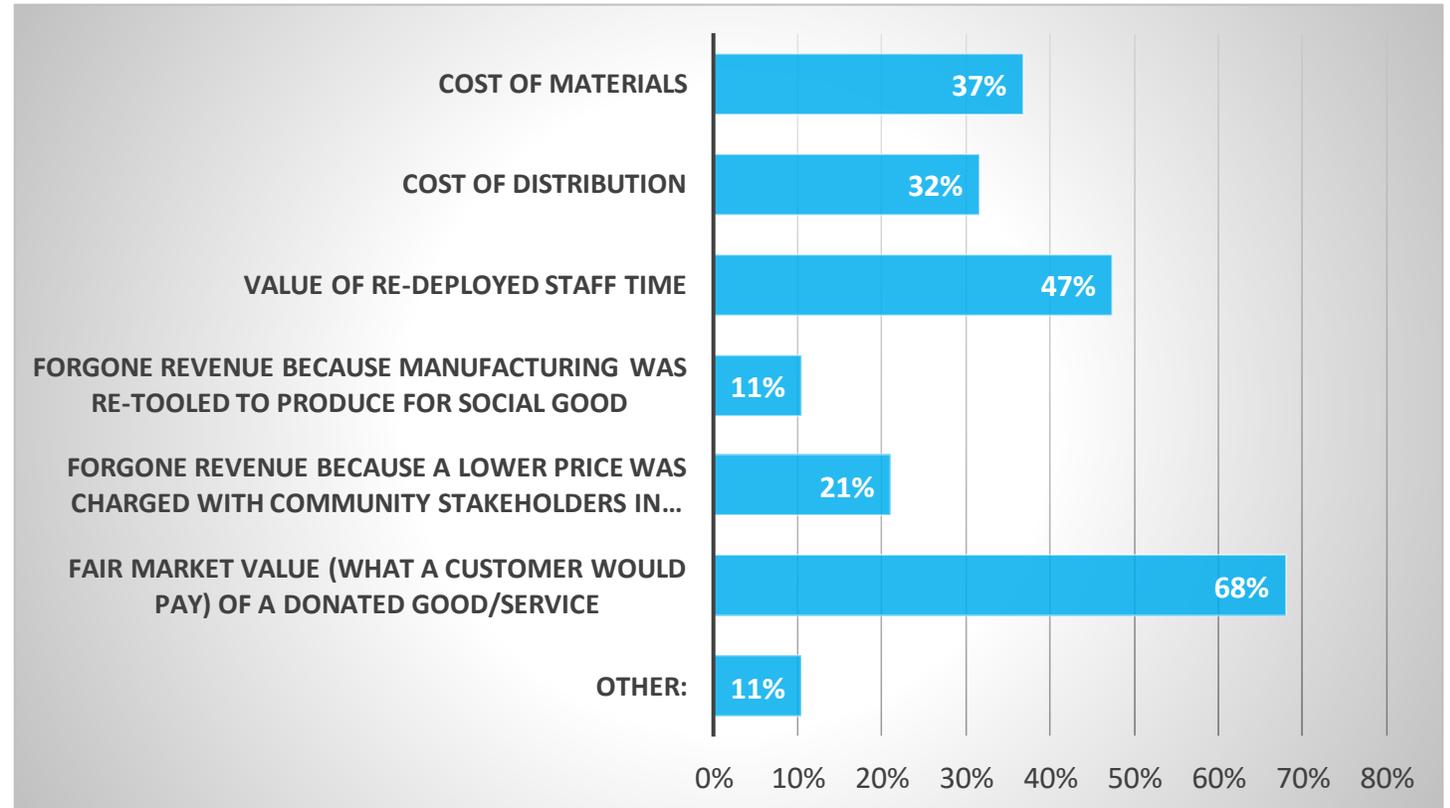
# CECP Pulse Survey Results...4/24/20

## Topic: Unique COVID-19 Response Efforts

CECP's Pulse Question focused on understanding how companies are counting their unique COVID-19 response efforts.

30 respondents participated in the Pulse question below, the results are as follows:

*Question 2: Next up is **what** to count. Read the list below. Each one could be one component to adding up the value (\$) of a company's unique effort. Check all that you would include in a standard method of adding up the value of companies' unique efforts.*



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# Corporate Peer Discussions on COVID-19 Response

- > Issues—5 Held on Response, *4 more by end of June on Recovery*
  - Food Access
  - Leveraging Assets to Support Employees & Communities
  - Funding Healthcare
  - Educational Access
  - Supporting Employees Self-Organizing and Volunteering
  - *Supporting Small Business*
  - *Funding for Long-Term*
  - *Planning for Community Investment and Employee Engagement*
  - *Retooling the Workforce*
- > Industries—13

# COVID-19 Corporate Response: EAF Focus

> CECP expects more companies to deploy existing and create employee assistance funds (EAF) in light of COVID-19.

Emerging best practices:

- **Cross-CSR-HR partnership**
- **Expanding eligibility:** Remove minimum employment/tenure requirements.
- **Increasing accessibility:** Create a weblink rather than an intranet; waive documentation requirements for smaller grants; accelerate payment.
- **Increasing available funds:** Make corporate donations; allow employees to donate unused PTOs or match; run special drives.
- **Increasing caps:** Allow for a larger grant amount.
- **Outsource to external vendor:** Allow companies to rely on expertise and minimize the administrative burden on staff; if corporate Foundation, avoid self-dealing.



# COVID-19 Corporate Insights

- > **Adaptive funding**—flexibility and responsiveness
- > **Reshuffling** of funding focus areas
- > Catalytic investments hearing **STEM clarion call**
- > **Simplified rules**—Virtual volunteering & employee engagement
- > **Workforce demands** exponential increase
- > Beyond response: **Recovery to reinvention**
- > **Innovative partnerships**—faster, more urgency, specific, generous
- > **Trust hyper-local**...business, nonprofits, government, media
- > **Total Social Investment at scale**—good beyond giving, *S in ESG*, *Investing in Society* measurement to capture and then repeat

# QUESTIONS?

THANK YOU!

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