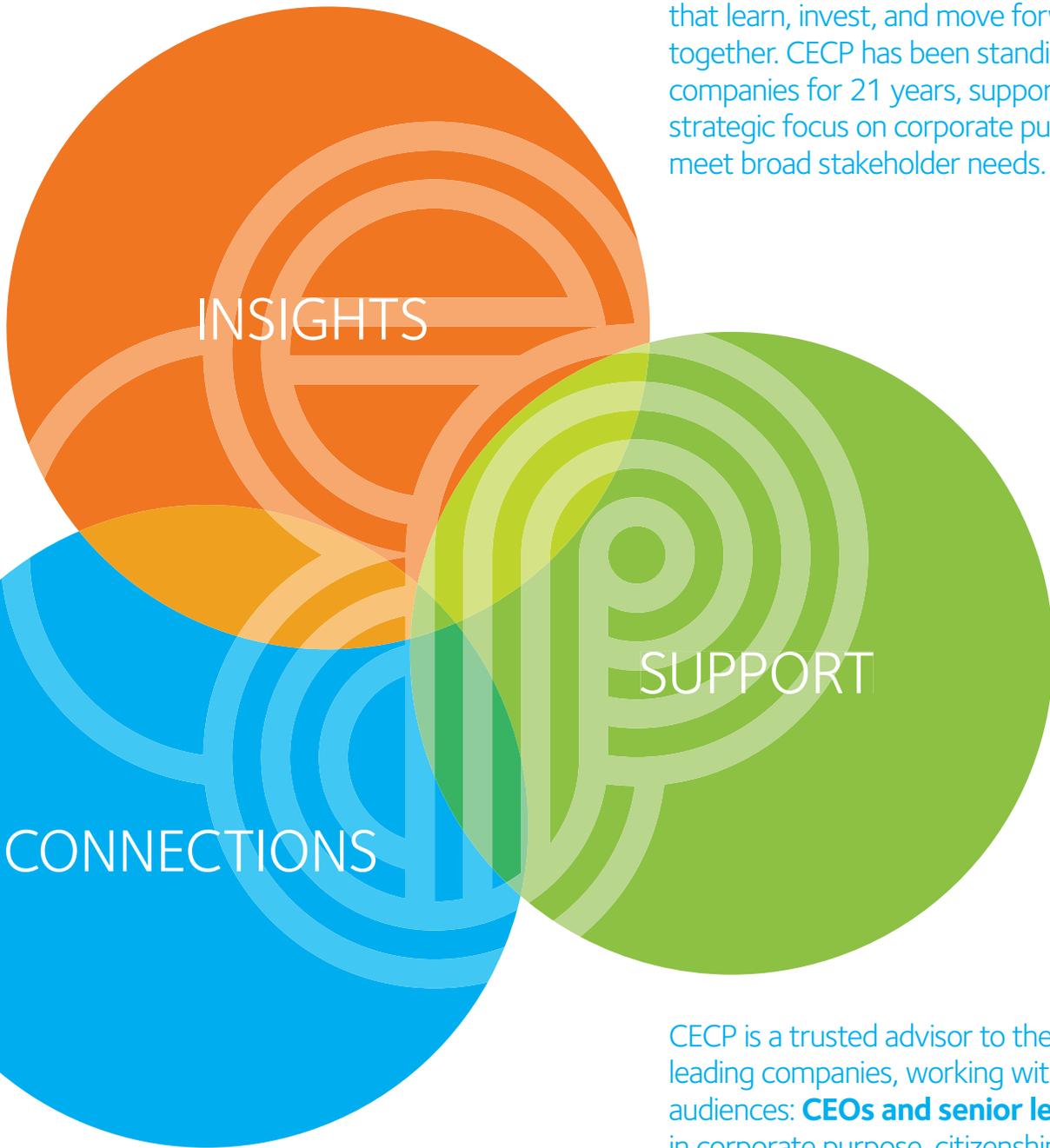


The Essential Value of  
Chief Executives for  
Corporate Purpose



**Networks are important.** Trusted, data-driven, connected, and strategic networks are lifelines. CECP is a coalition of **more than 200 global companies** that learn, invest, and move forward together. CECP has been standing by companies for 21 years, supporting their strategic focus on corporate purpose to meet broad stakeholder needs.



CECP is a trusted advisor to the world's leading companies, working with two audiences: **CEOs and senior leaders** in corporate purpose, citizenship, corporate responsibility, foundations, and sustainability. As CECP engages with those two audiences, it also supports their cross-functional initiatives with communications, finance, investor relations, human resources, supply chain, and other parts of the business.

CECP stands out as the best partner to CEOs and senior executives through the unrivaled leadership in benchmarking of *Giving in Numbers*™, its CEO coalition, and the range of expertise from social investment to long-term sustainability to philanthropy.

## CECP's ESSENTIAL SERVICES

Companies in CECP's coalition automatically receive *Essential Services*, which support CEOs and all members of their corporate purpose teams. *Essential Services* transform and equip corporate leaders with best-in-class tools, knowledge, connections, and advice to integrate corporate purpose and environmental, social, governance (ESG) into business strategy and across teams. CECP is an extension of a company's team and a trusted partner for companies seeking:

BENCHMARKING & MEASUREMENT	FAST-TRACK CONSULTING	INSIGHTS & RESEARCH	GLOBAL NETWORK & CONVENINGS	COMMUNICATIONS, RECOGNITION & AWARENESS
<b>Corporate Leaders</b>				
Annual <i>Giving in Numbers</i> ™ benchmarking survey and Valuation Guidance CECP Pulse Surveys on urgent topics Benchmarking and analysis Scorecard/KPI development and measurement Goal setting, roadmap on strategy Industry and company data insights	Contact CECP experts with unlimited questions at any time, response within two days to two weeks: <ul style="list-style-type: none"> <li>• Strategy development</li> <li>• Presentation/meeting preparation</li> <li>• Expertise, counsel, advice, and insights on best practices</li> <li>• Budgeting</li> <li>• Staffing structure</li> <li>• Peer introductions</li> <li>• Proprietary frameworks to advance plans and programs</li> <li>• Analysis of trends, business impact, and unrivaled industry survey data and research on corporate social investments</li> <li>• Review of Sustainable Long-Term Plan framework with CEO Investor Forum</li> </ul>	Unlimited logins to the digital password-protected MyCECP site: Knowledge Center: 24/7, curated, online searchable library of resources with over 150 strategic Issue Briefs, articles, case studies, and research reports on key topics in the field Data Center: self-serve benchmarking analysis and data visualization tool Research: annual <i>Giving in Numbers</i> ™ Report; annual <i>Investing in Society</i> , <i>What Counts: The S in ESG</i> , Scorecards, KPI development, and more Embargoed executive summaries of CEO Investor Forum's latest ESG research	Signature annual convening: 2 registrations to CECP Summit for 300+ senior corporate responsibility executives Bi-monthly learning roundtables topic series; peer calls by region, industry, issue areas Virtual CEO Investor Forum event Peer networking Global Exchange, network of 18 country partners around the world Job Posting Board Corporate Partnership Listing Board <i>Offered virtual and in-person</i>	Communications Audits, benchmarking of internal and external communications strategies and assets to amplify business narrative Connections to and coverage in top-tier media and trade publications Sharing through CECP channels: CEO and corporate leader newsletters, CECP Insights Blog, ceep.co, social media, newsletters, Company Spotlights, and media partnerships generating more than 1 billion media impressions per year Charlie Award honors for senior leaders in corporate purpose Counsel on external awards
<b>CEOs</b>				
Data and insights Scorecard/KPI development	CEO advisory services CEO executive briefings, presentation materials	CEO research CEO materials in Knowledge Center	CEO Roundtables Signature annual convening: CEO-only Board of Boards™ with 50+ CEOs Virtual CEO Investor Forum event Connections for CEOs to take action, peer network	Communications support CEO Force for Good Awards

CECP advises companies on a range of strategy topics including **employee engagement, grantmaking, matching gifts, volunteerism, budgets, purpose, impact, measurement, communications, global social investment, cause areas, business case, reporting, trends, disaster relief, partnerships**, and more.

Annual **CEO Investor Forum** event with CEOs sharing Sustainable Long-Term Plan presentations with 200+ institutional investors, representing \$25 Trillion in assets under management.



*"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

*"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



**Board of Boards™**, named by *Forbes* as one of the top-three CEO "power-player" events, with over 50 CEOs coming together for interactive discussions.

### Giving in Numbers

2019 \$219.27B  
The unrivaled leader in benchmarking on corporate social investments, in partnership with companies



Drives for Corporate Purpose



CECP's **Giving in Numbers™**, the unrivaled leader in corporate social benchmarking, in partnership with companies, representing 550 multi-billion-dollar companies over nearly 18 years, representing more than \$290 billion in corporate social investments over that time span.



**VOLUNTEER**

*"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



Pictured clockwise from top left: CEO Investor Forum attendees; U.S. Bancorp volunteers; Lynn Doughtie, KPMG and Board of Board attendees; Tata Consultancy Services goIT participants; New York Life volunteer.

# Advancing Companies and the Field: Opt-In Opportunities



In addition to *Essential Services*, companies partner with CECP through an additional menu of Opt-In Opportunities. Companies often ask to work with CECP more deeply and beyond *Essential Services* to advance their specific company needs and to advance the field. In response, CECP developed a series of engagement opportunities:

## CECP ADVANCED ADVISORY:

CECP creates a customized advisory project designed for a company's specific needs to build, operationalize, communicate, and measure their social strategies. Projects leverage proprietary frameworks and knowledge to curate **personalized engagements** in the areas of:

- › Enterprise-wide corporate responsibility/ESG strategy development
- › Strategic review and team facilitation
- › Communications strategy and assessment
- › Business impact measurement, scorecards, and benchmarking

## ACCELERATE COMMUNITIES:

Taking a deeper dive into priority areas to advance strategies and the field, Accelerate Communities consist of curated CECP and partner expertise, peer meetings, best-practice sharing, and framework creation. New communities start each fall; past topic areas include:

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

## NEW ACCELERATE RESEARCH PROJECTS:

Partner with CECP on a research project in an area of interest to your company and the field. Past projects include:

- › *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
- › *What Counts: The S in ESG*, supported by Cisco and USAA
- › *Investing with Purpose*, supported by Prudential

## SPONSORSHIPS:

Companies demonstrate their leadership through support of:

- › Annual research: *Giving in Numbers™*, *Investing in Society*, Total Social Investment, and Service for Impact
- › Signature convenings and roundtable series (virtual and in-person), for CEOs and corporate leaders
- › Custom bundled opportunities to advance the corporate purpose movement

Additional fees are associated with these Opt-In Opportunities. Please contact [kniedfeldt-thomas@cecp.co](mailto:kniedfeldt-thomas@cecp.co) for Advanced Advisory, Accelerate Communities, New Accelerate Research Projects, and Sponsorships, and [nmadgavkar@cecp.co](mailto:nmadgavkar@cecp.co) for CEO Investor Forum.



## CEO INVESTOR FORUM:

Working with your Investor Relations, Sustainability, and Corporate

Responsibility teams, the CEO Investor Forum helps CEOs change the time frame in shareholder conversations from short-term earnings expectation to long-term value creation for its stakeholders. Among the services included:

- › Strategy support: a review of public disclosures against the Forum's proprietary, investor-informed Sustainable Long-Term Plan framework
- › Education and resources: proprietary research, webinars, and thought leadership from experts in ESG and long-term value creation
- › Convenings: annual flagship CEO Investor Forum, executive workshops, peer networking
- › Digital portal access: including interactive Sustainable Long-Term Plan development tool and long-term disclosure benchmarking\*

\*available in Q42020

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*Financial*

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**Paul A. Volcker\***

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**Mark Weinberger**,  
*Former Chairman & CEO, EY*

*\*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)



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.

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