

# CECP Pulse Survey

Topic: Actions taken by companies against racism  
June 2020



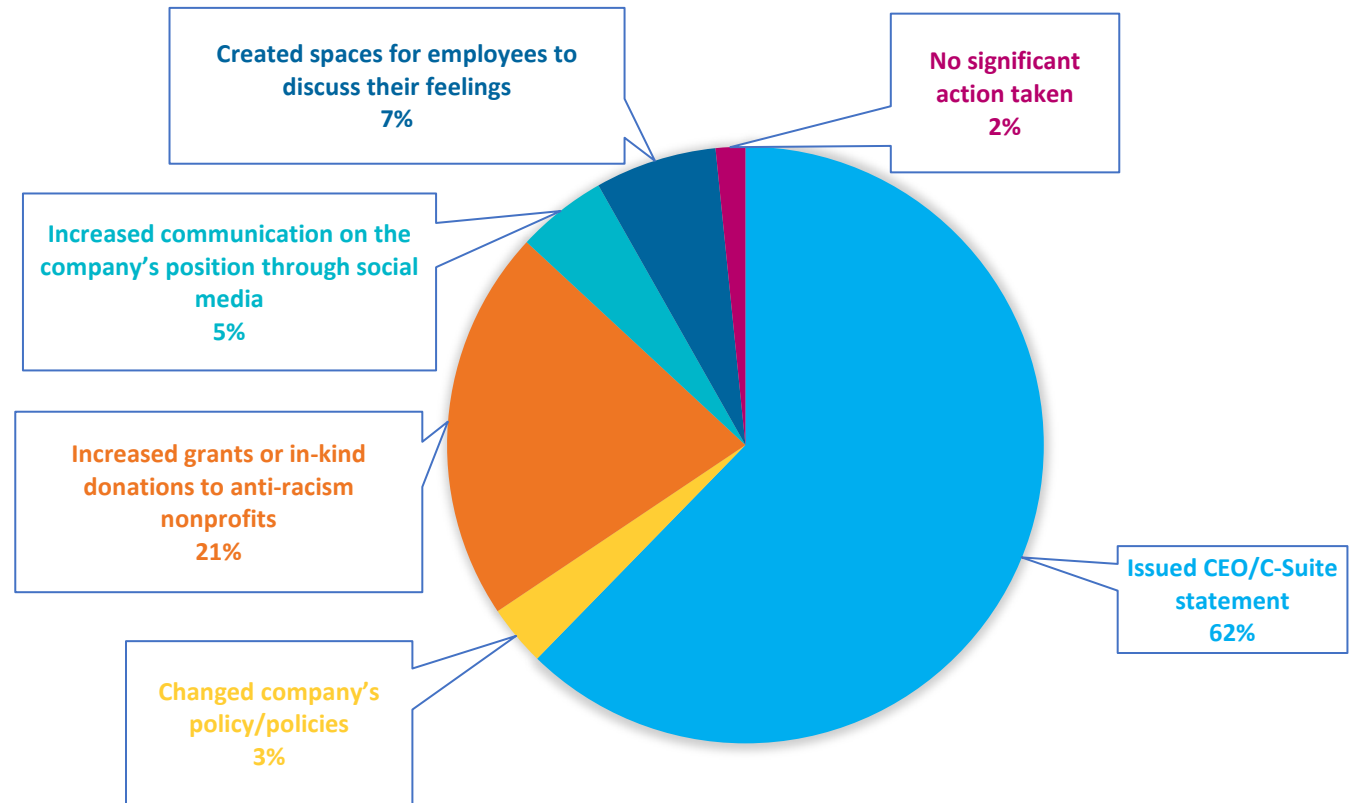
# CECP Pulse Survey Results

## Topic: Actions taken by companies against racism

CECP's Pulse Question focused on understanding what measures companies are taking against racism in light of recent events.

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

**1. What action has your company taken on anti-racism within the last two weeks? If more than one, select the response that is the newest or most different in comparison to what your company has done in the past. The question comes in light of the recent incidents in Minneapolis, New York City, Louisville, Brunswick, as well as many others.**



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"Results reflect data pulled on June 16, 2020. These 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, June 2020. Topic: Actions taken by companies against racism, field dates: June 9 – June 15 2020."

# CECP Pulse Survey Results

## Topic: Actions taken by companies against racism

### A few detailed examples of the actions companies have taken against racism:

- We launched an employee matched giving 2:1 campaign.
- Increased grants or in-kind donations to anti-racism nonprofits. Created spaces for employees to discuss their feelings.
- Have also utilized our employee resource groups to allow for team member reflections, conversations, and understanding.
- We are also focusing on days of understanding and encouraging leaders to create space for communication.
- We have approved new anti-racism social justice focus areas to explore for the development of a new giving strategy to invest an initial \$5M. We have revamped our diversity council and are creating spaces for employee lead conversations led by our Black employee resource group to name just a few additional actions.

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