



2024 CECP Summit *Summary Report*



May 2024 | New York, New York
Summit resources available for CECP coalition companies via MyCECP on cecp.co

Save the Date: CECP Summit; May 20-22, 2025



The annual CECF Summit is an experience that brings together nearly 300 corporate leaders who drive social strategies at the world's largest companies. This vital corporate network engages and learns together, offering powerful insights on trends, partnerships, and the business case to advance companies' role as a force for good in society.

LIEV SCHREIBER, Co-Founder and Board Member, BlueCheck Ukraine

"There's a lot of noise in our culture. Geopolitically and domestically, there is a lot of misinformation and disinformation. I think real leadership is about busting through that noise and showing people what the right direction is. You are those leaders."



LORI LAMPMAN, Chief Human Resources Officer, HARMAN International

"At HARMAN, we are committed to leading with integrity, innovating with intention, and committed to driving excellence. Time and again, we have found that embracing DE&I and fostering a workplace where everyone feels empowered to be themselves has uniquely helped HARMAN to be a global innovator, deliver superior experiences to our customers, and create a purpose-led organization."



JAMES D. WHITE, Board Chair, The Honest Company

"Corporate culture is created by design or by default. In this time of perma-crisis that we're in, it has never been more important to manage your corporate culture. As I think about the leaders in this room, you play a critical role in helping your CEO, executives, and board to understand the context that shapes, shifts, and transforms your culture."



ANTHONY DANIELS, JR., Minority Leader, Alabama House of Representatives

"Through certain pieces of legislation, such as the Jobs Act, we were able to add language to specifically impact prevailing ethnic minorities. In Alabama, the prevailing ethnic minority are African Americans. It is language like that that allows for more opportunities for investments in these particular areas. What gives me hope is, through legislation, providing an opportunity to communities that didn't have a chance before."



COLLETTE DIVITTO, CEO & Founder, Colletty's Cookie Corp & Colletty's Leadership Org

"I've worked hard my whole life to be accepted and included. I went on job interviews... and was always told I was not a "good fit." It was heartbreaking for me. 82% of people with a disability that want jobs and are capable of working are not getting hired."



JUSTINA NIXON-SANTIL, VP and Chief Impact Officer, IBM

"We're using generative AI to help nonprofits understand how to leverage their own data and use large models to create new solutions targeted to help their communities. We also work very closely with nonprofits to upskill them and their beneficiaries, creating personalized learning pathways, which are crucial mostly in this new AI era. We can provide our expertise, our technologies and programs to support nonprofit and governmental organizations around the world to scale their impact."



TONIA RIES, Executive Director, Trust Barometer, Edelman

"Companies have done a better job of engaging in broader conversations and demonstrating that they've earned a seat at the table. You are helping manage change, not just in your company, but also in society as a whole."



MARION PHILLIPS, III, Sr. Vice President, Community Development & DEI, U.S. News & World Report

"I believe DEI, community development, and any type of engagement must be intentional. From the top of the organization for everyone to be involved, if you're not intentional about community development, it does not work... To hire the best people, you have to cast a wide net. The talent is there if you're looking for it."



MONICA MORADKHAN, VP Community Relations, Wynn Resorts, Limited

"We can sit in a room all day and think we know what we're talking about with the non-profits, but we want to make sure we immerse ourselves in their needs and gather their feedback. And then we design. We always take the approach of custom tailoring everything for them."





Christine Jordan, Entergy Corporation; Heidi Magyar, General Motors; Victoria Glazar, GE HealthCare Foundation

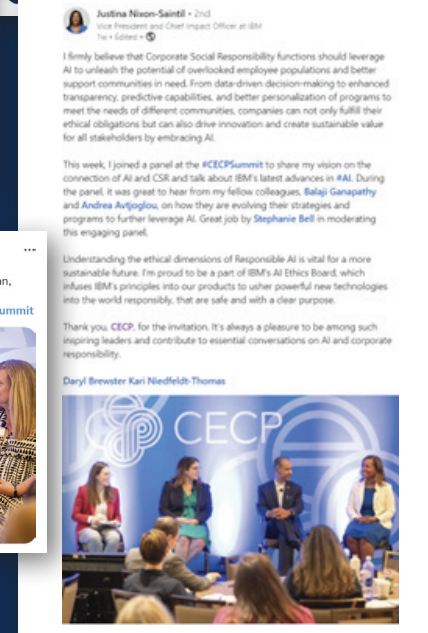
Key Takeaways:

- Purpose helps companies shine a light on the issues they care about; take a risk for something you believe in.
- DEI is making sure people closest to challenges have the resources to react; the distribution system needs an upgrade.
- To adapt to AI, job training/reskilling is not enough; different responsibilities and elevated job levels will be required.
- Leading companies are not walking away from responsible business goals; stakeholders, including the capital markets, demand companies stay the course.

Balaji Ganapathy, Tata Consultancy Services and Justina Nixon-Saintil, IBM



Social Media Engagement



Summit Audience Profile

7.9 million

Employees



\$29.6 trillion

Assets Under Management



\$22.5 billion

Total Community Investments

22.1 million

Hours of Employee Engagement



\$4.7 trillion

Revenues



\$593 billion

Pre-tax Profit

2024 Charles H. Moore Award



The Charles H. Moore Award for Leadership in Corporate Community Engagement celebrates a corporate affairs professional who demonstrates perseverance in the pursuit of societal advancement.

The 2024 honoree is Sandy Nessing, Vice President & Chief Sustainability Officer, American Electric Power

With 27 years in the utility industry and 30+ years of communications expertise, Sandy

Nessing leads corporate ESG/Sustainability strategy and disclosure, stakeholder engagement, and strategic initiatives for American Electric Power (AEP). She oversees corporate initiatives on climate change, environmental and social justice, and Just Transition. Nessing is active with the Electric Power research Institute's sustainability-related research initiatives and is a member of its Sustainability Leadership Council. She Co-Chairs the Edison Electric Institute's (EEI) ESG/Sustainability Committee and its Chief Sustainability Officers Committee. She serves on the Board of Directors of Datamaran, an ESG AI platform.



CECP Research

The CECP Data Insights Team presented findings from *Giving in Numbers™*, *Investing in Society*, CECP Pulse Surveys, and other thought leadership.

- › *Giving in Numbers™* Survey collectively represents **218 companies** with over \$9.6 trillion in revenue, \$37.2 billion in total company investments, 33.4 million volunteer hours.
- › The **median total community investment** in 2023 was **\$22.2 million USD** across all companies that participated, a 3% increase between 2021-2023, adjusted for inflation and a 50% increase for non-cash contributions between 2021 and 2023.
- › There was a **33% increase** in median total community investment as a percentage of pre-tax profit.
- › There is a **correlation between** median total community investment as a **percentage of financial performance** with a 9% increase of median total community investment as a percentage of pre-tax profit, and a 33% increase of median total community investment as a percentage of revenue.
- › **73% of companies** contributed grants that made an **international impact**.
- › **27% of companies** dedicate between **41-60%** of their community investment budgets towards supporting local organizations.
- › Regarding how companies' community investment teams have been impacted by downsizing, **42% reported experiencing downsizing**, including on community investment teams with 30% experiencing downsizing but not on community investment teams, and 28% not experiencing downsizing at all.
- › **Health and Social Services** was the largest funding area by average budget allocation, followed by Community & Economic Development. However, education garnered 22% of community investments, split between K-12 (12%) and higher education (10%). **Higher education** specifically continues to grow, and the median total community investment spend was \$1.8 million US Dollars last year.
- › Total community investment towards climate change mitigation more than **doubled** from 2022 to 2023.

2024 Summit Participating Companies

3M
Adobe
Ameren Corporation
American Electric Power Company, Inc.
Ameriprise Financial, Inc.
APCO Worldwide
Bank of America Corporation
Bank of New York Mellon
BD
Benevity
Blackbaud, Inc.
BlackRock
Boehringer Ingelheim
Bristol Myers Squibb Company
Campbell Soup Company
Carlson Holdings, Inc.
Charles River Laboratories International
Chevron Corporation
CHS Inc.
Cisco Systems Inc.
CITGO Petroleum Corporation
Citigroup, Inc.
Citizens Bank
Collette
Comcast NBCUniversal
ConocoPhillips
Consolidated Edison, Inc.
Coupa Software Inc
Danaher
Datamaran
Deutsche Bank
Discovery Education
Dow
DPR Construction
Dun & Bradstreet, Inc.
Edelman
Edward Jones Investment
Entergy Corporation
Equinix, Inc.
Equitable
Exelon Corporation
EY
Fidelity Investments
FM Global
Freshpet
Fundación SERES (Spain)
GE Aerospace
GE HealthCare
Genentech
General Motors
Google Inc.
Guardian Life Insurance Company of America
HCA Healthcare, Inc.
Interpublic Group
Intuit Inc.
Ionis Pharmaceuticals
Jamba Juice Company
KPMG LLP
Linde plc
Lutron Electronics
Maala - Business for Social Responsibility (Israel)
Macquarie Global Services (USA) LLC
Macy's, Inc.
Mars, Inc.
Mastercard
McDonald's Corporation
McKinsey & Company
Medtronic PLC
Merck & Co., Inc.
MetLife, Inc.
MGM Resorts International
Mitsubishi Corporation (Americas)
Morgan Stanley
Nestle USA
Newman's Own Foundation
New York Life Insurance Company
Northwestern Mutual
Novo Nordisk Inc.
NRG Energy, Inc
Organon
Otsuka Pharmaceutical
Panasonic Corporation
Pariveda
PayPal, Inc.
PepsiCo
Pitney Bowes Inc.
PricewaterhouseCoopers LLP
Prudential Financial, Inc.
Public Service Enterprise Group Incorporated
Qualcomm Incorporated
Quest Diagnostics Incorporated
RHR International LLP
S&P Global Inc.
SANOFI
ServiceNow
Sidley Austin LLP
Siemens Corporation
Solventum
State Farm Insurance Companies
Steelcase Inc.
Tapestry, Inc.
Tata Consultancy Services
The Allstate Corporation
The Estée Lauder Companies Inc.
The Goldman Sachs Group, Inc.
The Hartford
The Travelers Companies, Inc.
T-Mobile USA Inc
Truist Financial Corporation
U.S. Bancorp
UnitedHealth Group
US News & World Report
Vanguard
Verizon Communications Inc.
Visa Inc.
Wachtell, Lipton, Rosen, & Katz
Walmart Inc.
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WestRock
Winnebago Industries, Inc.
Wynn Resorts Ltd
Yahoo! Inc.
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2024 Summit Agenda

TUESDAY, MAY 21

Welcome Reception

WEDNESDAY, MAY 22

NETWORKING BREAKFAST

Opening Remarks

- **Kari Niedfeldt-Thomas**, Managing Director & Chief Operating Officer, CECP

The Power and Potential of Bi-Partisan Leadership

- **Anthony Daniels, Jr.**, Minority Leader, Alabama House of Representatives
- **Jaha Cummings**, Founder, Blanchard House Institute

CECP Insights: Spotlight on Community Investments

- **Saara Kaudeyr**, Manager, Corporate Research, CECP

Breaking Barriers: The Path to Equity in Corporate Leadership

- **Lori Lampman**, Chief Human Resources Officer, HARMAN International
- **Livia Konkol**, Corporate VP, DEI & Corporate Citizenship, Charles River Laboratories
- **Marion Phillips, III**, Sr. VP, Community Development & DEI, U.S. News & World Report
- **Kari Niedfeldt-Thomas**, Managing Director & Chief Operating Officer, CECP (moderator)

BREAKOUT SESSIONS:

Senior Leader Discussion on Business and Societal ROI of Corporate Foundations

- **Audra Brennan**, Sr. Director, Strategic Philanthropy, Northwestern Mutual Foundation
- **Liz Lund**, Director, Strategic Operations & Community Investments, Medtronic Foundation
- **Kari Niedfeldt-Thomas**, Managing Director & Chief Operating Officer, CECP (moderator)

Data-Driven Strategies for Social Impact Programs

- **Victoria Glazar**, Managing Director, GE HealthCare Foundation
- **Christine Jordan**, Senior Lead Program Specialist, Corporate Social Responsibility, Entergy Corporation
- **Heidi Magyar**, Executive Director of Corporate Giving, General Motors
- **Kate Stobbe**, Director, Corporate Insights, CECP (moderator)

Community Investments in Environmental Sustainability

- **Shannon McNary**, Manager, Public Affairs & Corporate Citizenship, CITGO Petroleum Corporation
- **David Etwiler**, CEO, Siemens Foundation
- **Tia Hodges**, President & CEO, MetLife Foundation
- **Carolina Murphy**, Director, Corporate Advisory, CECP (moderator)

NETWORKING LUNCH & SPECIAL LUNCHTIME SESSION:

Channeling Creativity to Address Sustainability Challenges

- **Benjamin Von Wong**, Artist x Activist, Unforgettable Labs

Innovation through Inclusivity: A Story of Entrepreneurship and Unleashing the Potential of an Overlooked Employee Population

- **Collette Divitto**, CEO/ Founder, Colletley's Cookie Corp & Colletley's Leadership Org

Charting Change: Stories of Purpose and Impact

- **Monica Moradkhan**, VP Community Relations, Wynn Resorts, Limited

Should Organizations Link Responsible AI and Corporate Responsibility?

- **Balaji Ganapathy**, Chief Social Responsibility Officer, Tata Consultancy Services
- **Justina Nixon-Saintil**, Chief Impact Officer, IBM

- **Andrea Avtjoglou**, Director of Product Management, Data, Blackbaud Inc
- **Stephanie Bell**, Chief Programs & Insights Officer, Partnership on AI (moderator)

BREAKOUT SESSIONS:

DEI: Perspectives, Practices and Predictions

- **Jil Littlejohn Bostick**, Vice President of Corporate Responsibility & Inclusion, Winnebago Industries
- **Cari Williams**, Global Social Responsibility Leader, DPR Construction
- **Gayatri Agnew**, Senior Director & Head of Accessibility Center of Excellence, Walmart
- **Leah Battin**, Associate Manager, Corporate Advisory, CECP (moderator)

Shaping the Conversation: Your Voice Matters! Discussion on Change Management and Corporate Grantmaking

- **Kate Stobbe**, Director, Corporate Insights, CECP
- **Faustyna Hariasz**, Associate Manager, Strategic Engagement, CECP
- **Dawn Lim**, Manager, Corporate Insights, CECP

The "S" in ESG: Benefits and Value of Measuring your Total Social Investments

- **Lyndsay Harris-Kyei**, Senior Director, ESG Social Strategy, ServiceNow
- **Scott Baier**, Philanthropy & Community Impact Director, Edward Jones
- **Saara Kaudeyr**, Manager, Corporate Research, CECP (moderator)

Belonging Beyond Boundaries: Redefining Authenticity and Purpose

- **Kim Dabbs**, Global VP, ESG + Social Innovation, Steelcase
- **Nandika Madgavkar**, Chief Growth Officer & Head of the CEO Investor Forum, CECP (moderator)

Charting Change: Stories of Purpose and Impact

- **Connie Montana**, Philanthropic Giving Program Manager, Bank of America
- **Molly Green**, Philanthropic Giving Project Manager, Bank of America

CECP Insights: Spotlight on Investing in Society

- **Molly Kohrs**, Director, Data Citizens with Purpose, KPMG
- **Jenna Moore**, Senior Manager, ESG & Sustainable Business Insights, CECP

Charlie Award Presentation

- 2024 HONOREE: **Sandy Nessing**, Vice President & Chief Sustainability Officer, American Electric Power

Closing Remarks

- **Daryl Brewster**, CEO, CECP

25TH ANNIVERSARY & CHARLIE AWARD RECEPTION

THURSDAY, MAY 23

SPONSOR EXCLUSIVE BREAKFAST

NETWORKING BREAKFAST

Welcome to Day 2

- **Daryl Brewster**, CEO, CECP

The Role of Corporations in Humanitarian Relief: Perspectives from BlueCheck Ukraine

- **Liev Schreiber**, Co-Founder & Board Member, BlueCheck Ukraine
- **Jason Cone**, President & Co-Founder, BlueCheck Ukraine
- **Murphy Poindexter**, Co-Founder, BlueCheck Charitable Foundation
- **Alex Amouyel**, President & CEO, Newman's Own Foundation (moderator)

Balancing Act: Exploring the Intersection of Transparency and Risk in your Social Responsibility and Sustainability Communications

- **Sandy Nessing**, Vice President & Chief Sustainability Officer, American Electric Power
- **Tyler Spalding**, Senior Director, Corporate Affairs & Global Head of Social Innovation, PayPal
- **Jackie Albano**, Director, ESG Communications, Tapestry
- **Carmen Lu**, Counsel, Wachtell, Lipton, Rosen & Katz (moderator)

Edelman Trust Barometer

- **Tonia Ries**, Executive Director, Trust Barometer, Edelman

WORKSHOP SESSIONS:

From Messaging to Messengers: Developing a Responsible Business Identity

- **Justin Joyner**, Director of Sustainability, Freshpet
- **Byron Austin**, Executive Director, Global Head of ESG, Sustainability & Corporate Responsibility, Organon
- **Sara Adams**, Chief Communications Officer, CECP (moderator)

Purpose through Service: The Future of Volunteering

- **Pritha Mittal**, Regional Head of Foundation for the Americas, Macquarie Group Foundation
- **Kim Rice**, Community Engagement Manager, Exelon
- **Carly Keller**, Manager, Leadership Activation & Nonprofit Capacity Building, The Allstate Foundation
- **Sona Khosla**, Chief Impact Officer, Benevity Inc. (moderator)

Centering Communities: A Partnership-based Approach

- **Lynette Bell**, President, Truist Foundation
- **Joe Scantlebury**, President & CEO, Living Cities
- **Aldustus Jordan**, Head of Community Stewardship & President of the Vanguard Group Foundation, Vanguard
- **Rev. Luis Cortés**, Founder/CEO, Esperanza
- **Gwyneth Gaul**, Strategic Partnerships & Philanthropy, Comcast NBCUniversal
- **Caitlyn Brazill**, Chief Revenue Officer, Per Scholas
- **Zoe McKenzie**, Senior Manager of Philanthropic Investment & Growth, CECP (moderator)

NETWORKING LUNCH

Charting Change: Stories of Purpose and Impact

- **Charu Adesnik**, Executive Director, Cisco Foundation Director, Social Impact Office, Cisco Systems, Inc.

CECP Insights: Spotlight on Employee Engagement

- **Terez Henderson**, Senior Associate, Corporate Insights, CECP

CEO Panel: Purpose + Persistence

- **Megan Myungwon Lee**, Chairwoman & CEO, Panasonic NA
- **James D. White**, Board Chair, The Honest Company
- **Brian Sozzi**, Executive Editor, Yahoo! Finance (moderator)

Closing Remarks

- **Kari Niedfeldt-Thomas**, Managing Director & Chief Operating Officer, CECP



Chief Executives for Corporate Purpose® (CECP) is the only business counsel and network dedicated to driving measurable returns on purpose. We promote responsible purpose-driven business as it increases customer loyalty, builds employee engagement, improves brand trust, attracts top talent, connects with strategic investors, and contributes to the bottom line. More than 200 of the world's leading companies seek to improve their return on purpose through access to CECP's solutions in research and insights, strategy and benchmarking, and convening and communications. With our companies, we share a goal of harnessing the power of purpose for the benefit of business, stakeholders, and society.

For more information, visit <http://cecp.co>.

