

Chief Executives for Corporate Purpose®

# Your Partner in Corporate Purpose

Benchmarking, Insights, and Community for Changing Times



# A Note from the CECP CEO



In a time defined by economic volatility, social pressure, and shifting stakeholder expectations, business leaders are called to navigate not just the bottom line—but also the bigger picture.

**At Chief Executives for Corporate Purpose (CECP), we believe that corporate purpose and responsible business are not luxuries for stable times—they are business imperatives for uncertain ones.**

Too often, corporate purpose is dismissed as a soft concept—separate from corporate performance. We reject that notion. The evidence is clear: corporate purpose and profit are deeply interdependent. Our latest research, *Corporate Purpose: Driving Business Value*, found that companies with a defined corporate purpose statement achieved **58% higher revenue growth** and **63% greater returns on invested capital (ROIC)** in 2023. Over five years, **ROIC grew 12%** for purpose-driven companies—while their counterparts saw a **28% decline**.

What's more, the same study found that the investment community is aligned: **76% of investors expect companies to define their corporate purpose**, and **93% believe it is essential to long-term strategy and value creation**.

The message is simple: companies that lead with purpose are better positioned to thrive—no matter how uncertain the landscape.

At CECP, we work with corporate leaders like yourselves to turn purpose into performance through benchmarking, insights, and community. We invite you to explore how CECP will help your company stay grounded in what matters—and succeed in what's next.

Onwards,

Daryl Brewster, CEO, CECP



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# Benchmarking, Insights, and Community *for Responsible Business*



*"This network of top executives is harnessing the collective power of its responsible, purpose-driven businesses when navigating today's toughest challenges. And when we do, our customers and our communities' benefit."*

- Calvin Butler, President and CEO, Exelon



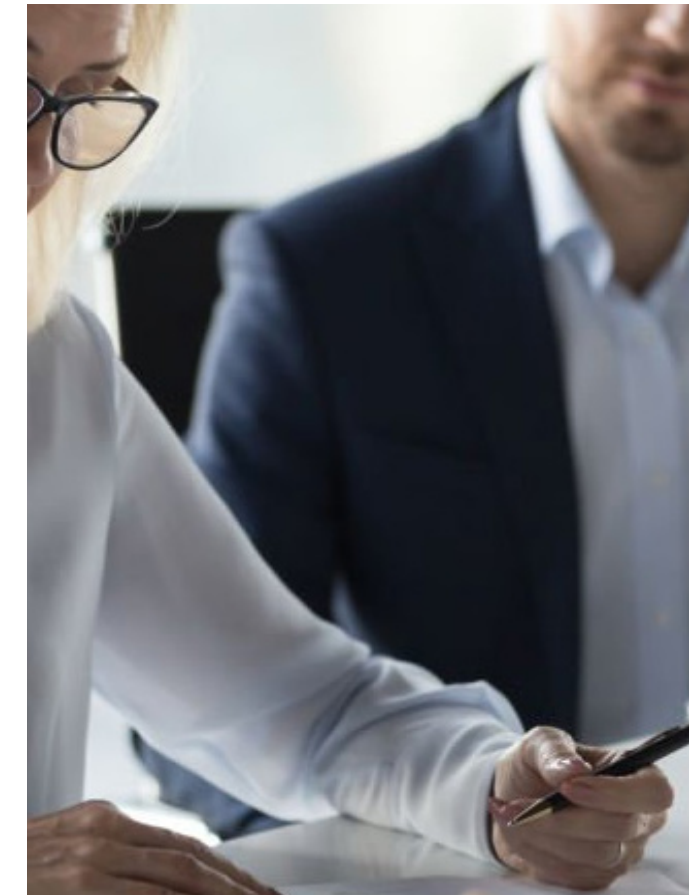
*"Companies that care about their purpose and the impact that they're having should continue to come back to CECP because this is where we learn, we share, and we support each other."*

- René Deida, Vice President, Corporate Giving, Prudential Financial



*"It's great to have the wealth of information that CECP provides, but the people who do the work are the ones who connect the dots and allow us to then take that work and those strategies and put them into action."*

- Jil Littlejohn Bostick, Vice President, Corporate Responsibility and Inclusion, Foundation Executive Director, Winnebago Industries



A few facts and figures about our exclusive, trusted peer network with **190+** of the world's biggest companies, representing:

**10**

Industries

**\$7.6 trillion**

Revenues

**\$18.7 trillion**

Assets Under Management

**\$23.2 billion**

Total Community Investments

**12.4 million**

Employees

## *About CECF*

An exclusive, trusted, nonpartisan network for corporate leaders with responsibilities in:

- Corporate Responsibility
- Sustainability
- Social Impact
- Corporate Affairs
- Marketing and Communications
- Investor and Government Relations
- Employee Engagement
- Community Relations





## About CECF

# What Companies Gain from CECF Affiliation:

**Unmatched Data:** Access the most comprehensive benchmarking on employee engagement, societal investment, and sustainable business performance.

**A Strategic, Trusted Partnership:** Tap into expert counsel for actionable direction aligned with your company's strategy and goals.

**Executive Network:** Join confidential, off-the-record conversations with global corporate leaders in sustainability and social impact.



# CECP Solutions:

## Helping Corporate Leaders Turn Purpose into Performance



For deeper dive advisory projects and thought leadership and event partnerships, reach out to [info@cecp.co](mailto:info@cecp.co) to learn more.

### Purpose-Driven Data to Inform Your Strategy

CECP provides fast, on-demand strategic support to help corporate leaders translate purpose into measurable results. From unlimited Fast-Track Consulting and KPI development to executive presentations and preparation, we equip you with the tools to inform strategy, advise boardroom decisions, defend budgets, and drive impact.

*"There are so many different aspects of how we work with CECP that have been so beneficial to use, particularly with how they work with not only my team but also teams across the organization –our communications function, some of our work in partnerships, but particularly through our work with our CEO."*

**- Brandon O'Brien Jankovsky, Vice President, Social Impact Marketing & Strategic Alliances, Discovery Education**



### Benchmarking and Insights to Strengthen Your Case

With the industry's most trusted, historical dataset on corporate social investments, *Giving in Numbers™*, CECP offers customized benchmarking to help you measure what matters—community investments, employee engagement, operations, measurement, and evaluation. These data help leaders improve programs, gain leadership buy-in, and build the business case for growth and innovation, whether accessed through our MyCECP portal or requested directly. Our proprietary assessments—such as the Integrated Long-Term Disclosure Assessment and Sustainable Business Snapshots—offer a clear, unbiased view of where your company stands and where it can lead.



*"Giving in Numbers is one of those publications that doesn't just aggregate all of the collective impact of some of the largest companies in the world, it also shows how much progress we make year over year, and that to me is a critical benchmarking tool not only for our organization, but also for the world."*

**- Kim Dabbs, Global Vice President of Impact, Steelcase**

### Community and Connection

Through invite-only peer convenings—such as CECP Summit, Industry Roundtables, Peer-to-Peer Discussions, and Accelerators—CECP connects you with corporate leaders tackling similar challenges. If you cannot make it in real time, no worries. You will always receive executive summaries and key takeaways. We supplement these connections with world-class research, weekly CECP Pulse Surveys to learn peer insights, and Briefs to keep you ahead of the curve. These are available 24-7 in the Knowledge and Data Centers—one with curated resources, and the other with self-serve benchmarking data analysis and visualization tools to learn how your corporate social investment program compares to your peers.

*"Convening companies to really talk about how to be socially responsible and have a purpose beyond making money is what CECP's impact is to society, not just each company."*

**- Marion Phillips III, Senior Vice President for Community Development & DEI, U.S. News & World Report**





## Strategic Support for CEO Leadership on Corporate Purpose

CECP offers CEOs a discreet, high-impact platform to refine and lead their companies' corporate purpose strategy and build effective brand equity. Through one-on-one calls with CECP's CEO, tailored insights, and the CEO Purpose Weekly brief, we help CEOs stay ahead of evolving expectations from investors, boards, employees, partners, suppliers, and other key stakeholders. We support long-term value creation with tools like the Integrated Long-Term Framework and custom strategy presentations that align purpose with growth, risk, and capital allocation.

*"The Board of Boards offers CEOs the opportunity to talk about corporate purpose in a very safe environment, where they can share candid observations and ideas with each other. And what CEOs really appreciate is this is time well spent."*

**- Bill McNabb, Former Chairman & CEO, Vanguard**



## What We Do

### Amplifying Reputation and Purpose at the Highest Levels

CECP elevates CEOs as visible champions of corporate purpose through premier, closed-door, invite-only convenings, like the Board of Boards and CEO Roundtables, where past speakers have included Hans E. Vestberg, CEO, Verizon; Barbara Humpton, CEO, Siemens USA; Roger Ferguson, Immediate Past President & CEO, TIAA, and more. From media placements in top-tier outlets to co-authored thought leadership and Trend Talks, we help CEOs strengthen reputational leadership, define their legacy, and enhance brand equity by showing they operate a responsible business—at a time when it matters most.

*"Business can be a powerful, undeniable force for good. As supporters of CECP, you are a key part of this equation—a powerful catalyst, encouraging the kind of corporate leadership that embraces a vision of making a difference that goes far beyond our balance sheets in earnings."*

**- Ken Frazier, Chairman, Health Assurance Initiatives, General Catalyst; Former Chairman & CEO, Merck**



An exclusive, nonpartisan network for *CEOs* to help their companies do well by doing good.





# The Power *of Purpose*

In a time of economic and social uncertainty, companies that lead with purpose are not only building stronger brands — they are also outperforming the market and driving long-term value.

CECP stands ready to be your trusted partner on this journey, offering the data, benchmarking, and community you need to navigate complexity, unlock growth, and strengthen your company's impact.

Together with 200+ of the world's leading companies, we can ensure that your purpose is not just a statement — but a powerful driver of performance, reputation, and lasting success.

For more information about our data, insights, and community, visit our [website](#).

## About Chief Executives for Corporate Purpose (CECP)

Chief Executives for Corporate Purpose® (CECP) is the only nonpartisan 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 insights and benchmarking. With our companies, we harness the power of purpose for business, stakeholders, and society.



*Need an expert in  
corporate purpose?*

We know your issues; we see these changes every day. We have solutions and the network to help you—let's talk.

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