

# The Value of Chief Executives for Corporate Purpose



CECP is a trusted advisor to companies on their corporate purpose journeys to build long-term sustainable value and tell their impact story.



CECP shares actionable insights with its CEO-led coalition to address stakeholder needs.

# CECP Serves:

**CEOs**  
**Corporate Responsibility**  
**Corporate Sustainability**  
**Corporate Foundation**

**Investor Relations**  
**Finance**  
**Communications**  
**Legal Counsel**

CECP Comprehensive Services			Deeper Engagement Opportunities
Benchmarking & Insights	Convening	Strategy & Communications	Customized studies and forums for discussion and learning, tailored to your company's needs
Proprietary research & analysis	Annual marquee events	Goal setting	
Industry trends & best practices	CEO & corporate leader roundtables	Purpose strategy & roadmaps	
Scorecard/KPI development	Peer introductions & networking	Presentation/meeting preparation	
Measurement & reporting tools & frameworks		Storytelling & recognition	
Customized benchmarking		CECP communications channels	
Self-serve dashboards			
Signature Offerings			
<i>Giving in Numbers™</i> <i>Investing in Society</i> <i>Global Impact at Scale</i> CEO Investor Forum Research Total Social Investment Long-Term Plan Framework* ESG Company Snapshot NEW* Pulse Surveys MyCECP Online Data & Knowledge Centers Global Exchange	CECP Summit CEO Board of Boards™ CEO Roundtables NEW CEO Investor Forum Event Strategy & Impact Roundtables Sustainable Finance Workshops & Roundtables	Fast-Track Consulting Long-Term Value Narrative Support NEW* Communications Support Charlie Awards Company Spotlights ESG Board/Council Presentations NEW*	Advanced Advisory Accelerate Communities Sponsorships Research Projects Communications Audits  <i>Deeper Engagement Opportunities are available for an additional fee.</i>

\*Companies currently engaged at the Essential Services level will need to upgrade to the Comprehensive Services level, which includes the [CEO Investor Forum Network](#), to access these benefits. Contact us to learn more at [info@cecp.co](mailto:info@cecp.co).



CECP has helped hundreds of the world's largest companies succeed at being a force for good.

#### CEO Investor Forum

events with CEOs sharing Sustainable Long-Term Plan presentations with thousands of institutional investors, representing \$21 Trillion in assets under management.

**Board of Boards™**, named by *Forbes* as one of the top-three CEO "power-player" events, with more than 100 CEOs coming together for interactive discussions.

CECP's **Giving in Numbers™**, the unrivaled leader in corporate social benchmarking, in partnership with companies, representing 604 multi-billion-dollar companies over nearly 20 years, representing more than \$348 billion in corporate social investments over that time span.

**Company Spotlights**, a quarterly newsletter recognizing three corporate purpose case studies, with year-long recognition opportunities.

**ESG Company Snapshot**, a digestible synopsis of an industry's ESG material issues and corporate performance as reflected by Bloomberg's ESG Performance metrics.

**Deanna Mulligan, Board Chair, Guardian Life Insurance Company:** "In uncertain times, it's important to have a peer group of CEOs with whom we can connect--CEOs who are facing similar challenges. CECP has provided that network to CEOs for more than 20 years and it has been a lifeline this year."

**Binta Beard, Director, Global Philanthropy, AbbVie:** "With CECP's guidance on communications, we were able to enhance visibility of the great work of our nonprofit partners and elevate awareness of our philanthropic commitments."

**David Etzwiler, CEO, Siemens Foundation:** "CECP is great at building a CEO cohort and exchanging relevant knowledge; support at that level is critical. I also appreciate the stellar support they provide us on the issues driving our field. Their annual Giving in Numbers survey is beyond exceptional."

**Sandy Nessing, Managing Director, Corporate Sustainability, AEP:** "Our CEO was really pleased with the CEO Investor Forum's Long-Term Plan framework. It allowed him to talk about important aspects of our business and long-term strategy that are not typically covered in an earnings call."

*Pictured clockwise from top left: Mauricio Gutierrez, NRG; CECP Summit participants; Emma Walmsley, GSK; Mark Bertolini, formerly Aetna; Alex Gorsky, Johnson & Johnson; Barbara Humpton, Siemens; Omar Ishrak, Medtronic*

# Deeper Engagement

*Pictured left to right: Blackbaud employees during Austin Pride, BD partner Direct Relief, Citi partner Bellingham Food Bank*



In addition to Comprehensive Services, companies partner with CECP through an additional menu of Deeper Engagement Opportunities. Companies often ask to work with CECP to advance their specific company needs and to advance the field. In response, CECP developed a series of 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 Audits 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; future topics include:

- Equity & Systems Change: A Focus on Large-Scale Impact
- Corporate Equity: DEI and CSR Integration
- "E" in ESG for Social Strategy Professionals

**ACCELERATE RESEARCH PROJECTS:** Partner with CECP on a research project in an area of interest to your company and the field, or support current research projects on **1) Future of Work, 2) Diversity, Equity, and Inclusion, and 3) Future of Corporate Foundations**. 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*
- Signature convenings and roundtables (virtual and in-person) for CEOs and corporate leaders
- Custom bundled opportunities to advance the corporate purpose movement

Additional fees are associated with these Deeper Engagement Opportunities. Please contact [info@cecp.co](mailto:info@cecp.co).

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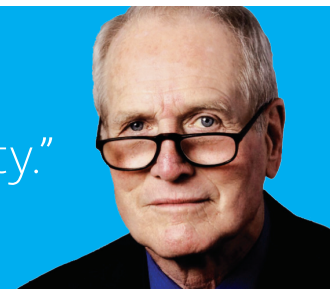
**Mark Weinberger**  
*Former Chairman & CEO, EY*

**Robert Wolf**  
*Former CEO, UBS*

*\*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)



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Chief Executives for Corporate Purpose® (CECP) is a trusted advisor to CEOs and corporate leaders on their corporate purpose journeys to build long-term sustainable value and tell their impact stories. Working with CEOs and leaders in corporate responsibility, sustainability, foundations, investor relations, finance, legal, and communications, CECP shares actionable insights with its CEO-led coalition to address stakeholder needs.

Founded in 1999 by actor and philanthropist Paul Newman and other business leaders, CECP is a movement of more than 200 of the world's largest companies that represent \$11.2 trillion in revenues, \$23 billion in total community investment, 14 million employees, 30 million hours of employee engagement, and \$21 trillion in assets under management. CECP helps companies transform their strategy by providing benchmarking and analysis, convenings, and strategy and communications in the areas of societal/community investment, employee engagement, environmental social governance/sustainable business, diversity equity inclusion, and telling the story.

CECP | Daryl Brewster, CEO