On June 3 and 4, CECP hosted its seventh annual Corporate Philanthropy Summit. Highlights include:

- Two days of acclaimed speakers including inspiring visionaries like President Clinton, Ambassador Holbrooke, and CEOs Doug Conant (Campbell Soup) and Mike Fraizer (Genworth Financial)
- Panels and discussions led by thought leaders in the field, including giving executives from ExxonMobil, Goldman Sachs, Bristol Myers Squibb, IBM, HSBC, Mattel, and more
- Participation by over 200 senior-level corporate giving professionals
- A first look at the 2007 corporate giving data from the CGS, CECP's proprietary tool, as well as new research on the topic of "Capturing the Corporate Philanthropy Opportunity"

The following pages feature the key takeaways from each session at the Summit.

**Tuesday, June 3rd, 9:20 am**

**Business’s Contract with Society: Capturing the Corporate Philanthropy Opportunity**

— Byron G. Auguste, Director, McKinsey & Company
— Sheila M.J. Bonini, Senior Expert Consultant, McKinsey & Company

**Key Takeaways**

- Lead corporate philanthropy from the top with the CEO, Board and Senior Executives.
- Align corporate philanthropy strategy with your business strategy.
- Manage corporate philanthropy as you would any other business investment – with discipline.

**Tuesday, June 3rd, 10:20 am**

**CEO Perspective: Balancing Acts**

— Douglas R. Conant, President & CEO, Campbell Soup Company

**Key Takeaways**

- Companies that are careful in crafting their corporate giving strategy, tying community goals tightly to the core operations of the business, will have an easier time balancing some of the difficult decisions around corporate philanthropy.
- If a company’s philanthropy is tied to its mission, as well as its strategies for business success, then corporate giving is as much an element of business health as any other business function and, therefore, requires the attention of the CEO.
- Higher expectations from stakeholders demand that companies be more forthcoming and transparent with corporate giving communications.
Big Bets in Philanthropy


— **Dina Habib Powell**, Managing Director and Global Head of Corporate Engagement, Goldman Sachs, “10,000 Women”

— **Carol L. Cone**, Chairman and Founder, Cone Inc. (Moderator)

**Key Takeaways**

- Successful partnerships with government are key to sustainability, but require much more than the consultative approach. Incorporate mechanisms that draw in government engagement throughout the initiative such as technical advisory board membership, participation in co-planning, or speaking at significant milestone events.

- Invest in programs that have already been developed and are successful, determining which of these can be scaled up.

- Provide meaningful ways for people throughout the organization – across all management levels, divisions, and regions – to be engaged in the initiative to ensure success and sustainability.

Greening of Corporate Philanthropy

— **Donna Funk**, Senior Vice President Community and Philanthropic Services, HSBC North America

— **Steve Howard**, CEO, The Climate Group

— **Christopher Deri**, Director of Global CSR Practice, Edelman (Moderator)

**Key Takeaways**

- International leaders should commit to sustainable development initiatives that address global challenges like climate change. This is a key issue that impacts the bottom line and therefore must be considered in corporate philanthropy strategy and across all business practices.

- There is tremendous power in employee engagement regarding environmental issues. Companies have the opportunity to leverage their employees to make a greater impact and enlist their support. Philanthropy departments understand better than other divisions the role of stakeholder engagement, and can educate the rest of the business in these matters.

- Success depends upon maintaining a global focus and local ownership. Setting global standards ensures the business has the greatest impact, and local ownership allows each office to implement relevant initiatives.
Tuesday, June 3rd, 11:15 am

Business's Contract with Society: Roundtable Discussion

—McKinsey & Company and CECP

Key Takeaways

• Assess your company’s philanthropy by comparing yourself to “efficient philanthropists” on a variety of areas including CEO involvement.

• The role of the CEO and the CEO’s level of participation vary from company to company. For example, the CEO may be the public face and role model for the company’s philanthropic efforts; the CEO may set the vision and strategy; or the CEO may only be responsible for putting the right people in charge of giving to ensure that his or her strategy is carried out.

• Corporate philanthropy’s place in the organizational structure isn’t as important as an open communication between corporate philanthropy and other key business units (such as marketing and corporate affairs).

Tuesday, June 3rd, 1:15 pm

Transforming Public Education for Underserved Youth: A Conversation with Andre Agassi

—Andre Agassi, Founder, Andre Agassi Charitable Foundation

—Interviewer: Katie Couric, Anchor and Managing Editor, CBS Evening News, Correspondent, 60 MINUTES, and Co-Founder, National Colorectal Cancer Research Alliance

Key Takeaways

• Policy changes are essential in order to tackle public education deficiencies on a much larger scale.

• Corporations should be involved in how their grants are being utilized by grantees. In doing so, companies develop an intimate relationship with grantees and provide more than just financial resources.
**The Flattening of Philanthropy**

—Jane Nelson, Senior Fellow and Director of the Corporate Responsibility Initiative, Harvard University Kennedy School of Government, and Director, International Business Leaders Forum

**Key Takeaways**

- The effective implementation of competence-led international philanthropy and volunteering programs by American companies offers one of the nation's most innovative opportunities to build trust, new global alliances, and 'soft power', while at the same time helping individual companies achieve their strategic business objectives in an increasingly complex and challenging global economy.

- There are growing opportunities to partner with the United States government, other public development agencies and funds, private foundations, non-governmental organizations, universities, social enterprises, and other corporations in delivering effective international philanthropy and volunteering programs. Such partnerships can serve to leverage resources, increase the scale and impact of individual efforts, enhance legitimacy, and enable companies to advance their relationships with key business stakeholders.

- There is also an opportunity and a need for American corporations to explore ways in which their US-based education and community programs can be better harnessed to improve the international knowledge, skills and understanding of American children and youth, to enable them to prosper in an era of increased globalization.

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**Social Media: Philanthropy in a Connected World**

—Allison H. Fine, Senior Fellow, Demos
—David Kirkpatrick, Senior Editor, Fortune Magazine
—Sean Parker, Chairman, Project Agape
—Tom Watson, onPhilanthropy Publisher, Changing Our World (Moderator)

**Key Takeaways**

- Companies cannot ignore the influence of social media and the opportunity to deepen engagement with employees and customers alike through philanthropy efforts capitalizing on new media channels.

- While this is a rapidly evolving space, some companies have already created visionary programs and initiatives that successfully tap into social networks. Others should learn from their example and develop innovative ways to connect stakeholders with corporate giving programs.

- Corporate philanthropy professionals can leverage additional resources and activate a community of advocates to benefit their nonprofit partners and community investment programs through social networks and social media campaigns.
Businesses must consider strategy in balancing initiatives that are driven by employees and customers and those that are more aligned with business objectives and corporate priorities.

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**Confluence of CSR and Philanthropy**

—John V. Kania, Managing Director, FSG Social Impact Advisors
—Mark Kramer, Founder and Managing Director, FSG Social Impact Advisors

**Key Takeaways**

- Investors are paying attention to how companies integrate philanthropy and CSR.

- Companies are beginning to link CSR and philanthropy in four innovative ways that can lead to shareholder value creation: influence public awareness of an issue, influence external conditions that make it easier to comply with CSR requirements, use corporate knowledge to impact social issues, and link CSR and philanthropy, affecting your company’s competitive advantage and strategic differentiation.

- The greatest benefit for both the company and society happens when CSR and philanthropy occur together and are mutually reinforcing.

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**Sponsorships and Self-Dealing Risks**

—Victoria B. Bjorklund, Partner, Simpson Thacher Bartlett LLP
—Andrew C. Schultz, Deputy General Counsel, Council on Foundations

**Key Takeaways**

- If you are unsure from where to make payments, pay from the corporate side.

- The corporation cannot commit pledges or donations on behalf of the foundation—the corporation in this case would be viewed as receiving a “benefit”.

- Follow the advice of your counsel; you can be penalized if you go counter to your counsel’s advice.
**Key Takeaways**

- The time is right for companies to invest in communities throughout the world and collaborate to address some of the world's greatest challenges.

- There are a number of opportunities that are ready made for successful corporate philanthropy; companies must think more creatively and apply innovative solutions to address these issues.

- Companies have a tendency to keep score, something that is very important to affecting real change and advancing the field of giving.

**Wednesday, June 4th, 9:30 am**

*Your CGS Data in Context: What Happened in 2007*

— *Margaret M. Coady, CGS Program Manager, CECP*

**Key Takeaways**

- *Total Giving Increased.* Companies reported higher total giving in 2007 than in 2006: 66% of the matched-set group increased their giving while 34% decreased giving in that timeframe. This shows a stronger upward trend compared with the results from one year ago.

- *Reasons for Change.* Among companies that increased giving, many cited a shift toward new strategic focus areas in 2007 and increased senior management attention to community investment. The weakening economy did not seem to play a significant role in giving for most companies in 2007.

- *Depth and Breadth of Available Data.* The Corporate Giving Standard continues to gain traction, with 28 new companies joining this year and nearly 70 of the Fortune 100 providing data. Participating companies can use CGS data to contextualize their giving on topics such as international giving, matching gifts, staffing, program area giving, volunteering, motivations for giving, and administrative costs.
Wednesday, June 4th, 10:15 am

CEO Perspective: Applying Business Discipline to Philanthropy

—Michael D. Fraizer, Chairman, President & CEO, Genworth Financial

Key Takeaways

• Listen to your employees and develop a philanthropy strategy that harnesses their passion and interest. As one of the key stakeholders in corporate giving programs, determine ways to involve employees on a deep level that allows them a sense of ownership.

• Once a company creates a community strategy that has a clear vision, set specific goals and hold yourself to measuring and reporting on success in achieving or falling short of those goals. Regular meetings between senior giving professionals and a CEO ensure this division functions like other business units.

• Once you gain senior buy-in, the company has an opportunity to look at community initiatives with a new set of lenses, to clearly hone in on what is most important to both the business and the community.

Wednesday, June 4th, 11:15 am

Pro Bono Services: Applying Business Discipline to Philanthropy

—Jamie Hartman, Director, Taproot Foundation
—Evan L. Hochberg, National Director, Community Involvement, Deloitte
—Laysha Ward, Director, Target Foundation
—Jean Case, CEO, The Case Foundation and Chair, President’s Council on Service and Civic Participation (Moderator)

Key Takeaways

• In general, the nonprofit sector lacks the resources and specialized skills they need to meet the demands of their missions. The Pro Bono Action Tank (PBAT) is a coalition of leaders working together to expand the pro bono call to service beyond the legal community to America’s millions of business professionals to help close this resource gap.

• Corporations have the potential to strategically focus their social investment and maximize impact by leveraging their most competitive asset – their talent.

• Pro bono services give corporations opportunities to engage community-based organizations, align employees’ interests and expertise, and attract customers; while meeting business objectives.
Wednesday, June 4th, 11:15 am
Mattel: Philanthropy during a Corporate Crisis

—Deidre Lind, Executive Director, Corporate Philanthropy for Mattel, Inc. and Mattel Children’s Foundation
—Cynthia Shultz Cusick, Director, Sponsorships and Corporate Relationships, National Association of Children’s Hospitals

**Key Takeaways**

- Partnerships must be based on mutual trust and open communication. In times of crisis, having a foundation of trust and maintaining communication are critical to ensuring successful outcomes.

- Be prepared to meet "halfway" - both in long-term understanding of the partnership and the immediate "ask" or issue. Understand the full impact of the issue on partner organizations and determine how the company can best support its goals while also supporting its partners’ missions and, ultimately, strengthen the relationships.

- Strategic corporate philanthropy allows companies to choose partners that support companies’ goals and objectives, as well as their philanthropic responsibilities. When action is required, companies can seek to activate those partnerships to garner community support.

Wednesday, June 4th, 1:15 pm
A 3-Sector Call to Action

—Ambassador Richard C. Holbrooke, President & CEO, Global Business Coalition on HIV/AIDS, Tuberculosis, and Malaria

**Key Takeaways**

- Corporations who are members of the Global Business Coalition are actively helping in the fight against HIV/AIDS.

- The war on HIV/AIDS is not over. Developing and using current treatments will not solve the problem. The only way to stop the spread of HIV/AIDS is through prevention, education, and testing. These are areas where corporations can and should help.

- CSR and corporate philanthropy have gained altitude, but it is vital to spread corporate philanthropy to the companies not yet involved in this movement.
Key Takeaways

- The quality of K-12 education is directly connected to America's competitiveness and business success. Consequently, the private sector has a key responsibility to engage with and attempt to influence and improve the quality of public education. This must go far beyond simple checkbook philanthropy and involve more systemic engagements involving company employees as volunteers and advocates for educational improvement.

- By focusing on transparency in the reporting of student data, No Child Left Behind has been expecting and demanding that our nation receive a good return on its investment in education for every single child, regardless of the child's race, income, zip code, or ability.

- Under the current system in our public schools, teachers are not being used in the most effective way. Teachers need the professional development and small class size that allow them to work one-on-one with their students, have a better opportunity to assess individual strengths and help guide students toward fulfilling careers and lives. This means breaking the model currently in vogue which seeks to grant full managerial discretion to principals rather than empowering the team of educators in each school.