



SESSION NOTES

Harold McGraw III

Chairman, President and CEO, McGraw-Hill Companies and Chairman, CECP

There is a new era in corporate philanthropy. Hallmarks include:

- A new sense of urgency, and a response by the business community to address community and global challenges.
- Greater awareness of the role of corporate responsibility to a company's long-term growth, and the appreciation of corporate philanthropy as an essential element in corporate responsibility.
- A transformation from "checkbook philanthropy" to "strategic philanthropy."
- Consensus around the need to increase and measure impacts.
- Companies need to speak up to affect social change.
- The way to solve problems is by private/public cooperation.
- This is the era of corporate philanthropy and you, the giving professionals, are the ones leading this era. You're not just a department at your company anymore; you're the embodiment of your organization.

Regarding change:

- Developing countries are catching up fast. New competition is not just coming, it's here. Most of the world's economic growth is coming from Asia and Latin America as well as Africa (sub-Saharan). Governments and nonprofits are looking for growth opportunities.
- Technologies are opening new doors. Corporations can help connect the very poor and we can take advantage of this opportunity to promote our activities.
- Globalization and new technology are increasing global interdependence. Companies need to expand their giving to very remote parts of the world and become more involved in building global literacy and global awareness.
- As globalization continues to link us together, our stakeholders are growing in numbers and diversity, and thus the opportunity for building loyal supporters through our philanthropy.
- More is expected from the business community. Corporations can and will be agents for positive change. Businesses and customers want to work with socially-minded companies.
- The median dollar for contributions continues to rise. Its not just public, but private.

Raising corporate philanthropy to the next level:

- Companies will continue to progress from strategic philanthropy to holistic philanthropy, allowing employers to work together, as well as better partnerships between sectors.
- Holistic philanthropy will involve leveraging tools as well as communicating and talking about these programs.
- Holistic philanthropy also includes better employee engagement.
- We must not treat corporate philanthropy solely as a business initiative, only acting in our self-interest. There's both a moral imperative and an economic imperative for corporate giving.





CECP is an organization through which you can build relationships and allow ideas to flow freely. Everything that we're about, everything we do, is about impacts that better lives. Find more ways to create these outcomes, and your company will prosper.

The above are paraphrased notes from a speech originally presented on June 5, 2007.