

COMMITTEE
ENCOURAGING
CORPORATE
PHILANTHROPY

11th Annual

Excellence Awards

IN CORPORATE PHILANTHROPY



*June 1, 2011
New York City*



STANDARDS OF EXCELLENCE IN CORPORATE PHILANTHROPY

Since 2000, CECP has presented its annual Excellence Awards in Corporate Philanthropy to companies demonstrating exemplary evidence of all four criteria outlined below.

CEO Leadership

CEO is actively and effectively involved in the success of the company's community investment programs.

Innovation

Nominated program stretches beyond traditional approaches and solutions in the pursuit of exceptional results for communities and the company.

Dedication to Measurement

Company and its partners demonstrate a strong commitment to accountability, benchmarking, and continuous improvement throughout the nominated program's lifecycle.

Partnership

Collaboration with partners based on mutual interests and complementary assets that allow the nominated program to exceed the results that the applying company could achieve otherwise, whether alone or with other partners.

RECIPIENTS

DIRECTORS' AWARD: DonorsChoose.org

In partnership with Crate and Barrel

Winning Program: DonorsChoose.org and Crate and Barrel Customer Engagement Program

Received by: Charles Best, founder and CEO, DonorsChoose.org

PRESIDENT'S AWARD: Bristol-Myers Squibb Company

Winning Program: *SECURE THE FUTURE*[®] Technical Assistance and Skills Transfer Program (TAP)

Received by: James M. Cornelius, chairman, Bristol-Myers Squibb Company

CHAIRMAN'S AWARD: The Goldman Sachs Group, Inc.

Winning Program: *10,000 Women*

Received by: Lloyd C. Blankfein, chairman and CEO, The Goldman Sachs Group, Inc.

PROGRAM

4:30 PM CECP Chairman Douglas R. Conant, president and CEO of the Campbell Soup Company, will present the Excellence Awards.

5:10 PM Recipients will participate in an interactive panel discussion moderated by Darell Hammond, founder and CEO, KaBOOM!

6:00 PM Excellence Awards Reception

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PREVIOUS RECIPIENTS

10th Annual Excellence Awards

Intel Corporation
General Mills, Inc.
The Boston Beer Company
Partners In Health
(nominated by Eli Lilly and Company)

9th Annual Excellence Awards

The Western Union Company
Liquidnet Holdings, Inc.
Boys & Girls Clubs of America
(nominated by Charles Schwab Foundation)

8th Annual Excellence Awards

The PNC Financial
Services Group, Inc.
Moody's Corporation
Community Voice Mail
(nominated by Cisco)

7th Annual Excellence Awards

GlaxoSmithKline plc
salesforce.com
National Academy Foundation
(nominated by Citigroup Inc. and Pearson plc)

6th Annual Excellence Awards

Cisco
Grand Circle Corporation
KaBOOM!
(nominated by The Home Depot, Inc.)

5th Annual Excellence Awards

Novartis AG
General Electric Company
Arch Chemicals, Inc.
Jumpstart
(nominated by Pearson plc and Starbucks Corporation)

4th Annual Excellence Awards

Pfizer Inc.
Hasbro, Inc.
The Children's Health Fund
(nominated by GlaxoSmithKline plc)

3rd Annual Excellence Awards

Target
Whole Foods Market, Inc.

2nd Annual Excellence Awards

IBM Corporation
The Timberland Company

1st Annual Excellence Awards

Merck

SELECTION COMMITTEE

CECP engages an esteemed jury from the corporate, nonprofit, government, investment, consulting, media, and academic communities to bring its significant expertise to the Excellence Awards selection process.

Kathy Bushkin Calvin
CEO
United Nations Foundation

Jean Case
CEO
Case Foundation

Ophelia Dahl
Executive Director
Partners in Health
Excellence Award Winner

Shelly Esque
President
Intel Foundation, Intel Corporation
Excellence Award Winner

Darell Hammond
CEO and Co-Founder
KaBOOM!
2010 Recipient, The American Express
NGen Leadership Award
Excellence Award Winner

Tony Kingsbury
Dow Chemical Executive-in-Residence
Haas School of Business

Ellen Luger
Executive Director
General Mills Foundation, General Mills, Inc.
Excellence Award Winner

Joel D. Selanikio
CEO and Co-Founder
DataDyne.org
DataDyne.org was recognized as one of Fast Company
Magazine's 10 Best Social Enterprises of 2009

Roxanne Spillet
President and CEO
Boys & Girls Clubs of America
Excellence Award Winner

Andrea Taylor
Director, North America Community Affairs
Microsoft Corporation

DIRECTORS' AWARD

DonorsChoose.org

In partnership with Crate and Barrel

Since 2006, Crate and Barrel and DonorsChoose.org have developed an award-winning customer engagement program through which Crate and Barrel customers have received 1.1 million co-branded DonorsChoose.org gift cards to support 347,000 students. Sent in five distributions (the first with DonorsChoose.org prize funds), these pre-paid gift cards were received by mail/email and allowed Crate and Barrel customers to fund classroom projects at DonorsChoose.org. The campaign has demonstrated continuous ability to meet the partners' objectives of deepening Crate and Barrel customer loyalty and of inspiring civic engagement at DonorsChoose.org.

An unprecedented 11% of customers responded to the distribution by using the gift card; and a number of redeemers took initiative to write letters to Crate and Barrel: *"Yesterday, we received the most precious gift from Crate and Barrel – the opportunity to make students' educational experiences more enriched. What was particularly special was that you allowed me, the consumer, to choose how I wanted the money spent. This is much more important and valuable to me than any discount coupon at your store. You have gained a loyal customer!"*
– Rachel Barner, Chicago

The DonorsChoose.org and Crate and Barrel customer engagement program is a signature example of crowd-sourced philanthropy by harnessing consumer spending power and corporate marketing budgets in the service of a good cause. The idea broke with the traditional model of a corporate check and a press release and involved customers directly in the philanthropic process by allowing them to choose how the corporate dollars were spent.

With each additional gift card distribution, both parties worked to fine-tune program details, creating greater engagement opportunities for redeemers. Each new partnership timeframe was an opportunity to learn from each other's business models to maximize the customer giving experience.

This award recognizes the partnership between a nonprofit and a corporate partner.

This award category carries with it a \$25,000 cash donation from CECP's Board of Directors.



Crate&Barrel

**Our favorite room
is the classroom.**

Redeem this \$25 GivingCard™
now at DonorsChoose.org.



“We know from experience that without funding, many teachers would have to spend their own money to provide their students with even the most basic of supplies, not to mention the materials needed for projects that encourage creative discovery.”

*Barbara Turf
CEO, Crate and Barrel*

PRESIDENT'S AWARD

Bristol-Myers Squibb Company



The *SECURE THE FUTURE*[®] Technical Assistance Program (TAP) provides technical assistance, capacity-building tools and seed funding to extend community-based approaches for fighting HIV/AIDS to an increasing number of African countries and communities.

SECURE THE FUTURE[®] is Bristol-Myers Squibb's pioneering \$160 million initiative addressing HIV/AIDS in Africa. Since 1999, *SECURE THE FUTURE*[®] has engaged in more than 240 projects in more than 20 countries. Now in its third evolution, *SECURE THE FUTURE*[®] is leveraging its past investments by sharing its lessons across the continent.

TAP's faculty of 50 experts from across Africa includes former grant recipients and partners who have excellent community engagement and program management skills. Uniquely, TAP represents a philanthropic program that has grown in impact, even with reduced financial support, by focusing on providing South-South (Africa to Africa) skills and knowledge transfer across Africa using human resources and community-based solutions.

A recent outcome evaluation by Accenture Development Program found that, "*The South-South model executed by STF TAP is unique in its approach, having dramatic outcomes*

and doing so in a cost effective manner. It has proven to be an effective way to mobilize communities in the fight against HIV/AIDS, resulting in the training of more than 2,200 local resources and the support of over 1 million individuals affected by HIV/AIDS in hard-to-reach areas in just the 16 sites that we evaluated."

The program is scalable for local needs and replicable precisely because of its local structure and objectives. Many community-based approaches applied to HIV/AIDS are being transferred to strengthen other Foundation programs around the globe. Additionally, the lessons learned around HIV in Africa are being applied to a new \$100 million Foundation initiative addressing another difficult disease and population group, adult type 2 diabetes in the U.S., and especially among affected minority populations.

This award is presented to a company with revenues less than US \$20 billion.



SECURE THE FUTURE[®]'s TAP has been successful in training dozens of organizations across 15 countries in Africa, while simultaneously developing innovative models for community-based programs and informing treatment guidelines at regional and national levels.

*Accenture Development Program
assessment of the TAP program
November 2010*

CHAIRMAN'S AWARD

The Goldman Sachs Group, Inc.



10,000 Women is a five-year, \$100 million program that is providing 10,000 underserved women in developing and emerging markets with a business and management education. The initiative is designed to foster economic growth around the world and was based on Goldman Sachs research highlighting the role that educating and empowering women plays in lifting GDP. *10,000 Women* invests in the exponential power of women as entrepreneurs, managers and catalysts of social change.

10,000 Women operates through a network of more than 70 academic and nonprofit partners, who develop locally relevant coursework for businesswomen who are also offered mentoring and post-graduation support by partner institutions, local businesses and Goldman Sachs people. Additionally, the program works to improve the long-term quality and capacity of business education in emerging economies.

The program has significantly impacted the lives of the participants and their communities. Through comprehensive measurement and evaluation processes, 70% of women surveyed have reported positive revenue growth, and 50% have hired additional employees since graduation. One of these women is a *10,000 Women* scholar in Lagos, Nigeria. She started a catering business

out of her home, that – despite demand and a growing clientele – was barely breaking even and not poised for growth. Through *10,000 Women*, she learned to better manage her cash flow and identify her target client base. She has seen her revenue increase more than tenfold since graduating from the program more than two years ago – enabling her to purchase a delivery truck, acquire new office and kitchen space outside her home, and even start a restaurant. After the program, she was able to hire 10 permanent staff for her catering business, and for larger jobs, has created employment opportunities for up to 60 temporary workers. She now has plans in place to open a second restaurant, which will continue to create opportunity for her family, and for her community.

Sustainability and scalability are factored into every element. *10,000 Women* is currently operating in 22 countries, and has developed innovative partnerships with the U.S. Department of State and others to strategically expand its reach, build capacity, and enhance impact. In response to the success of *10,000 Women*, the firm's leadership launched a \$500 million domestic initiative, *10,000 Small Businesses*, based on the model.

This award is presented to a company with revenues greater than or equal to US \$20 billion.



The strength of *10,000 Women* lies in the strength of our partners and the community of practitioners that support the work on the ground. The power of this community inspired World Bank Managing Director Ngozi Okonjo-Iweala to say “*10,000 Women* is not a program, it is a movement.”

*Goldman Sachs 10,000 Women
Award Application*

CECP is extremely grateful to its convening sponsors for their generous support of the Corporate Philanthropy Summit and Excellence Awards ceremony.



Awards Ceremony
Live Stream Sponsor:



Media
Partner:



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*Cover image:
Goldman Sachs, 10,000 Women*