

COMMITTEE  
ENCOURAGING  
CORPORATE  
PHILANTHROPY

10th Annual

*Excellence Awards*

IN CORPORATE PHILANTHROPY

CEO LEADERSHIP

INNOVATION

MEASUREMENT

PARTNERSHIP



# STANDARDS OF EXCELLENCE IN CORPORATE GIVING

## CEO LEADERSHIP

Demonstrating the active involvement of a CEO or executive team committed to a company's philanthropic efforts.

## INNOVATION

Transcending the traditional boundaries of corporate philanthropy to explore new ways of addressing social problems and creatively using corporate resources such as employee time, business partnerships, and product donations.

## MEASUREMENT

Capturing data on various aspects of corporate philanthropy and employing this information to create more effective giving strategies that achieve business and social objectives.

## PARTNERSHIP

Enabling program sustainability, scalability, and effectiveness by working closely with nonprofit partners to ensure that essential needs are met and corporate assets are optimally leveraged.

# WELCOME

10th Annual

## *Excellence Awards*

IN CORPORATE PHILANTHROPY

Every year since 2000, CECP has presented its Excellence Awards in Corporate Philanthropy to corporate and nonprofit organizations that best exemplify CECP's Standards of Excellence in Corporate Giving.

CECP presents Excellence Awards in the following four categories:

**CHAIRMAN'S AWARD:** for companies with revenues equal to or greater than US\$20bn.

**PRESIDENT'S AWARD:** for companies with revenues between US\$5bn and US\$20bn.

**FOUNDER'S AWARD:** for companies with revenues under US\$5bn.

**DIRECTORS' AWARD:** created in 2004 to recognize a distinguished nonprofit that has cultivated a highly effective corporate partnership. The winning nonprofit receives a \$25,000 grant from CECP's Board of Directors to further its efforts.

These Excellence Awards are among the most prestigious and coveted in the corporate philanthropic field. Each year, CECP's independent selection committee faces the tremendous challenge of choosing winners from an outstanding application pool. We hope that our recognition of this year's recipients will inspire many more companies to find new ways of leveraging their resources for the betterment of both business and society.

Congratulations to this year's Excellence Awards recipients.



Best Regards,

A handwritten signature in black ink that reads "Charles H. Moore".

Charles H. Moore

*Executive Director*

*Committee Encouraging Corporate Philanthropy*

# SELECTION COMMITTEE

CECP is grateful to its esteemed jury members from the corporate, nonprofit, government, investment, consulting, media, and academic communities for bringing their good judgment and expertise to the 10th Annual Excellence Awards in Corporate Philanthropy selection process:

## **Eva Tansky Blum**

*SVP, Director of Community Affairs  
PNC Financial Services Group, Inc.*

## **Jennifer Brandon**

*Executive Director  
Community Voice Mail*

## **Phil Buchanan**

*President  
Center for Effective Philanthropy*

## **Jean Case**

*CEO  
The Case Foundation*

## **Luella Chavez D'Angelo**

*President  
Western Union Foundation*

## **Justine Frain**

*VP, Global Community Partnerships  
GlaxoSmithKline plc*

## **Bennett Freeman**

*SVP, Social Research and Policy  
Calvert Group, Ltd.*

## **Fran Laserson**

*President, The Moody's Foundation  
Moody's Corporation*

## **Tony Kingsbury**

*Executive-in-Residence,  
Center for Responsible Business  
University of California Berkeley,  
Haas School of Business*

## **Daniel Runde**

*Head of Partnership Development  
International Finance Corporation*

## **David Schner**

*President and Executive Editor  
Leaders Magazine*

## **Roxanne Spillett**

*President and CEO  
Boys & Girls Clubs of America*

## **Brian Walsh**

*Director, Liquidnet for Good  
Liquidnet Holdings, Inc.*

# RECIPIENTS

## CHAIRMAN'S AWARD

Intel Corporation

*Received by: Paul Otellini, President and CEO*

## PRESIDENT'S AWARD

General Mills

*Received by: Ken Powell, Chairman and CEO*

## FOUNDER'S AWARD

The Boston Beer Company

*Received by: Jim Koch, Founder and Brewer*

## DIRECTORS' AWARD

Partners In Health

*Received by: Ophelia Dahl, Executive Director*

*Nominated by Eli Lilly and Company*

10th Annual

*Excellence Awards*

IN CORPORATE PHILANTHROPY

*Presented on June 2, 2010*

*Time Warner Center*

*New York, New York*



# CHAIRMAN'S AWARD

## *Intel Corporation*

As a global leader in technology and a company reliant on a skilled workforce of engineers and innovators, Intel understands the important role that education plays in fostering such talent. Accordingly, Intel's primary philanthropic focus is on improving science, technology, engineering, and math (STEM) education through the effective use of technology. In 2008, Paul Otellini, Intel's President and CEO, made the largest long-term grant to education in the company's history by approving a \$120 million, ten-year commitment to engage more young people in math and science and prepare them for addressing global challenges in innovative ways. In the past decade, Intel has invested a total of over \$1 billion and its employees have volunteered close to three million hours towards improving education.

Intel's signature program, Intel® Teach, provides in-depth professional development for K-12 teachers, helping them to effect concrete changes in their teaching methods through the use of technology. Involving both face-to-face and online instruction, the program embraces a train-the-trainer approach and is comprised of courses and resources adaptable to different educational environments.

Intel Teach has trained more than seven million teachers in over sixty countries and is attuned to the current reality of each country's infrastructure, offering basic courses in developing countries

and more advanced courses in highly developed nations. In many countries, the program is the primary Information Communications Technology (ICT) training program, and the national government awards certification and promotions to educators based on their completion of its courses.

Owing to its rigorous evaluation of Intel Teach in developing countries, Intel has been able to identify local challenges and quickly address them. For example, preliminary evaluations revealed training gaps among teachers with limited computer skills. In response, Intel developed an introductory "Getting Started" course specifically for those teachers. Evaluations after six months of training reveal that teachers who participated in the program use technology to enhance their own productivity and professional development and to engage their students with more varied approaches, such as project-based learning and formative assessment.

Intel's original goal was to reach one million teachers around the world with the Intel Teach Program. Its training model, content-localization strategies, and global evaluations have enabled Intel to surpass that initial goal sevenfold. Intel Teach is a critical component in the global effort to provide students with the education, resources, and opportunities they need to become our next generation of innovators.



*Photos: Intel® Teach helps teachers engage students with the effective use of technology, preparing them to succeed in an increasingly complex work and life environment. Millions of students have gained 21st Century skills from Intel Teach teachers around the world.*

**“Intel® Teach has revolutionized the way we teach.”**

*Feedback from a teacher in South Africa after implementing the program’s learnings and tools in the classroom.*

# PRESIDENT'S AWARD

*General Mills, Inc.*



As the world's sixth-largest food company, General Mills is dedicated to alleviating hunger and improving nutrition in some of the poorest nations in Africa and elsewhere around the globe. The company strategically donates 5% of pre-tax profits and engages 82% of U.S. employees in volunteer activities. At the World Economic Forum in Davos in 2006, General Mills' Chairman and CEO Ken Powell heeded the call of a group of CEOs and public leaders urging attendees to take action against global hunger. He returned to General Mills and immediately focused on driving the development of a strategic platform for the company in Africa.

General Mills understands the need for long-lasting and sustainable change that addresses the root of the problem. The company's African Women and Children's Hunger Program began as a large-scale effort to feed hungry children at schools in Malawi; however, General Mills soon realized that shipping more than one million meals to schools in one year was costly and unsustainable. Thus, the program was redesigned to tackle the underlying causes of hunger and poverty by educating, empowering, and financially supporting women in their roles as farmers, food processors, and providers. Primarily in Malawi and Tanzania, the initiatives focus on effective and innovative agriculture, food processing, and community investments that reduce hunger and lead to economic self-sufficiency.

Today, General Mills partners with many multinational and African NGOs and nonprofits to make a measurable impact on the huge challenges that hunger and poverty present. Along with Chris Shea, President of the General Mills Foundation, and other key company leaders, Mr. Powell has mobilized employees to forge an innovative partnership with CARE—which in turn has led to the creation of Join My Village, an interactive Web-based program. Join My Village leverages General Mills' cause-marketing expertise by allowing site visitors to take part in a variety of simple online activities that effectively unlock General Mills' donation dollars. All funds raised go straight to Malawi to support CARE's poverty-fighting efforts, including the establishment of village savings and loan associations (VSLAs) and improved access to education for girls.

Through the transformation of General Mills' African Women and Children's Hunger Program—from an immediate relief initiative into a more effective and sustainable campaign—General Mills has helped more than 250,000 Africans gain the training and resources they need to achieve self-sufficiency and job fulfillment.



*Top: Malawian men catch fish with a traveling net. The tilapia fish pond is one of several in Malawi funded by General Mills.*

*Bottom: Malawian woman keeps records of loans and repayments for her Village Savings And Loan (VSL). Last year, General Mills partnered with CARE International to launch 130 village savings and loans to help women start their own businesses, primarily focused on farming projects.*

**“As a food company plentiful in skills, expertise, and heart, we are uniquely positioned to help address the problems of hunger in Africa.”**

*Ken Powell  
Chairman and CEO, General Mills, Inc.*

# FOUNDER'S AWARD

## *The Boston Beer Company*

It was despite many seemingly insurmountable obstacles that Founder and Brewer Jim Koch launched The Boston Beer Company 25 years ago. Today, it is the very same spirit of perseverance that drives the company's philanthropic strategy—which celebrates, honors, and seeks to empower “the underdog.”

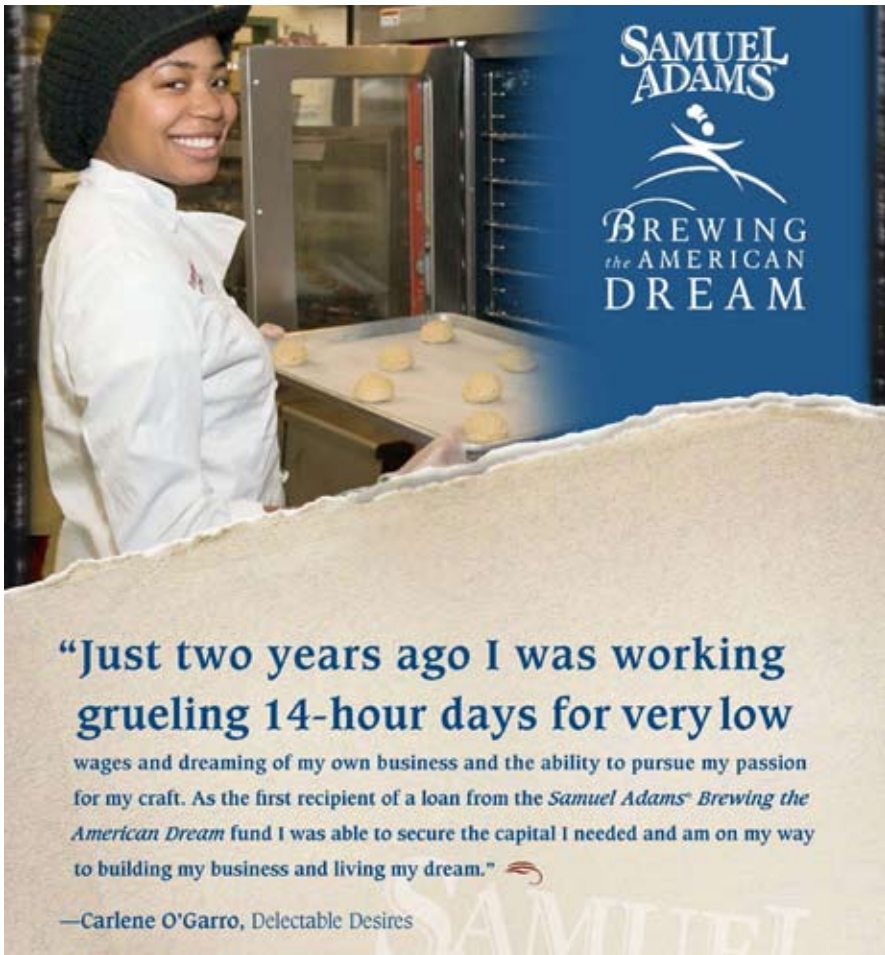
Over the past two years, The Boston Beer Company has shifted its philanthropic strategy from one of giving dollars and product to a variety of causes to one that channels the company's financial, human, corporate, and in-kind assets into a single issue. Moreover, this strategy is in support of a beneficiary truly aligned with the company's heritage, values, and culture.

In June 2008, Boston Beer engaged in a partnership with ACCION USA, America's leading nonprofit microlending organization, and created Samuel Adams Brewing the American Dream® to provide small-business owners in the food and beverage industry with the tools and resources they need to become financially independent. Boston Beer provides entrepreneurs with business-acumen counseling and directs awareness-building activities pertaining to communications, marketing, and public relations. ACCION USA manages a loan fund, leads a financial literacy program, screens applicants, and counsels small-business owners through the loan process and beyond. ACCION

USA and Boston Beer coordinate to recruit entrepreneurs to their programs and hold ancillary educational events. In the spirit of “leading by example,” Boston Beer hosts Speed Coaching events, where small-business owners receive an evening of one-on-one coaching sessions with Mr. Koch himself, as well as with Boston Beer employees expert in branding, sales and distribution, finance, legal considerations, packaging, e-commerce, public relations, and marketing.

Following the launch of the program, Brewing the American Dream was incorporated into Boston Beer's annual sales meeting. Mr. Koch told stories of entrepreneurs who had received support through the loan fund and benefitted from the educational events. Large posters with the entrepreneurs' photographs and stories helped to bring the program's influence to life for the company's national sales team.

Boston Beer initially made a three-year commitment to Brewing the American Dream; today, the program is expected to continue indefinitely. *The Boston Business Journal* recently awarded the program its Best Corporate Citizen Partnership Program in the Innovation category. Brewing the American Dream will continue to help aspiring entrepreneurs with limited resources grow successful businesses and realize their own American dream.



*Bottom Left: Melissa Sparveri, Graphic Designer at Samuel Adams, offering advice at a Samuel Adams Brewing the American Dream® Speed Coaching event at the Boston Brewery.*



*Bottom Right: Carlene O’Garro receiving the first check from the Samuel Adams Brewing the American Dream Loan fund from Jim Koch at the Samuel Adams Boston Brewery on June 30, 2008.*

# DIRECTORS' AWARD

## *Partners In Health*

*Nominated by Eli Lilly and Company*

After the Soviet Union's collapse, a rapid increase in Russia's incarceration rate combined with the deterioration of its tuberculosis care and control systems led to an outbreak of multidrug-resistant tuberculosis (MDR-TB). In response, Eli Lilly and Company, understanding that the problem was too complex to be tackled by one company alone, established the MDR-TB Partnership, investing \$135 million into a public-private affiliation of twenty-two organizations dedicated to eradicating MDR-TB. In 2001, in collaboration with this partnership, Partners In Health (PIH) assumed primary clinical responsibility for the first on-the-ground MDR-TB project in Russia.

PIH is known for providing high-quality care to the poorest of the poor, and Eli Lilly is renowned for its innovative medicines. Together, they work to combat MDR-TB throughout all 89 regions of Russia. PIH has trained TB doctors, nurses, and community health workers; equipped laboratories; and provided medications, director-observed therapy, and social support to patients in both the prison and civilian sectors. To date, the project has enrolled over 1,500 patients for treatment and offered social support services to nearly 4,000. PIH conducts and oversees the diagnoses, enrollment, case evaluation, and management of thousands of patients and provides financial oversight of all project components.

With Lilly's financial support, PIH has provided training in MDR-TB treatment to 90% of all TB providers in Russia. Consequently, the program has succeeded in reducing MDR-TB treatment default rates from 29% in 2001 to less than 11% today.

The Lilly-PIH partnership has become internationally recognized for its comprehensive, practical, and evidence-based approach to preventing, diagnosing, and treating MDR-TB. These efforts have helped thousands of patients receive comprehensive care and successfully complete their TB treatment. Collaborations with the Ministry of Health and the Moscow Medical Academy, among others, have led to the standardization of treatment regimes, clinical management, and detection practices.

The Lilly-PIH partnership has also enabled PIH to conduct groundbreaking research, advocate for improved national and international policies, and train physicians, nurses, and community health workers from not only Russia, but also other former Soviet Union states and West Asia, where the burden of TB is among the highest in the world.



*Photos: Clinicians in Russia work on laboratory results for and provide care to MDR-TB patients.*

“We could not shy away from an opportunity to bring hope to tens of thousands of people living with AIDS, tuberculosis, and malaria, and countless others whose lives are distorted by the grim reality of genocide, poverty, violence, hunger, and landlessness. These are people who often feel their suffering has gone unnoticed by the rest of the world.”

*Ophelia Dahl,  
President and Executive Director, Partners in Health*

# PREVIOUS AWARDS RECIPIENTS

## LARGE COMPANY AWARD

*Annual revenues of more than \$3 billion*

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- 2008\*** Western Union
- 2007** PNC Financial Services Group
- 2006** GlaxoSmithKline plc
- 2005** Cisco Systems
- 2004** GE and Novartis
- 2003** Pfizer
- 2002** Target
- 2001** IBM
- 2000** Merck

## SMALL COMPANY AWARD

*Annual revenues of less than \$3 billion*

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- 2008** Liquidnet Holdings, Inc.
- 2007** Moody's Corporation
- 2006** salesforce.com
- 2005** Grand Circle Corporation
- 2004** Arch Chemicals
- 2003** Hasbro, Inc.
- 2002** Whole Foods Market
- 2001** Timberland

## DIRECTORS' AWARD

**2008** Boys & Girls Clubs of America  
*Nominated by Charles Schwab Foundation*

**2007** Community Voice Mail  
*Nominated by Cisco Systems*

**2006** National Academy Foundation  
*Nominated by Citigroup and Pearson*

**2005** KaBOOM!  
*Nominated by The Home Depot*

**2004** Jumpstart  
*Nominated by Pearson and Starbucks*

**2003** The Children's Health Fund  
*Nominated by GlaxoSmithKline*

*\*All dates indicate the year in which the applications were received.*

## APPLY FOR THE 11TH ANNUAL EXCELLENCE AWARDS!

Applications for the  
11th Annual Excellence Awards  
in Corporate Philanthropy  
will be available in late August  
at [CorporatePhilanthropy.org](http://CorporatePhilanthropy.org).

CECP is extremely grateful to its Convening Sponsors for their generous support of the Corporate Philanthropy Summit and Excellence Awards Reception. These companies are providing the leadership necessary to ensure the continued advancement of corporate philanthropy professionals worldwide.



## ABOUT CECF

The Committee Encouraging Corporate Philanthropy (CECP) is the only international forum of business CEOs and chairpersons focused exclusively on corporate philanthropy. Founded by actor-philanthropist Paul Newman and other business leaders in 1999, CECP's 175 members lead the business community in raising the level and quality of corporate philanthropy. Through CECP's premier events, comprehensive corporate philanthropy measurement and research, thought leadership publications, and media outreach, CECP provides CEOs and corporate giving professionals with the tools necessary to increase the business and social value of their philanthropy programs.



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