

FACT SHEET

International Corporate Philanthropy Day

When Is It?

Monday, February 27, 2012

What Is It?

A day for the business community to celebrate and be recognized for its achievements in corporate philanthropy, build awareness of the benefits of corporate community investment, and inspire companies around the world to engage further in giving initiatives. This day also provides a media platform for companies to broadcast their message about the importance of corporate community partnerships and ongoing dedication to social investment.

Who Participates?

The entire corporate giving community is invited to participate. Business leaders, government officials, and nonprofit organizations alike celebrate International Corporate Philanthropy Day, honoring a year of leveraged corporate giving and community investment.

How Is It Observed?

Corporate executives and corporate giving professionals plan special programs celebrating community investment initiatives with their employees, nonprofit partners, local government agencies, and the general public. They host events at their own offices, award grants, send communications to their employees or the media, and conduct a variety of other programs.

Participants from 2011 include: Alcoa, Bloomberg, Campbell Soup Company, Credit Suisse, Goldman Sachs, Hartford Financial Services Group, Inc., HSBC, Infosys, ITT Corporation, Moody's Corporation, Roshan, State Farm, and The Western Union Company.

Visit CECP's website to learn more about their initiatives and how you can get involved.

CorporatePhilanthropy.org/ICPD

What CECP Events Take Place on International Corporate Philanthropy Day?

- The **Board of Boards CEO Conference**, hosted at The McGraw-Hill Companies in New York City, convenes up to 100 global CEOs from the world's largest companies to discuss corporate philanthropy from an executive perspective. This event is consistently ranked among the "World's Top Executive Gatherings" by public relations firm Weber Shandwick and Forbes.com.
- The **United Nations Economic and Social Council (ECOSOC)** hosts a special joint event to discuss corporate philanthropy's role in advancing the Millennium Development Goals. This year's focus will be on "Breaking new ground: Partnerships for more and better jobs for young people"
- **Landmark Lightings.** The Empire State Building and other landmarks around the world, including the Con Ed building in New York and the Wrigley Building in Chicago, are lit in CECP's blue and green colors to celebrate International Corporate Philanthropy Day.
- Representatives from CECP member companies ring the Opening Bell at the **New York Stock Exchange** to kick off International Corporate Philanthropy Day.

JOIN THE CELEBRATION

For more information, visit: CorporatePhilanthropy.org/ICPD

