



# FACT SHEET

## International Corporate Philanthropy Day

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### When Is It?

February 22, 2010

### What Is It?

A day for the business community to celebrate 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 of celebration 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 in the celebration. Business leaders, government officials, and nonprofit organizations alike celebrate International Corporate Philanthropy Day, honoring a year of leveraged corporate giving investment.

### How Is It Celebrated?

Corporate giving officers 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 creative programs.

**Participants from 2009 include:** Cartier, Credit Suisse, Gap Inc., GE, General Mills, IBM, Moody's Corporation, NetApp, Roshan, State Farm, and others. Visit CECP's website to learn more about their initiatives and how you can get involved. [CorporatePhilanthropy.org/ICPD](http://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, convenes global CEOs from the world's largest companies to discuss corporate philanthropy from an executive perspective.
- The **United Nations** hosts a special joint event to discuss corporate philanthropy's role in advancing the Millennium Development Goals. This year's focus will be "Philanthropy and Gender Empowerment and Equality."
- The **Empire State Building** is 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**.

### JOIN THE CELEBRATION

Committee Encouraging Corporate Philanthropy  
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