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CECP CELEBRATES TEN YEARS

Three international CEO forums planned for 2010

New York, New York – Ten years ago today, the Committee Encouraging Corporate Philanthropy (CECP) was launched at a press conference at Chase Manhattan Plaza in New York City. At this event, Paul Newman, John C. Whitehead, Peter L. Malkin, Walter Shipley, and other business leaders called upon companies to respond to the needs in their communities.

CECP is the only international CEO membership organization focused on corporate philanthropy. CECP began with 30 companies and has since grown to include more than 175 CEO members — representing 150 major corporations and over \$10 billion of annual corporate giving.

This dedicated network of CEOs and chairpersons understands that community investment is a necessary component of a sustainable business plan, recognizes that corporations can leverage unique resources to advance positive social changes, and inspires peer executives to demonstrate a greater commitment to community partnerships.

Harold McGraw III, Chairman, President, and CEO of The McGraw-Hill Companies and CECP Chairman, says, “Today, as CEOs, we face the challenge of maintaining or increasing giving programs during a period when corporate profits have been affected by the downturn and when there are heightened needs in communities around the world. In this climate, we must be even more creative with our giving strategies and embrace innovative approaches to community partnerships if we are to continue to effectively provide the support that our nonprofit partners so badly need right now.”

In honor of CECP’s tenth anniversary, CECP will expand its schedule of global leaders convenings to include events in London and Abu Dhabi, as well as in New York City, where the event is in its fifth consecutive year. These forums, known as the Board of Boards CEO Conferences, provide business executives with the opportunity to discuss key issues in corporate community investment with their peers.

CECP’s 2010 Board of Boards CEO Conference Schedule:

- **February 22** New York City, United States (International Corporate Philanthropy Day, visit: CorporatePhilanthropy.org/ICPD)
- **May 6-7** London, United Kingdom
- **November 11** Abu Dhabi, United Arab Emirates

Resources for Journalists:

- *Giving in Numbers: 2009 Edition*. CECP’s annual data report tracks and analyzes trends in corporate giving, including cash and non-cash contributions. Download a copy of this report at CorporatePhilanthropy.org/resources.
- Video highlights of CECP’s 1999 Press Conference: Corporatephilanthropy.org/about-cecp/history.html
- CEO Conference Summaries: Corporatephilanthropy.org/resources/thought-leadership/board-of-boards-reports.html
- CECP’s CEO Membership: Corporatephilanthropy.org/membership-lp/members.html
- CECP’s Board of Directors: Corporatephilanthropy.org/about-cecp/board-of-directors.html

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John C. Whitehead, Paul Newman, Peter Malkin, & Walter Shipley at press conference to launch CECP on November 18, 1999.