

BC
CCC

BOSTON COLLEGE
CENTER FOR
CORPORATE
CITIZENSHIP

CARROLL SCHOOL OF MANAGEMENT

About the Center

- A world leader in corporate citizenship research and education, based in the Carroll School of Management at Boston College.
- Established in 1985, the oldest organization dedicated to corporate citizenship.
- More than 400 member companies, with combined revenues at 40% of global GDP.
- A proven track record of delivering world class expertise to professionals who help their companies thrive and shape the 21st century.

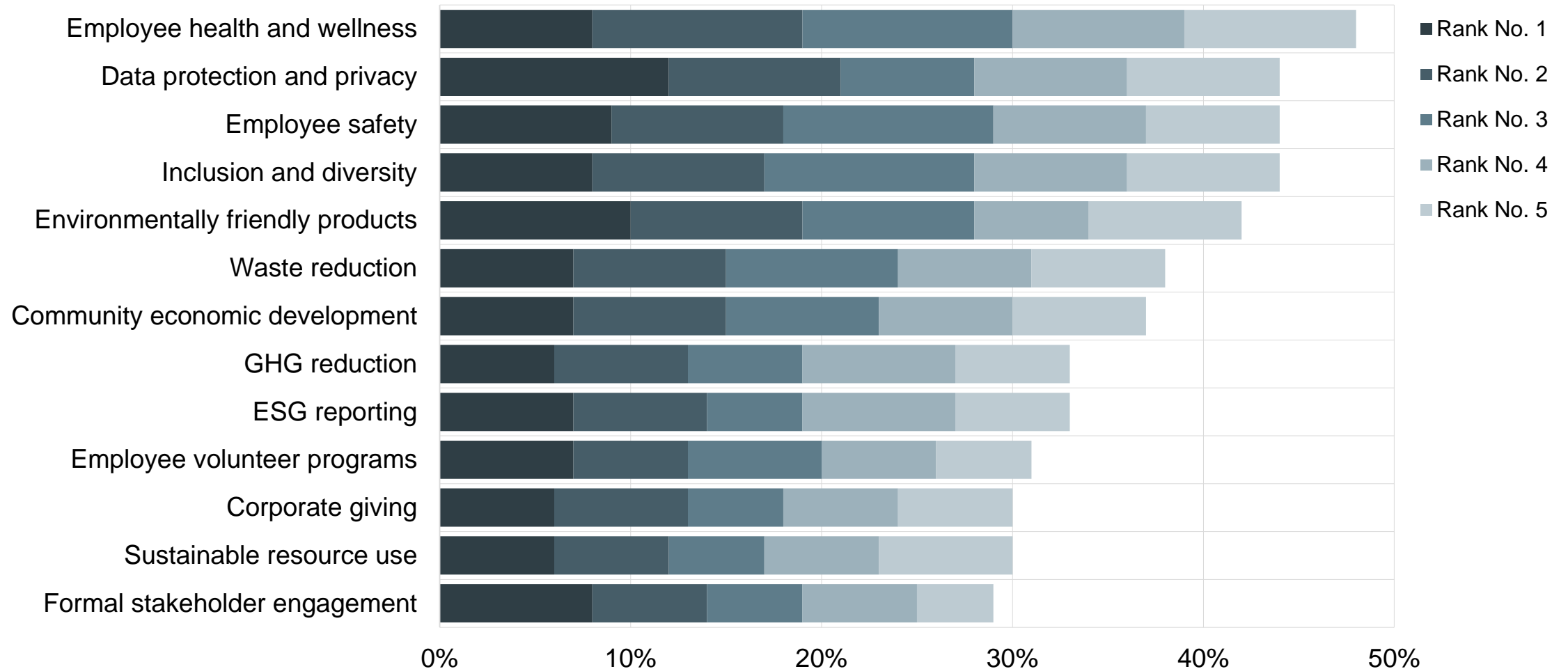


Corporate Social Responsibility

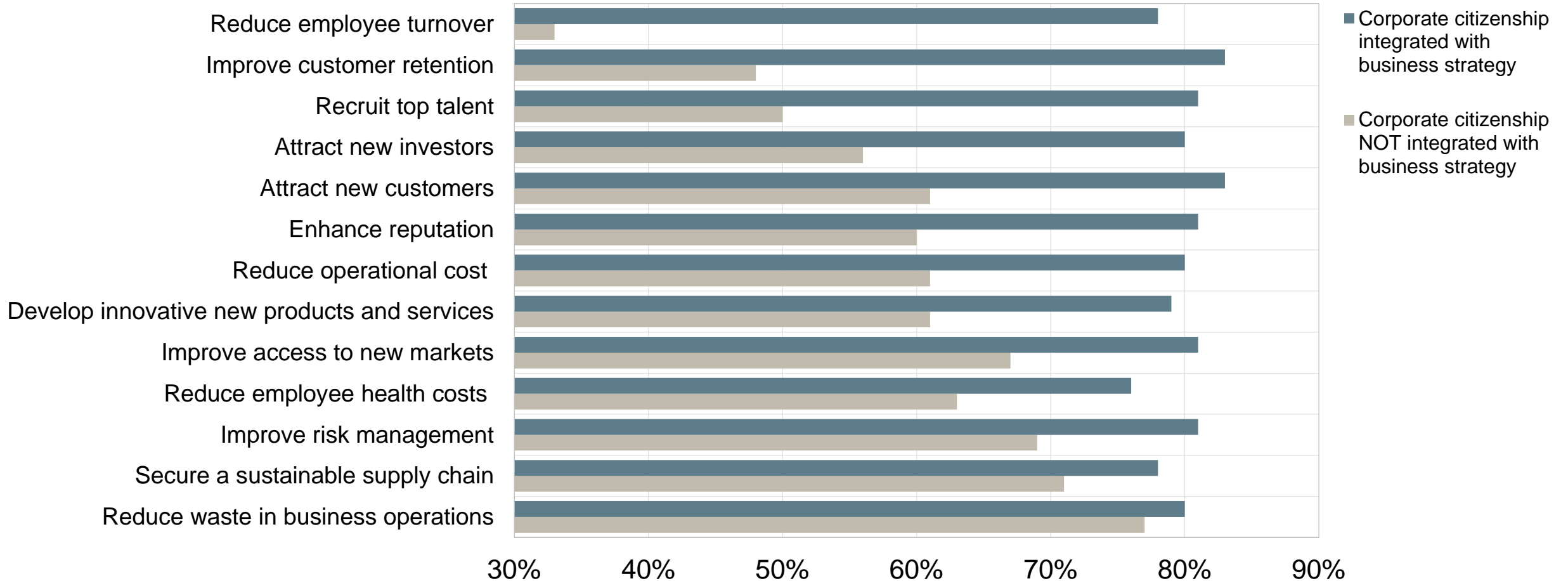
CSR Sustainable Business Corporate Responsibility
Social Entrepreneurship Shared Responsibility
Responsible Business Social Business Social Enterprise
Environmental Social Governance
Sustainability ESG Corporate Citizenship
Triple Bottom Line CR
Green Business



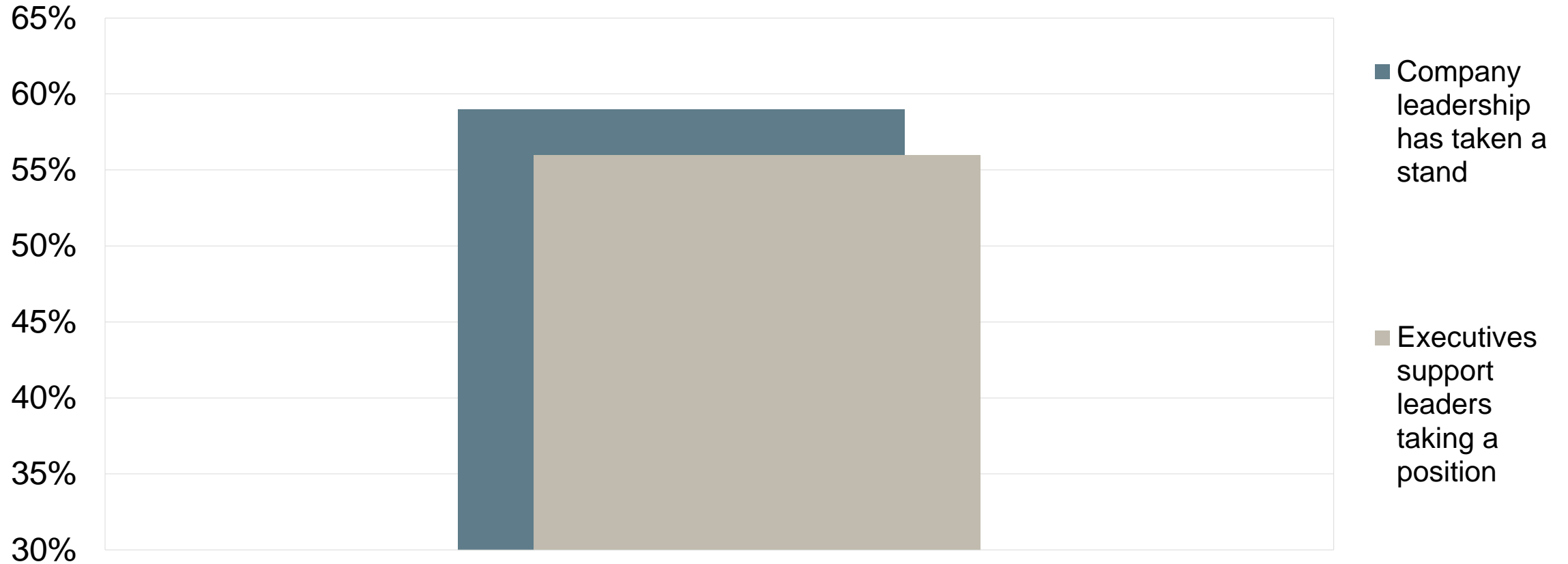
Corporate citizenship dimensions that contribute to business goals



Companies report success in achieving business goals

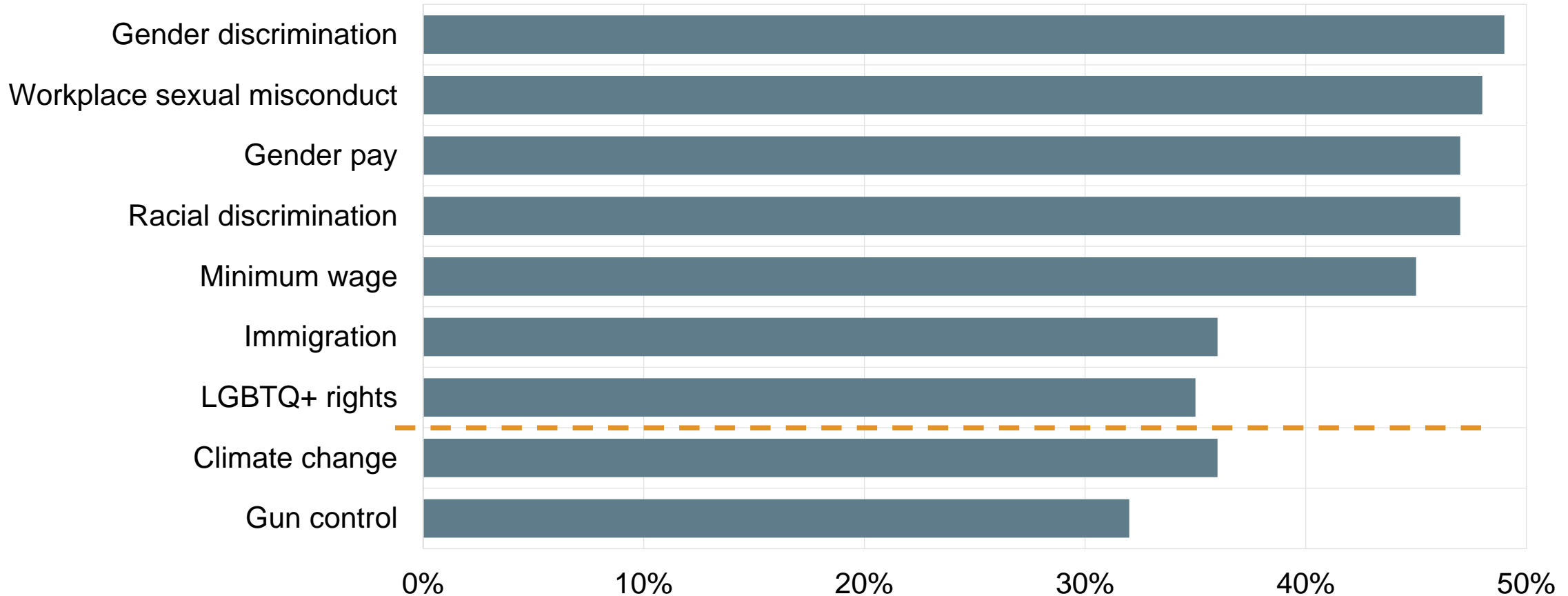


Corporate leadership advocacy



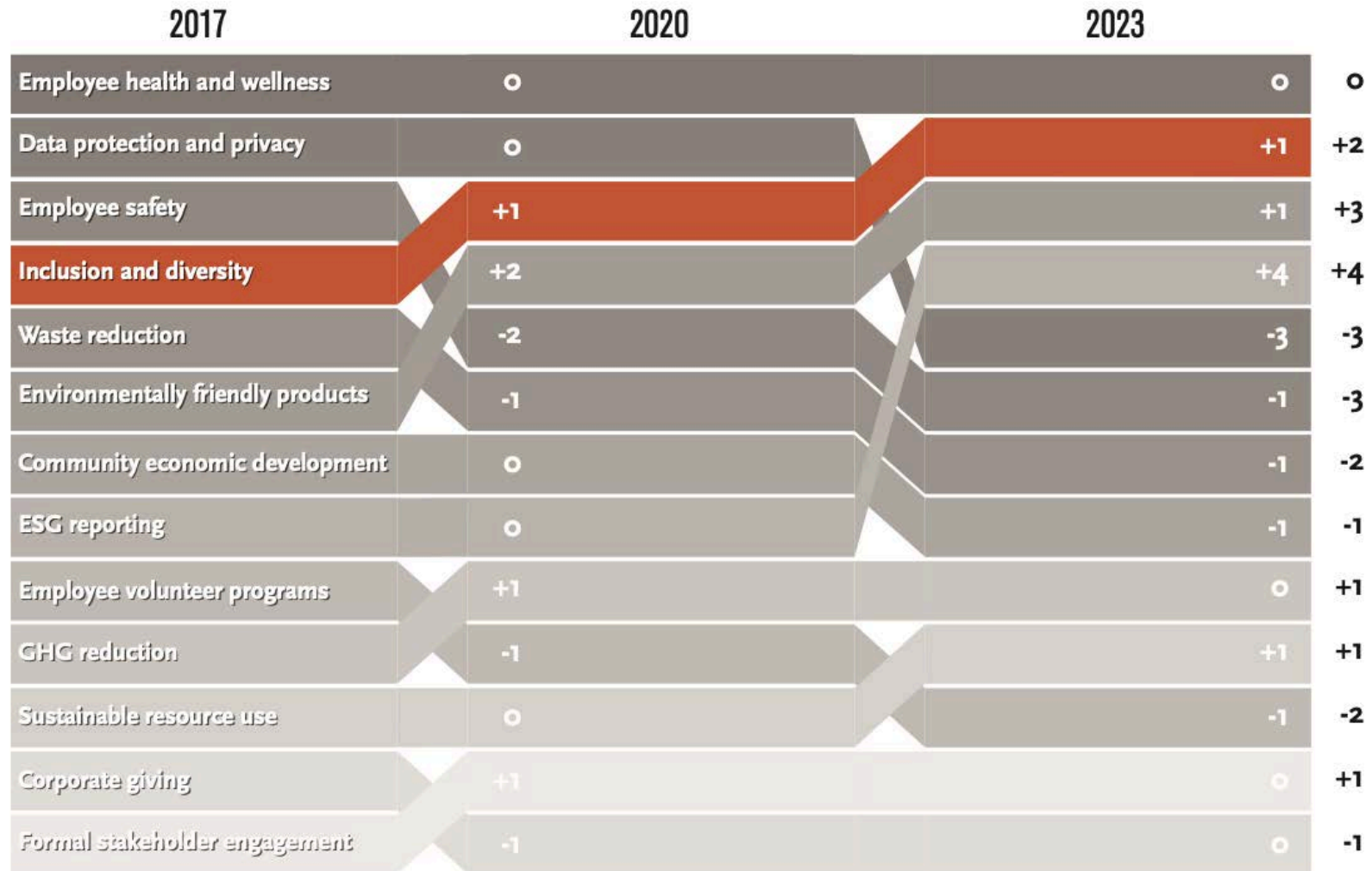
These findings show that nearly all executives whose leaders have taken public stands on issues see such actions as beneficial.

Issues on which corporate leaders take stands



The most common social issues on which corporate leadership has taken a stand (above the orange line) relate to employees and, for the most part, apply across industries.

Increasing in Priority



Source: The Boston College Center for Corporate Citizenship. (2020). The State of Corporate Citizenship 2020.

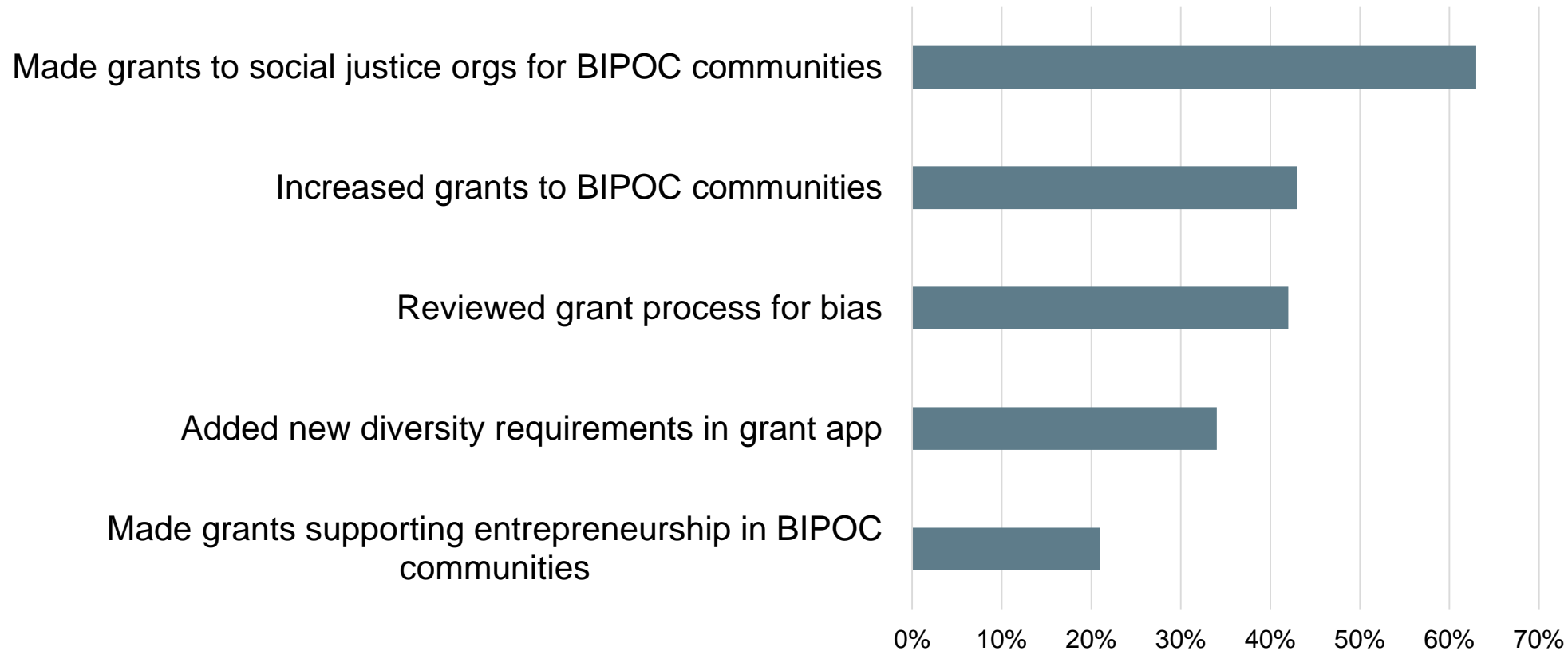
Inclusion = Employee Engagement

American employees are nearly 40% less engaged at work than peer companies globally. DEI will contribute to reversing this trend.

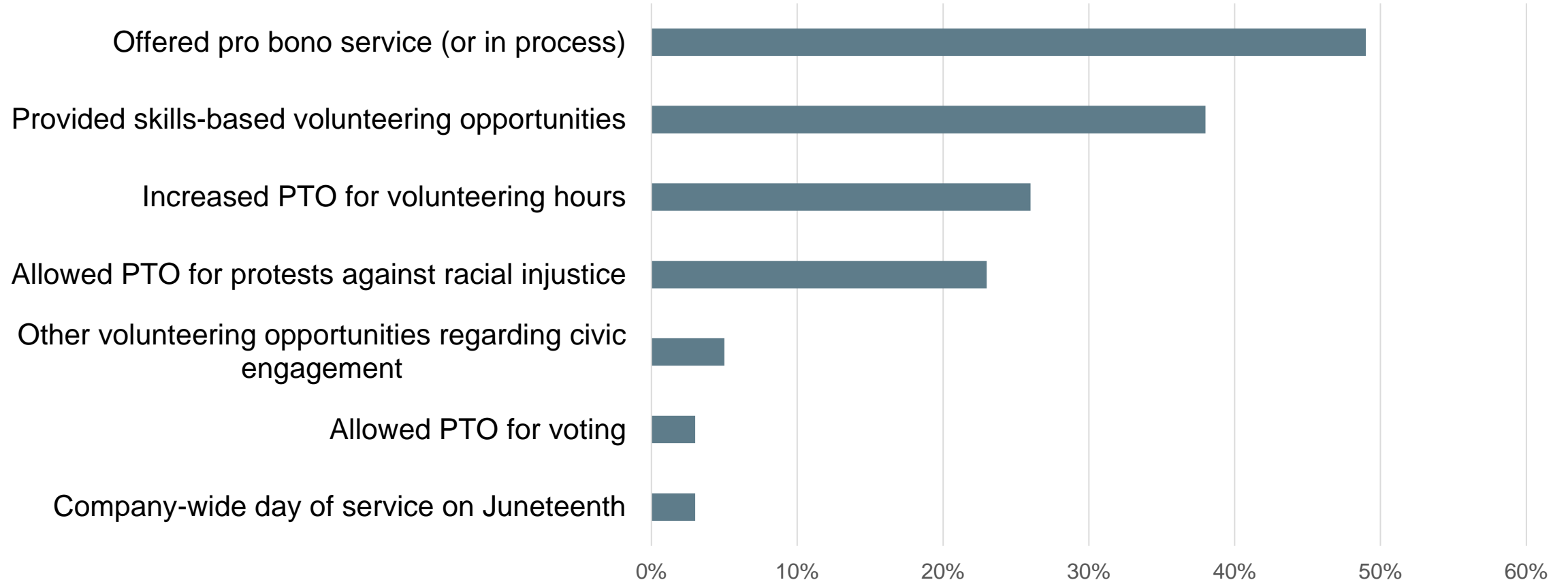
- Strategic inclusion programs can drive employee engagement and satisfaction, especially among employees from underrepresented identity groups.
- DEI policies result in happier and more engaged employees, as research shows that positive perceptions of an organization's cultural environment encouraged employee retention, resulting in lower turnover
- Our evolving work situation is the perfect opportunity to rethink inclusion, how the workplace works, and for whom. ~e.g. many hourly workers are in workplaces not WFH; many who are WFH are working more unpaid hours



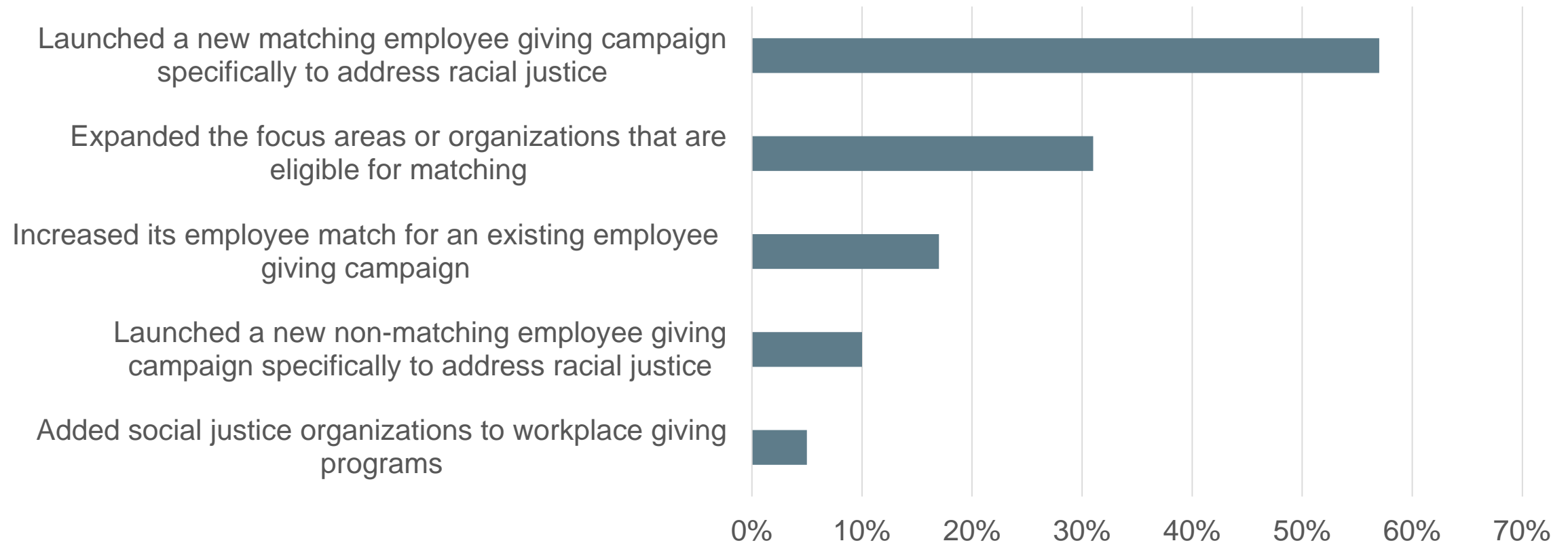
Corporate giving to support DEI



Changes to EVPs to support DEI



Changes to workplace giving to support DEI



Top social issues before January 2020

\$5 BILLION OR MORE



Improving
STEM
education
and training



Disaster
preparedness,
response,
and/or recovery



Combating
noncommunicable
diseases

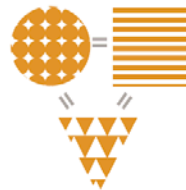
\$1 BILLION TO LESS THAN \$5 BILLION



Improving
STEM
education
and training



Promoting
gender
equality



Promoting racial,
ethnic, and cultural
inclusiveness

LESS THAN \$1 BILLION



Creating
well-compensated
jobs

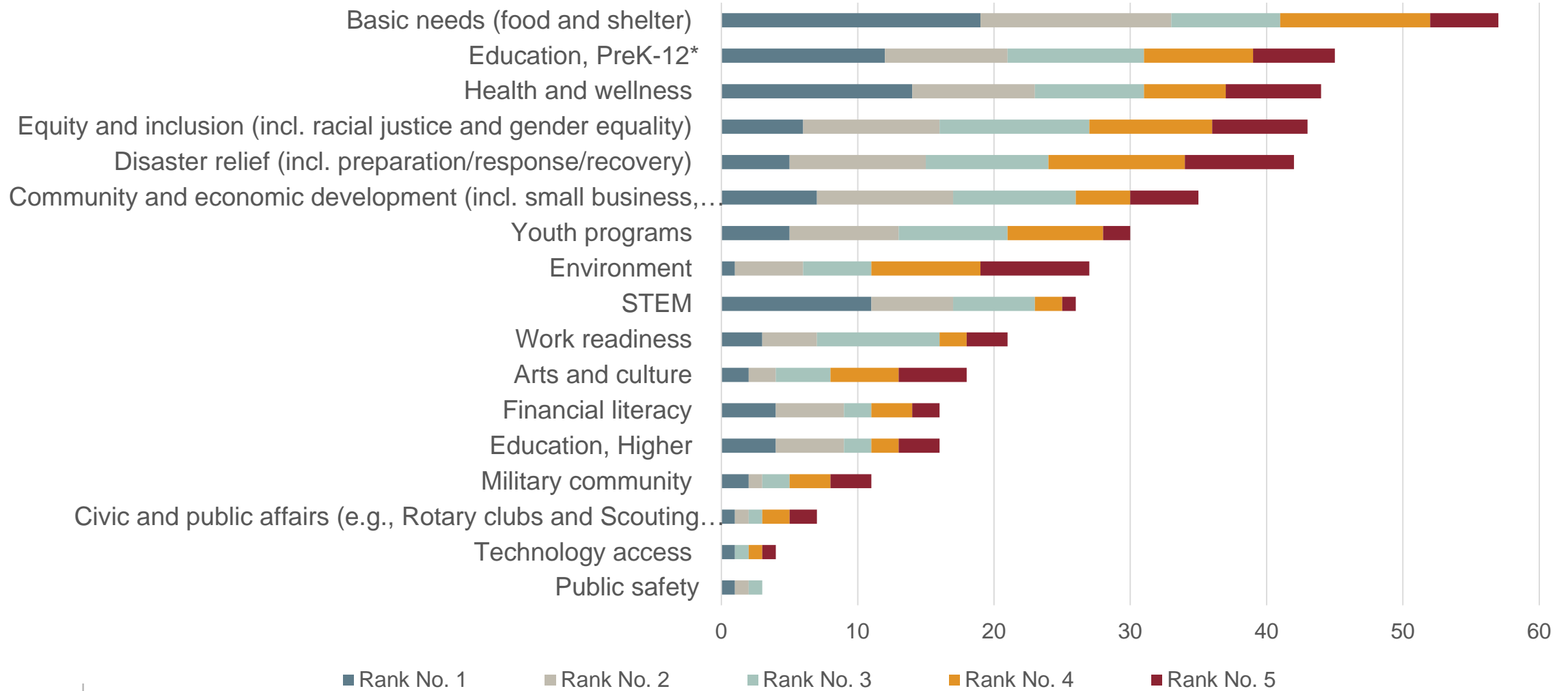


Environmental
sustainability



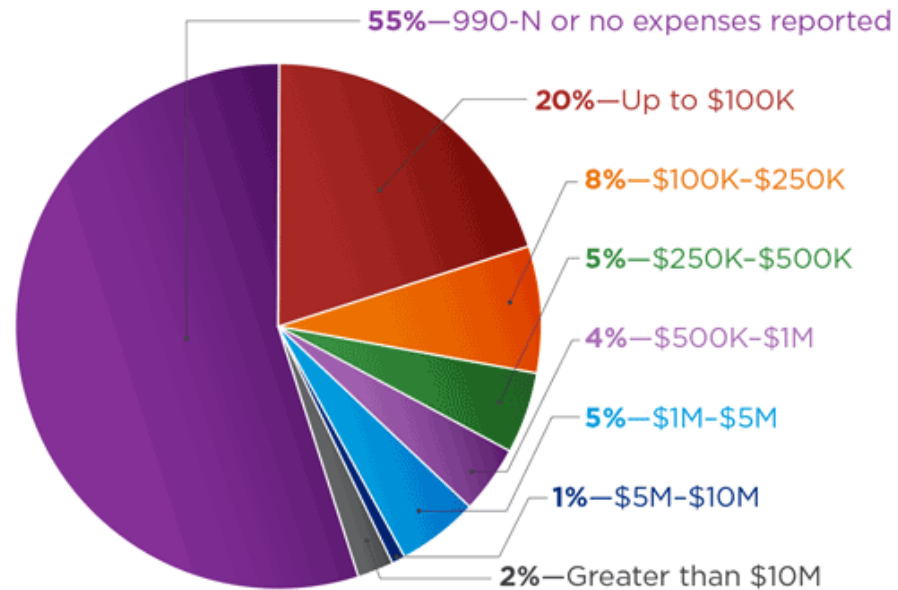
Improving health
and wellness

Top Social Issues Now



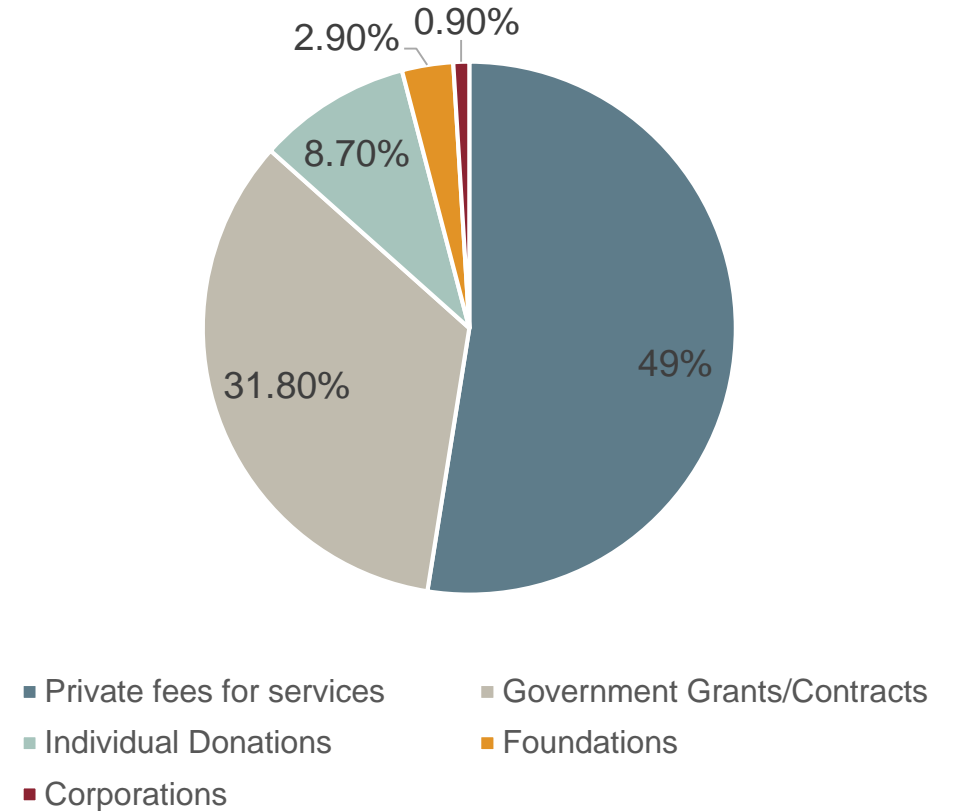
State of Nonprofits

501(c)(3) Charitable Nonprofits by Size (excluding private foundations)



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Revenue Sources



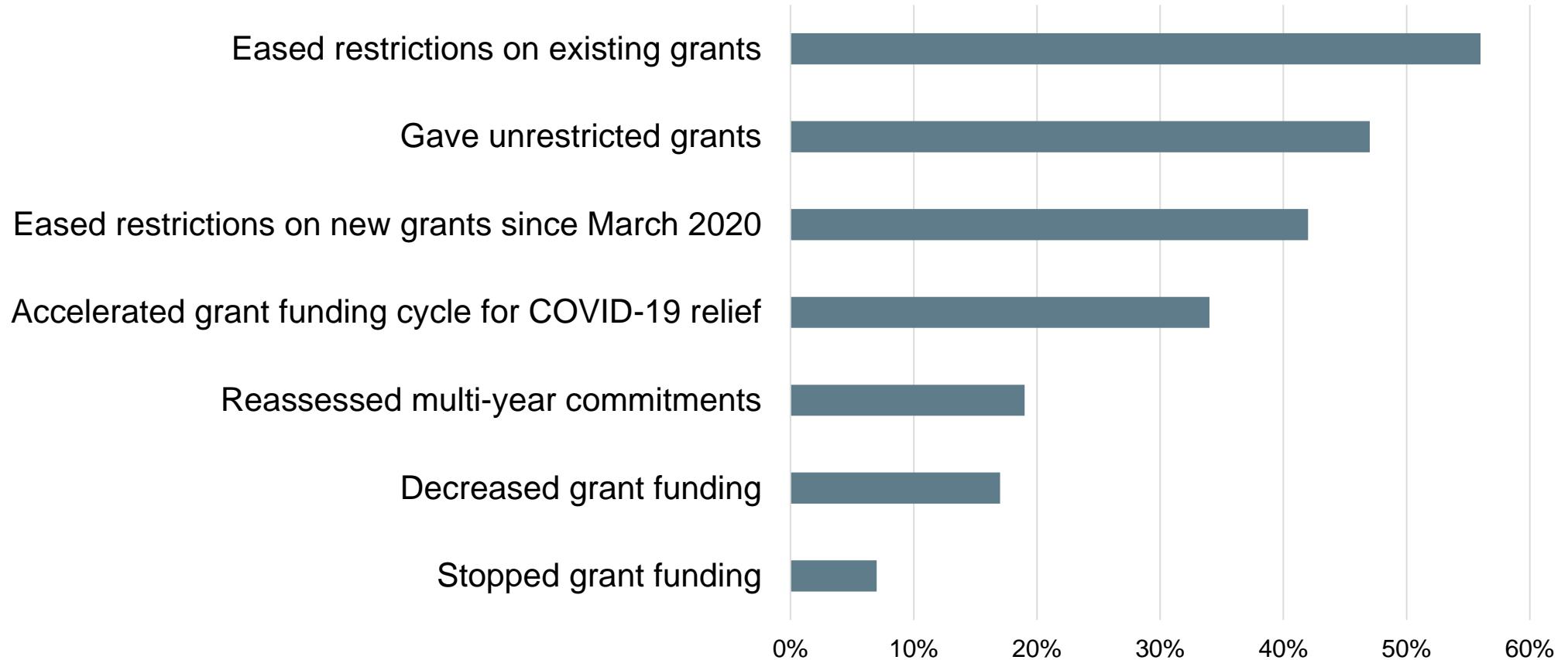
Source: National Council of Nonprofits

Global Covid-19 Response

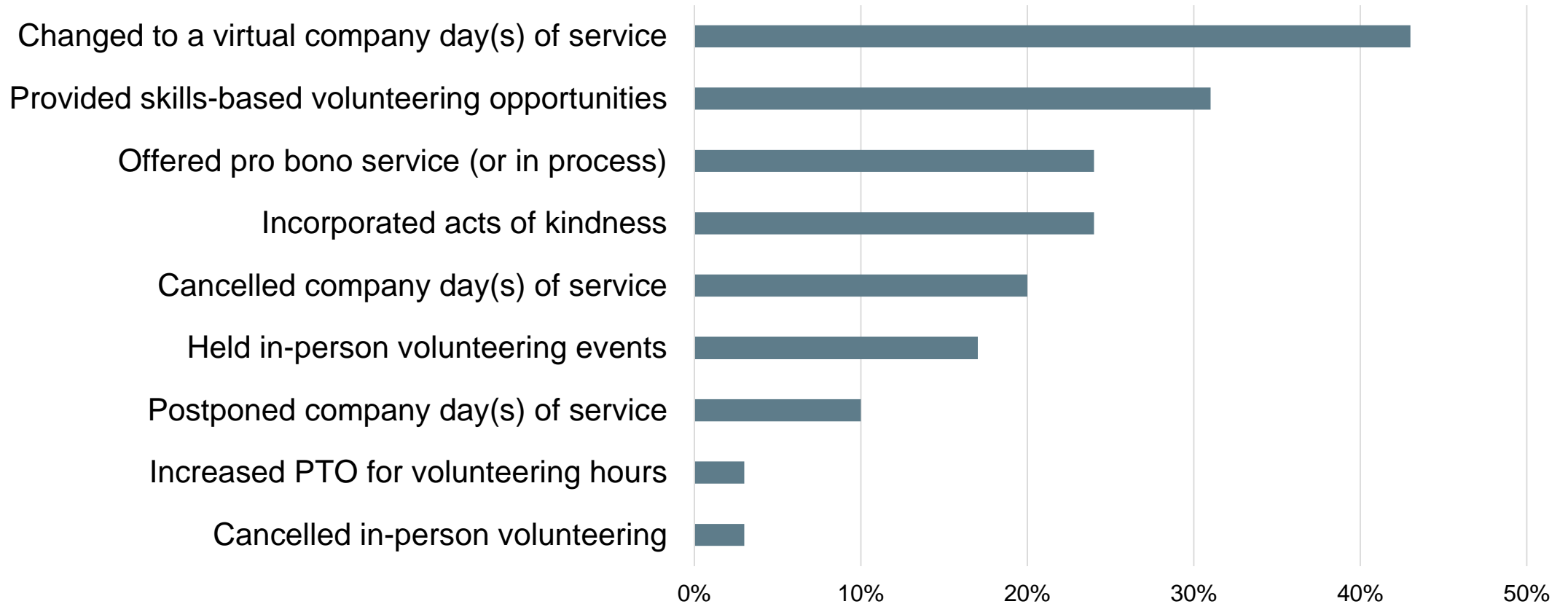
- 1,204 **Funders**
- \$22 **billion** in grants
- **Corporations** (foundations and corporate giving programs) account for 44% (\$9.4B) of this funding
- More than **945** COVID-19 funds created
- 23% of specified **global** funding was explicitly designated for communities of color
- 35% of specified U.S. funding was designated for **BIPOC** communities

Source: Candid.org; as of 12/16/20

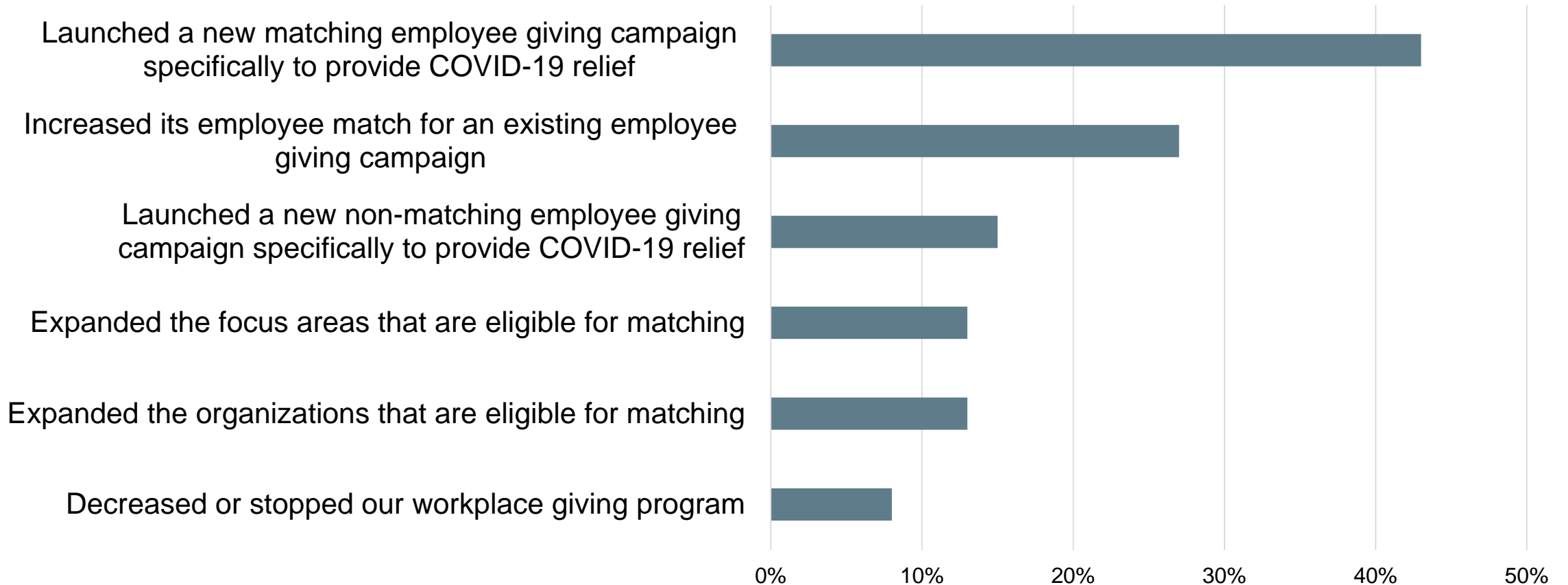
Grant funding and COVID-19 response



EVPs and COVID-19 Response

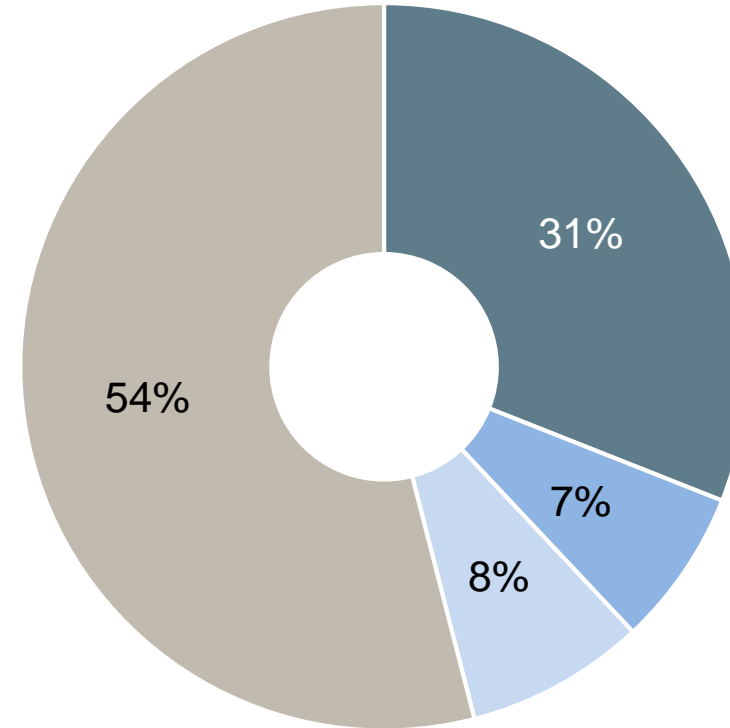


Workplace Giving and COVID-19 Response



Employee Assistance Funds and COVID-19 Response

- Had a fund established prior to the COVID-19 pandemic
- Established a fund after the COVID-19 pandemic began
- In progress, my company is currently setting up an Employee Assistance Fund
- No, my company does not have an Employee Assistance Fund



Future Trends

- Increase in employee relief funds
 - Increased focus and resources regarding mental health of employees
- More focused DEI efforts connected to grants and focused on employees (recruitment, promotion, leadership)
 - Greater partnerships between corporate citizenship teams and employee resource groups
- Stakeholder interest (including investors) increasing in the “S” as well as the “E” of ESG
 - Looking at community and employee investments; also at companies taking a stand