

## Corporate Engagement Program Focus

A vast majority of Corporate Engagement Programs (CEPs) focus, at least partially, on specific societal issues. Dedicating more attention and resources to specific areas helps the CEP get away from the trap of trying to be “*all things to all people*” and results in higher impact service. Aligning the CEPs focus with business functions can help to increase the overall impact and success of the CEP.

### Examples of CEP focus areas:

Company	CEP focus area(s)
Amway	<ul style="list-style-type: none"> <li>• Children</li> </ul>
Bank of America (1996 Corporate Engagement Award of Excellence honoree)	<ul style="list-style-type: none"> <li>• Economic development (housing, hunger and unemployment)</li> </ul>
Chesapeake Energy Corporation	<ul style="list-style-type: none"> <li>• Arts and Culture</li> <li>• Community Development</li> <li>• Education</li> <li>• Environment</li> <li>• Health and Social Services</li> </ul>
Citi (2007 Corporate Engagement Award of Excellence honoree)	Community needs including financial literacy and inclusion, neighborhood revitalization, housing, environmental protection, nutrition, health care and disaster relief
Constellation Energy Group	<ul style="list-style-type: none"> <li>• Energy assistance</li> <li>• Education</li> <li>• Economic growth</li> <li>• Environment</li> <li>• Employee involvement</li> </ul>
Hasbro	<ul style="list-style-type: none"> <li>• Children</li> </ul>
Honda Alabama	<ul style="list-style-type: none"> <li>• Education/Youth</li> <li>• Arts and Culture</li> <li>• Health and Human Services</li> <li>• Environment</li> <li>• Civic/Community</li> </ul>
Motorola Solutions	<ul style="list-style-type: none"> <li>• Education: Supporting basic education needs as well as programs that inspire students to embrace science, technology, engineering and math (STEM)</li> <li>• Public Safety: Supporting community safety and providing support for first responders and their families</li> <li>• Disaster relief: Supporting communities in areas where we operate as well as those around the world that have been impacted by disaster</li> <li>• Employee programs</li> </ul>
Novartis Corporation	<ul style="list-style-type: none"> <li>• Education</li> <li>• Health</li> <li>• Hunger</li> </ul>
PIMCO	<ul style="list-style-type: none"> <li>• Education (incl. financial literacy)</li> </ul>
Tata Consultancy Services	<ul style="list-style-type: none"> <li>• Health</li> <li>• Education &amp; Planet</li> </ul>
Texas Health Resources	<ul style="list-style-type: none"> <li>• Health Disparities</li> <li>• Disease Management</li> </ul>

Company	CEP focus area(s)
	<ul style="list-style-type: none"> <li>• Wellness</li> <li>• Disease Prevention and Health Promotion</li> <li>• Coordination of Care</li> </ul>
The Ritz-Carlton Hotel Company	<ul style="list-style-type: none"> <li>• Child well-being</li> <li>• Environmental responsibility</li> <li>• Hunger and poverty release</li> </ul>

*Corporate Engagement Award of Excellence applicants 2010-2012*



The [Points of Light Corporate Institute](http://www.pointsoflight.org/corporate-institute) is the go-to resource for community-minded companies looking to build and expand effective employee volunteer programs. With our global network of 250 affiliates and a team of experts, we can help you create a customized volunteer program, engage your employees, learn best practices, network with other leading companies, and gain visibility for leadership and excellence.

For additional information, please visit [www.pointsoflight.org/corporate-institute](http://www.pointsoflight.org/corporate-institute) or contact The Points of Light Corporate Institute at [corporateinstitute@pointsoflight.org](mailto:corporateinstitute@pointsoflight.org).

*Note: This information is provided by the Points of Light and is for knowledge-sharing purposes only. This is not a comprehensive list of all companies with employee volunteer programs. We encourage due diligence and proper attribution by those using this resource.*