



WHAT THE BEST COMPANIES DO

September 25, 2011

I am writing to you to announce the opening of the Corporate Executive Board's 2012 Community Investment Grant application process. We are seeking applications from innovative non-profit organizations from around the world.

About The Corporate Executive Board (CEB)

To drive corporate performance, senior executives at the world's leading organizations use CEB to help them and their teams with actionable insights, analytic tools, and advisory support to quickly and confidently focus efforts on what they need to know, and do, next. We provide essential information by analyzing and disseminating the most successful practices from our connected global network of clients. CEB enables faster, more effective decision making among the world's leading executives and business professionals. As the premier network-based knowledge resource, we provide the authoritative and timely guidance needed to excel in leadership roles, take decisive action, and deliver superior outcomes.

About CEB in the Community (CITC)

CEB in the Community (CITC) is the philanthropic arm of the Corporate Executive Board. CITC's mission is to support the social sector with the same unparalleled intelligence and resources that CEB provides corporate sector clients. By utilizing insights learned from the most powerful global executive and professional network, *CEB in the Community* envisions a social sector shaped and guided to exact true and lasting innovative social change. Many of the world's most difficult social problems – economic, environmental, and educational – are not being solved because conventional wisdom limits society's ability to address these challenges. We believe that there are an emerging set of successful innovators who are tackling the world's most intractable problems in new, more effective and more efficient ways. We see as an aspirational goal for our philanthropy activities to continue to support and drive these organizations to successful outcomes. Great ideas are necessary but insufficient to achieve great impact. As a result, we seek to help innovative organizations by enabling action both within their four walls and beyond.

2012 Community Investment Cohort

CEB in the Community is seeking applications for our 2012 Community Investment Cohort. Community Investment Grants will be awarded based on a number of factors, including the organization's 1) social impact; 2) growth opportunities and growth strategy; 3) alignment with CEB's core values; and 4) ability to engage CEB's employee base through volunteer and other opportunities.

While we do not expect any non-profit to have perfect alignment with all of our core values, we expect that each applicant will demonstrate a clear connection with one or more of our values. A grid listing CEB values and describing potential application of these values to non-profit organizations is attached. CITC is continually looking for ways in which to engage our employees with our community investment grantees. An ideal grant applicant will be able to illustrate volunteer opportunities and potential areas of engagement for our staff in multiple locations. CEB has its headquarters in Arlington, Virginia and maintains 12 other offices (a list of office locations is attached).

Application Details

- The total grant pool available is US\$150,000
- Minimum grant will be US\$10,000, maximum grant will be US\$25,000
- Grants are discretionary upon review by the Community Investment Committee
- Successful applicants will receive a two year commitment contingent upon a relationship review at the end of year one
- U.S. applicants must be a 501(c)(3) organization in good standing with the IRS and in compliance with the Patriot Act; non-U.S. applicants must be in compliance with comparable laws in their country of incorporation
- Current or past grant recipients must apply for the 2012 awards; prior awards do not guarantee future grants
- Corporate Executive Board reserves the right to change or discontinue this program at any time
- Applications should be returned no later than *30 November 2011* by email to LLandis@executiveboard.com or by mail to:

Lisa Landis
Director, CEB in the Community
Corporate Executive Board
1919 North Lynn Street
Arlington, VA 22209



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Eligibility

The following types of organizations are eligible to request funding from the Corporate Executive Board through a Community Investment Grant:

- **Nonprofits:** Nongovernmental organizations that hold charitable status in their country/region (for example in the U.S. a 501(c)(3) designation) and are in compliance with the Patriot Act
- **School-based:** Nonprofit organizations that provide services to the community outside of school hours, such as evenings and weekends.
- **Government funded and operated:** Nonprofit organizations that receive government funding or that partner with a governmental organization to run their programs.

The following entities are not eligible to receive donations or grants from the Corporate Executive Board:

- Individuals
- Private foundations
- Nonprofit organizations without a current 501(c)(3) designation and nongovernmental organizations that do not have the equivalent charitable status in their country/region
- Governmental organizations or agencies (other than those specified above), including international governmental organizations and United Nations entities
- Health-care organizations and networks, including hospitals, specialty networks, ambulatory health-care services, home health care, and assisted living health-care organizations
- Health-care research organizations and research laboratories, including organizations that pursue systematic investigation—such as research development, testing, and evaluation—designed to develop or contribute to general knowledge
- Commerce and trade associations that do not pursue charitable aims or activities
- Sports groups, such as amateur or professional programs, teams, or events
- Political, labor, or fraternal organizations
- Schools or universities
- Religious organizations. This does not include religious organizations that provide services to people regardless of their religious beliefs, and does not promote a specific faith. For example, a church-based homeless shelter that has a separate 501(c)(3) designation from a church and that provides shelter to anyone who qualifies for services, regardless of religious belief would be eligible.

Requests for specific event funding, including, but not limited to the following, are not eligible for Community Investment Grants:

- Conferences or symposia
- Sponsors of events, tables, exhibitions, or performances
- Fund-raising events such as luncheons, dinners, walks, runs, and sports tournaments

Selection Methodology

Applications will be reviewed by the Community Investment Committee (CIC), a cross-sector and geographically diverse cohort of CEB staff. Organizations will be given a score in the following categories:

- Social impact
- Growth opportunity and strategy
- Alignment with CEB values
- Ability to engage CEB staff, preferably in multiple office locations, with volunteer and other service opportunities
- Benefit to CEB as a result of relationship
- Level of identified need within the non-profit

We will not release raw scores, although a member of the Corporate Executive Board's CIC will be available for individually-scheduled feedback conversations to any applicant that makes a request. This will help refine our understanding and approach, as well as help the organization maximize its learning from the time invested in their application. Grant winners will be notified no later than 1 March 2012.

Additional Grantee Benefits

In addition to a cash grant, CITC Community Investment Grant recipients are eligible for the following benefits:

- priority for pro bono consulting projects delivered by CEB employees, minimum of one per year based on staff availability
- preference in internal marketing with our 2,200+ global CEB staff, including promotion of events
- opportunities to recruit CEB staff to Board level or committee positions
- use of CEB meeting space and the Waterview Conference Center (based on availability) at the discretion of the Waterview Conference Center staff

Thank you for your interest. Should you have any questions regarding CEB, CITC or the Community Investment Grants, please contact me or Lisa Landis.

Sincerely,
Jerry Sorkin
Executive Director, CEB in the Community



WHAT THE BEST COMPANIES DO

CEB OFFICE LOCATIONS

North America	North America	Asia-Pacific	Europe
Boston, MA	San Francisco, CA	New Delhi	Frankfurt
Chicago, IL	Scottsdale, AZ	Singapore	London, UK
Minneapolis, MN	Toronto, Canada	Sydney	
Rochester, NY	Washington, DC		



**CORPORATE
EXECUTIVE
BOARD**

WHAT THE BEST COMPANIES DO™

A Values Based Approach to Corporate Philanthropy

Please use the following guidelines when demonstrating how your organization aligns with CEB's corporate values.

Corporate Value and Definition	Value Applied to CEB in the Community	Questions for Non-Profits
<p>Force of Ideas</p> <p><i>We believe that great ideas—acute insights rooted in microeconomics and informed by human behavior—are essential to those accomplishments that change the fortunes of an individual, an organization, or the world. We discover and create these ideas and enable members and colleagues to act on them by delivering them in timely, targeted and memorable ways.</i></p>	<p>Great ideas can carry an organization forward more surely than can access to superior resources, market power, or sheer effort. Our corporate task is to discover and teach these great ideas to our members. Our Pro Bono and Skills-Based volunteer efforts enable our staff to help accelerate the programs of non-profits by discovering and sharing valuable ideas among non-profit organizations.</p>	<p>What exceptional ideas are central to your organization's mission? What innovative solutions are you implementing to solve a social problem? How does your organization accelerate learning and performance of others in your field?</p>
<p>Spirit of Generosity</p> <p><i>We forge relationships with our members and with each other that go beyond the merely commercial. Our businesses center on generous exchange both between professional peers and between our staff and our members. We derive honest joy from the opportunity to serve our members, our colleagues, and our communities.</i></p>	<p>We bring honest joy to the opportunity to serve and our goal is to provide exceptional service to non-profits. By supporting and promoting corporate giving in the form of grants and employee contributions of time, expertise, and financial resources, we reinforce a culture of giving and generosity both in and outside of work.</p>	<p>How does the spirit of generosity manifest itself within your organization – amongst your employees and volunteers and in the communities you serve?</p>
<p>Stewardship of Exceptional Talent</p> <p><i>Our ambitions demand that we invest unusual effort in recruiting, developing, and managing exceptional talent from diverse backgrounds. We foster an entrepreneurial culture that enables outsized individual and team impact, grows businesses, and creates compelling careers. We set aspirational objectives, measure outcomes, reward outstanding accomplishments and readily reinvent how we work.</i></p>	<p>We seek to provide staff with robust skills training support, coaching and on-the-job development, so that they are best positioned for career success. We aim to identify volunteer opportunities that can develop professional skills in our staff as well as allow them to share their professional expertise with not-for-profit entities.</p>	<p>How does your organization strive to develop talent within your various constituencies – staff, volunteers, clients? What aspirational objectives do you use to motivate your organization and staff?</p>
<p>Member Impact</p> <p><i>We define ourselves by the achievements of those we serve and believe that advancement of member interest is the only route to our own success. We are effective stewards of our members' contributions and confidences, and we relentlessly innovate to delight our current and future members</i></p>	<p>We distill the vast data and information in our best practices into actionable steps for our members. Our tested tools and proven tactics are used to yield tangible results and accelerate better outcomes for member organizations. Our aim is to work with non-profit organizations where our work can measurably improve the outcome for our non-profit partners.</p>	<p>What demonstrated metrics of success can you provide? What is the measurable impact of your organization on your chosen segment?</p>



Application for Community Investment Grant

Name	First	Middle Initial	Last
Position			
Organization			
Address	Street	Suite/#	
City, State, Zip			
Website URL			
E-mail Address			
Mission Statement			
Annual Fundraising Amount (\$)			
% of fundraising spent on administration			%
# of employees (globally) to date			
Founded in year			
CEB Sponsor or contact (if applicable)			
# of CEB Employees currently involved in or volunteering for your organization (if any)			
# of total hours CEB Employees have volunteered this year (if any)			
Volunteer opportunities available to CEB staff (type and volume)			
Cities where volunteer opportunities are available			

See Attachment requirements next page.



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Washington, D.C. ▪ London ▪ New Delhi ▪ Chicago ▪ San Francisco ▪ Sydney

www.executiveboard.com

Tel +1.571.303.3000

Fax +1.571.303.3100

Please attach the following documents as part of your application:

- ✓ Letter including the following information:
 - Please describe the socio-economic problem your organization seeks to address and describe your organization's approach to solving this problem.
 - Please outline your organization's growth strategy
 - How does your organization demonstrate or align with CEB's corporate values? *See attached matrix of values for guidance.*
 - How would working with your organization enhance CITC's ability to live our corporate values? *See attached matrix of values for guidance.*
 - Describe the current and potential level of Corporate Executive Board employee involvement in your organization.
- ✓ Relevant performance data – evidence of impact; programmatic results
- ✓ Copies of the organization's mission statement and board of directors list
- ✓ Copies of the last two years' audited financial statements and 990 tax forms
- ✓ Copy of the latest IRS documentation letter(s) of tax-exempt status under Section 501(c)(3) and foundation classification under Section 509(a) or an equivalent document providing proof of charitable status for your country/region
- ✓ A brief statement, signed and dated, on the organization's letterhead, that there has been no change in the purpose, character or organizational structure subsequent to the issuance of your charitable status documentation

Application and all supporting documentation must be received by the Corporate Executive Board no later than 30 November 2011. Grantees will be notified no later than 1 March 2012.

Applications may be returned via email to Lisa Landis at LLandis@executiveboard.com or via mail to:

Lisa Landis
Director, Community Service
Corporate Executive Board
1919 North Lynn Street
Arlington, VA 22209

Should you have any questions during the application process, please feel free to contact Lisa Landis at 571-303-6134 or Jerry Sorkin at 571-303-6749.