

# Corporate Citizenship Watch

Shine a Light: Reflecting on the 20<sup>th</sup> Anniversary of 9/11

September 08, 2021



# Some of the critical issues we will be addressing today

- How the lessons from the response to 9/11 can help companies address today's social and environmental challenges
- The efforts underway to help a new generation learn the lessons of 9/11
- New ways to infuse community building into corporate citizenship programs
- How to support and get involved in "9/11 Day," a federally recognized National Day of Service and Remembrance



# Today's Speakers



**Brandee McHale**

Head of Community  
Investing and Development  
and President  
**Citi**  
**Cit Foundation**

**David Paine**

President and Co-Founder  
**September 11 National  
Day of Service and  
Remembrance ("9/11  
Day)**

**Yasmeen Shaheen-  
McConnell**

Senior Advisor for Strategic  
Partnerships  
**AmeriCorps**

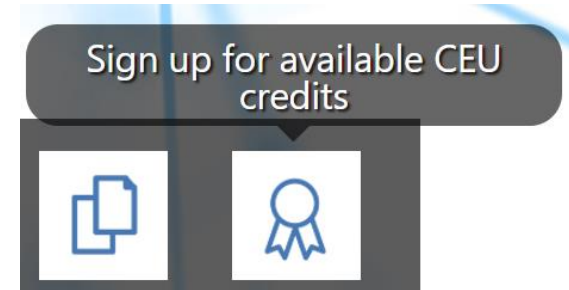
**Jeff Hoffman**

Institute Leader, Corporate  
Citizenship & Philanthropy,  
ESG Center  
**The Conference Board**

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# Discussion

# Additional Resources

## [Four Practical Ways 9/11 Can Guide Companies in Providing Hope and Healing Today](#)

One of the less remembered stories of 9/11 is how companies across America stepped up not only to provide immediate relief to victims and their families, but also to support initiatives that offered hope and healing to a nation. Companies can apply the lessons of 9/11 to help those during the ongoing pandemic. First, support volunteering initiatives to boost employees' mental health and reduce isolation. Second, work with employee resource groups and community organizations on events and volunteer projects to defuse discrimination. Third, establish programs that honor those who lost their lives to COVID-19. Fourth, partner with organizations such as Stars of HOPE that send messages of hope to those affected by the pandemic.

## [How Companies Can Make an Enduring Difference in American Cities](#)

The Conference Board ESG Center's Corporate Social Responsibility Council toured four US cities to listen to local corporate, university, nonprofit, government, law enforcement, faith-based, and community leaders' candid perspectives on social problems their communities are facing and suggestions for how to address them. Through recounting the Council's journey, this report relates a new approach to corporate citizenship and philanthropy, one that can help companies more effectively partner with community stakeholders to run programs that address social problems in cities that result in sustained positive outcomes in people's lives.

## [Choosing Wisely: How Companies Can Make Decisions and a Difference on Social Issues](#)

From LGBTQ+ equality to Black Lives Matter, and from gun rights to gun control, companies have been asked to take public positions on social issues, but the process for doing so hasn't always been clear or consistent. This report discusses (1) the evolving context in which companies are operating; (2) who is involved in raising and deciding the company's stance on social issues; (3) the criteria used in deciding whether and how to respond; (4) how companies ensure that there is appropriate follow-through; and (5) lessons learned.



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