

Access Your Potential, Build a Culture of Purpose



CONE

A PORTER NOVELLI COMPANY



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The widening opportunity gap

The United States has a ***greater disparity between rich and poor*** than any other developed nation.

As inequality in the US continues to grow, the idea that hard work and determination are enough for anyone to become successful in America is evaporating.

To close this gap, underserved communities need greater access to resources and opportunities.

Responsible Business
Leadership is...

an expression of our purpose

Our Evolution

Philanthropy

PwC has a 100+ year legacy of philanthropy. It has not always been strategic, and collective impact was diluted as our resources were spread across too many efforts and causes.

- Charitable Giving
- General Volunteering

Corporate Responsibility

In 2007, we began to evolve our strategy to focus on causes relevant to our business. We moved beyond hours/dollars to include providing skills, ideas and experiences, tying CR more closely to the firm.

Philanthropy, plus:

- Strategic alignment
- Signature, measurable commitments
- Firmwide cause areas (e.g. financial literacy)
- Pro Bono work
- Employee and market engagement

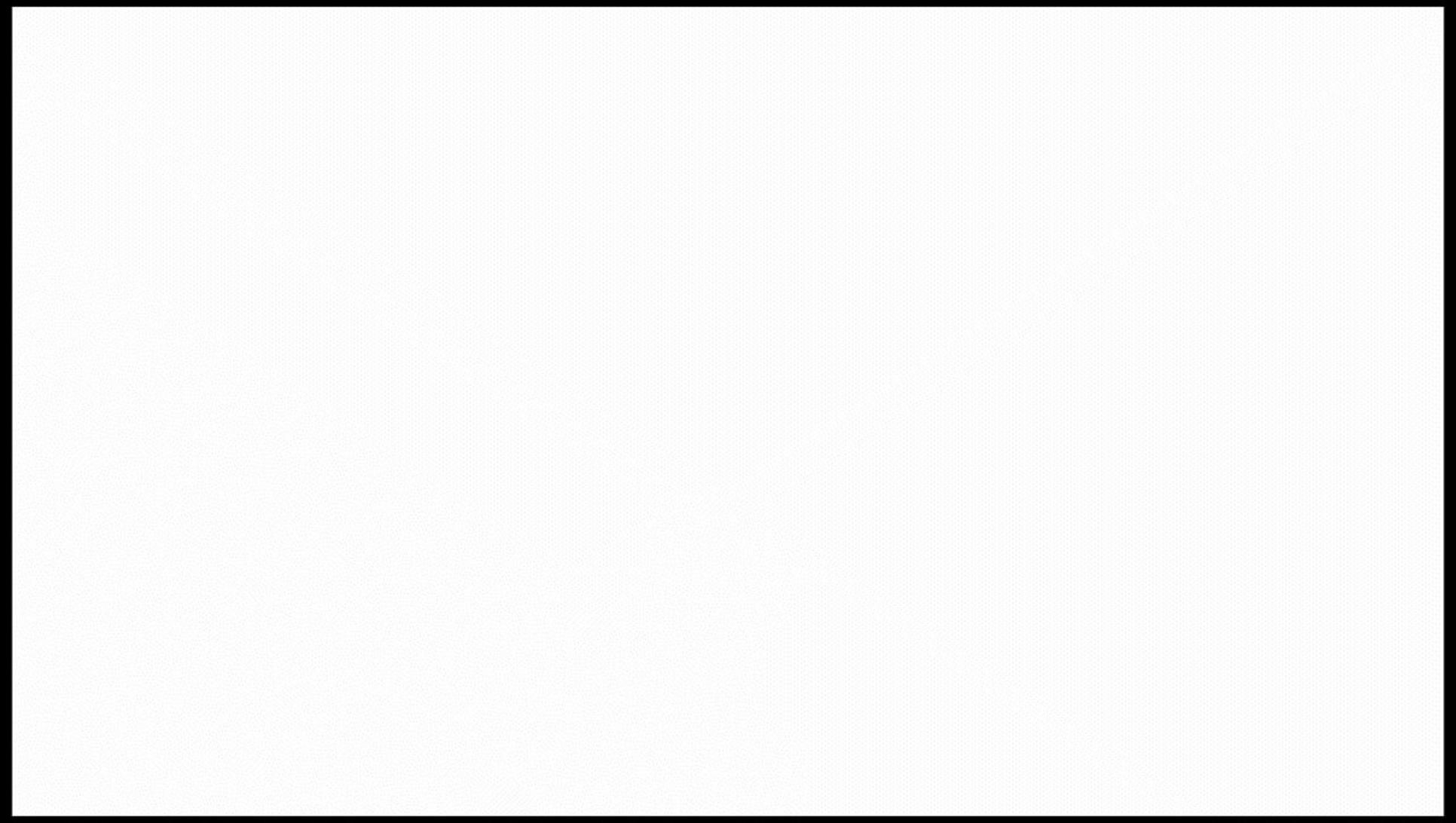
Responsible Business Leadership (RBL)

RBL goes beyond 'doing good' -- it is part of our business strategy. RBL allows our people to use their skills to build systemic change within our communities and society more broadly. It uses our core products and services, and creates new external solutions.

Corporate Responsibility, plus

- Contributes to core firm strategy
- Enhances client experience
- Empowers our people
- Global-local in design and delivery
- Tech-enabled
- Strategy to execution





We all have a role to play

Using our people's skills and the firm's capabilities to address inequality in our communities.

Responsible Business Leadership comes to life through:

- *Access Your Potential[®]*
- Pro Bono engagements and *Skills for Society*
- CEO Action for Diversity & Inclusion
- Our environmental commitments
- A culture where our people give to and volunteer for causes important to them

Client engagement: RBL helps connect with clients in new ways that address business and social issues.

- Incorporate RBL as a strategic differentiator
- Plan and execute purpose-driven conversations
- Incorporate RBL themes into account planning workshops
- Use board seats strategically to reach clients
- Conduct a joint Pro Bono project

Access Your Potential[®]



Equipping young people with life-changing skills

<p>We are:</p>	<p>Reaching 10M students</p>	<p>Training 100K teachers and counselors</p>	<p>Mentoring 10K students</p>
<p>With a focus on:</p>	<p> Financial literacy</p>	<p> Tech skills</p>	<p> Career selection</p>
<p>Through:</p>	<p>Volunteering our time</p>		<p>Collaborating with strategic partners</p>



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