Future 500 is a non-profit consultancy that builds trust between companies, advocates, investors, and philanthropists to advance business as a force for good.
About the Corporate Affinity Network

Of the original Fortune 500 companies listed in 1955, fewer than 11% remained in 2018 due to the value creation and destruction intrinsic to competitive markets. Today, this dynamic is accelerating rapidly, challenging executives responsible for implementing sustainable business strategies.

Meanwhile, NGOs, grassroots activists, employees, customers, investors, and others are increasingly pressuring corporations to address a wide array of environmental and social issues. Stakeholder engagement expertise is now a must for any company seeking to remain competitive, differentiate from industry peers, and lead on sustainability.

Companies must learn to be proactive with a wider range of stakeholders, embrace transparency, and ensure that words are backed up by action. Those that fail to do so will increase their risk of public attack, advocacy campaigns, and customer abandonment.

**Future 500’s Corporate Affinity Network is designed to help busy professionals “do good” while navigating disruptive markets and a complex stakeholder landscape.** We curate opportunities for executives to step outside their echo chambers and engage diverse, influential stakeholders – funders, issue experts, campaign strategists, and NGO leaders across sectors and ideologies – that shape public opinion on material issues.

Our team will be your “critical friend,” exposing you to ideas that stretch your comfort zone while guiding you toward opportunities for transformative change.

Through coaching, counsel and peer-to-peer learning, we’ll help your company lead on sustainability and built a strong and lasting stakeholder network.

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“Future 500 [brings] real people from different walks of life together. [They stand] out for their long-term vision, open mindedness, and respectful interactions.”

*Catrine Steenstrup*

ESG-Climate Advisory / PE-VC Portfolio Management

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“Future 500 is distinctive in creating a strong network of stakeholders plus processes to help companies think through their stakeholder-engagement activities.”

*Dawn Rittenhouse*

Director of Sustainable Development, DuPunt

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“Future 500’s knowledge of emerging sustainability issues and the associated stakeholder landscape has helped make our engagement efforts more efficient and strategic. The depth of their network, coupled with an understanding of business, makes them a ‘go-to’ partner.”

*Chris Chambers,*

Director, Sustainability Programs, Freeport-McMoRan Copper & Gold

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“Future 500 consistently has its finger on the pulse of environmental activism, understanding evolving priorities and how [they] might impact companies. They [offer] an opportunity to get a thorough download of what is on the horizon and learn who to engage.”

*Shannon Maher Bañaga,*

Director of Federal Affairs TECO Energy, Inc.

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Stay ahead of the curve. Join our Network today!

Have questions? Contact Mary Ann Mcdonnell to schedule an exploratory call.

1-800-655-2020 / mmcdonnell@future500.org
**Network Benefits**

Future 500’s Corporate Affinity Network is designed to help companies thrive in a world of complex stakeholder expectations, lead on sustainability, and effectively integrate stakeholder feedback into business planning. It gives you access to our team and influential stakeholder networks, and can be complemented by our broader suite of [advisory services](#) to fit your needs and resources.

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<th><strong>Trainings and Intensives.</strong> Complimentary participation in bi-annual Executive Working Group on Stakeholder Engagement featuring peer-to-peer problem solving, and facilitated training in stakeholder engagement and sustainability best practices. Potential speaking opportunities at Future 500-affiliated events.</th>
<th>1 Attendee*</th>
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<td><strong>Private Webinars.</strong> Quarterly partner-only webinars highlighting emerging stakeholder trends and featuring interviews with leading foundation funders, grassroots campaigners, and other opinion shapers.</td>
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<td><strong>Relationship Manager.</strong> Dedicated Future 500 representative responsive to your needs.</td>
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<td><strong>Annual Emerging Issues Briefing.</strong> Online or in-person briefing on Future 500’s annual Top 10 Issues Driving Stakeholder Activism &amp; Advocacy Toward Companies, to help you anticipate emerging issues.</td>
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<td><strong>Issue Alerts.</strong> Tailored, timely alerts on sustainability issues and stakeholder activity material to your business.</td>
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We offer a wide array of advisory services that can be added to your CAN membership to help your company lead on stakeholder engagement and sustainability:

- **Strategic Counsel.** On-call support on urgent stakeholder issues, such as navigating an activist campaign or providing critical review of sustainability reports and communications.
- **Materiality Assessment.** Identifying internal and external stakeholder priorities to inform your business planning.
- **Engagement Strategy.** Stakeholder risk-opportunity and influence mapping and planning by material issue.
- **Issue Tracking.** Monitoring of stakeholder activity related to key issue areas, and recommendations for appropriate engagement.
- **Facilitated Introductions.** Targeted introductions to key stakeholders and sustainability experts who can help the company address its material issues.
- **Advisory Councils.** Establishing and facilitating internal and external stakeholder advisory councils or working groups.

*Companies that partner with Future 500 for >$25k in annual services are offered complimentary CAN membership.*