



2012 Executive Summary

The Civic 50 is an initiative to identify the 50 most community-minded companies in the nation. Launched in 2012 as a partnership between the National Conference on Citizenship, Points of Light and Bloomberg LP. The survey is powered by True Impact.

Several key findings and trends emerged in 2012, along with opportunities to encourage more civic growth.

KEY FINDING 1: What's good for the company can be good for the community.

- **TREND:** A growing number of sophisticated tools measure the impact of community engagement and its effect on reputation, customer loyalty and the bottom line.
 - 98% of Top 50 companies said they evaluate the impact of their engagement program on at least one other entity they engage, such as public policy/government, trade associations, the nonprofit sector, community partners, or foundation giving.
 - 86% of the Top 50 companies said they evaluate the impact of their engagement program on at least one aspect of their bottom line – for example, increased sales, decreased costs, and brand loyalty.
- **TREND:** Companies are identifying a data-driven connection between their investment in community engagement programs and their success in recruitment, retention, leadership development and employees' civic growth.
 - 84% of Top 50 companies make their community engagement program a “formal” or “core” component in recruitment materials.
 - 84% make CEP involvement a factor in staff employee reviews.
 - 96% make the success of the CEP a factor in evaluating performance of senior management.

KEY FINDING 2: What's good for the community is good for the company.

- **TREND:** The decision to align a company's social issues with its business purpose seems to be strategic and increasingly common.
 - Every company in the Top 50 says at least one of the specific causes they address is aligned with their core business competencies.
 - An example from survey data: *“We combine [our] core business expertise with a global network of partners that introduces us to different models and perspectives to promote empowerment and broaden financial access and capability.”*

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KEY FINDING 3: Checkbook philanthropy is on the back burner, as corporations leverage time and talent alongside their financial resources.

- **TREND:** Corporations are not just throwing money at problems—they are aligning resources and mission, and expecting to play a strategic role with community partners on an ongoing basis. For their investment, companies expect metrics beyond dollar amounts and volunteer hours served.
 - 68% of Top 50 companies say they “frequently” or “always” use the professional skills of their workforce to address their CEP priorities.
 - 66% of Top 50 companies say they have “mission-level” alignment with the community partners they choose to work with, differentiated from program or events level alignment

2012 Statistics

Companies were surveyed about their participation in *The Civic 50*:

- Nearly 60% of participants said *The Civic 50* helped them to think more strategically about their community engagement program’s design, strategy, and measurement
- 87% stated they plan to participate in *The Civic 50* again in the future
- 87% stated they will encourage colleagues at other companies to participate

2012 Coverage

The results of *The Civic 50* are publicized and promoted on an ongoing basis:

- By Bloomberg, *The Civic 50* media partner, on Businessweek.com, in *Businessweek* Magazine, and in Bloomberg’s annual “Best and Worst” list.
- By conferences, including the National Conference on Volunteering and Service, the National Conference on Citizenship, Businesses4Better, Boston College Center for Corporate Citizenship, and more.
- By other national and local media outlets and trade press, including *Politico*, *Chronicle of Philanthropy*, *The Non Profit Times*, *CSR Wire*, *Yahoo*, *PR Newswire*, *The Business Council*.
- By companies who launched ad campaigns, published infographics, and included their appearance in the ranking throughout their corporate communication channels.

What People Are Saying...

“The Civic 50 award ... brings to life the very meaning and spirit of Investing for Good.” – Rich D. Fairbank, Founder, Chairman, and CEO of Capital One Financial Corporation

“Few surveys are as comprehensive as The Civic 50 in capturing and highlighting all of the things that corporations can and should do to help confront our communities’ most pressing challenges.” – Pam Flaherty, President & CEO of the Citi Foundation and Director of Corporate Citizenship at Citi

“The Civic 50 is not just another list. We see it as a declaration of great brands; companies that can inspire and motivate those not currently on the list to join the ranks.” – Gregory Papajohn and Lee Ann Zondag, Golin Harris

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