THE CIVIC 50

2020 SURVEY LAUNCH

POINTS OF LIGHT

WEBINAR OVERVIEW

AGENDA

- **Survey Overview**
- **Tools & Resources**
- **FAQ & Best Practices**
- **Survey Instrument**
- **Scorecard Reports**
- **Survey Dimensions**
- **Q&A**

TODAY'S PRESENTERS

JENNY LAWSON
Chief Civic Innovation Officer
Points of Light

FARRON LEVY
Founder & CEO
True Impact

WEBINAR REMINDERS

- *Select "telephone" if calling in*
- *Dial-in/audio pin on your control panel*
- *All lines are muted*
- *Share questions in the "Questions" box*
- *This session is being recorded*

SUPPLEMENTAL MATERIALS

Download survey questions from handouts section of your control panel

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AMERICA'S TOP 50 CORPORATE CITIZENSHIP LEADERS

THE CIVIC 50 2019 HONOREES

abbvie · Aflac · Allstate You're in good hands. · Altria · AT&T · BARCLAYS · Louisiana

CAESARS ENTERTAINMENT · Capital One · charles SCHWAB · citi · CLIF · COMCAST NBCUNIVERSAL · Comerica Bank

CONAGRA BRANDS · AAA CSAA Insurance Group, a AAA Insurer · CVS Health · Deloitte. · DELTA · DTE · Entergy

FedEx · FREEPORT-McMoRan · General Mills Making Food People Love · Hasbro · HCSC Health Care Service Corporation · Hewlett Packard Enterprise · Hogan Lovells · Keurig DrPepper

KeyBank · KPMG · Marriott INTERNATIONAL · MGM RESORTS INTERNATIONAL · PIMCO · Prudential · pwc

Raytheon · REGENERON SCIENCE TO MEDICINE · S&P Global · STATE STREET · Symantec. · TATA CONSULTANCY SERVICES · HERSHEY

TOYOTA FINANCIAL SERVICES · TSYS · UNITEDHEALTH GROUP · UNUM · Valero · WellCare Beyond Healthcare. A Better You. · WELLS FARGO

CORPORATE CIVIC ENGAGEMENT FRAMEWORK

INVESTMENT
How the company strategically invests its resources in community engagement and social impact, including employee time and skills, cash, in-kind giving and public leadership.

INSTITUTIONALIZATION
How the company institutionalizes its community engagement and social impact programs through organizational policies, systems, and incentives.

INTEGRATION
How the company integrates its community engagement and social impact programs throughout its business functions and interests (i.e., "does well by doing good").

IMPACT (Social & Business)
How the company measures the social and business impact outcomes of its community engagement and social impact programs.

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THE VALUE FOR COMPANIES

1. Learn, benchmark, and improve your CSR program
2. Be recognized in your communities and industry
3. Connect with and learn from other leading community-minded companies
4. Advance the corporate social impact sector

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FROM SUPPORT TO STEWARDSHIP

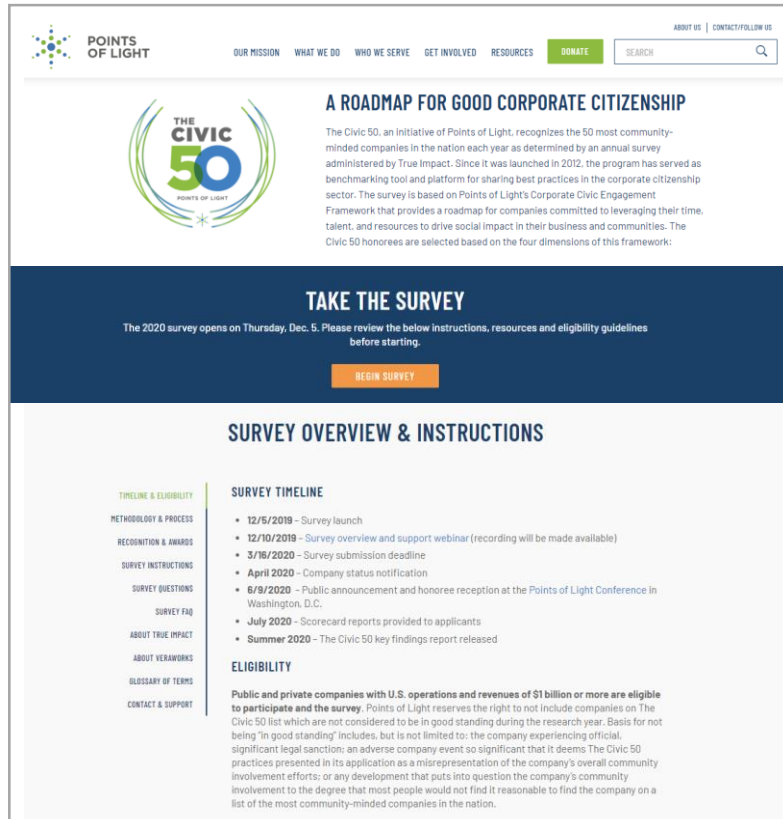**Companies with <u>supportive</u> community involvement:**

- Leave it to nonprofit and government entities to understand and define society's pressing issues

- Limit their involvement to joining existing social sector efforts

- Hold themselves accountable only to contribution goals (number of dollars, volunteer hours, etc.)

- Stay clear of controversial societal issues

Companies with <u>stewardship</u> community involvement:

- Play an active role in helping to frame and evolve the societal issues they affect or are affected by

- Co-design or design social programs

- Hold themselves accountable to positive social impact and outcomes

- Strive to influence controversial societal issues

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SURVEY TOOL & RESOURCES

www.pointsoflight.org/civic50survey

APPLICANT INFO & SURVEY PAGE
- Survey info: pointsoflight.org/civic50survey
- Survey link, instructions, FAQ, and glossary

DATA COLLECTION RESOURCES
- Download an editable document with the 2020 survey questions from the applicant info page or the handouts section of your webinar control panel

SURVEY TIMELINE
- **3/16/2020** - Survey submission deadline
- **April 2020** - Company status notification
- **6/9/2020** – Public announcement and honoree reception at the Points of Light Conference (D.C.)
- **July 2020** - Scorecard reports provided to applicants
- **Summer 2020** - The Civic 50 report released

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FAQ & BEST PRACTICES

FREQUENTLY ASKED QUESTIONS

Is my company eligible?

Is the data I submit made public?

What is the scoring process?

Will we receive a report?

More listed at pointsoflight.org/civic50survey

BEST PRACTICES

1. Review timeline with your survey team

2. Collect data offline

3. Use survey and report as a learning tool!

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FARRON LEVY

Founder & CEO

SCORECARD REPORTS

Dimension	Score	Overall			Sector	
		Rank	Tier	Medal	Rank	Tier
Overall	#,###	Top 50: Yes			--	
Dimension 1: Investment	###	5	Top 10%	🏅	1	Top 10%
Dimension 2. Integration	###	67	Lower 25%		11	Top 50%
Dimension 3: Institutionalization	###	35	Top 25%	🥈	2	Top 10%
Dimension 4a. Impact (social)	###	62	Lower 25%		7	Top 50%
Dimension 4b. Impact (business)	###	48	Top 50%	🥉	6	Top 25%

REPORT OPTIONS

- **Individual (free)**
- **Sector**
- **Comprehensive**

Scored Questions	Your Entry	Score % tot pts	Overall / [Your Sector]		
			Your Rank	Vs. Avg.	Percentile
Dimension 1: Investment	-	###	5	▲ 43%	Top 10%
Q1. Participants	32%	75%	23	▲ 47%	Top 25%
Q2. Hours / # employees	13.2	100%	5	▲ 45%	Top 10%
Q3. % Skills Based	12%	75%	45	▼ 12%	Top 50%
Q4. Value (grants) / revenues	.031%	100%	3	▲ 76%	Top 10%
Q4. Value (grants) / Q5. Number	$52,500	50%	2	▲ 65%	Top 10%
Q6. % Multifaceted Investment	13%	25%	61	▼ -38%	Lower 25%

Scored Questions	Your Entry	Score % tot pts	Overall / [Your Sector]				
			Your Rank	Top 10% if more than	Top 25% if more than	Top 50% if more than	Lower 25% if more than
Dimension 1: Investment	-	###	5	###	###	###	###
Q1. Participants	32%	75%	23	38%	30%	23%	12%
Q2. Hours / # employees	13.2	100%	5	12	6.7	4.6	2
Q3. % Skills Based	19%	75%	45	27%	18%	12%	6%
Q4. Value (grants) / revenues	.031%	100%	3	.03%	.024%	.018%	.01%
Q4. Value (grants) / Q5. Number	$52,500	100%	2	$45,455	$38,642	$27,054	$18,754
Q6. % Multifaceted Investment	13%	25%	61	38%	30%	23%	12%

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INVESTMENT

How extensively and strategically your company applies its resources to community engagement, including employee time and skills, cash, in-kind giving, and leadership.

- Volunteers (number, hours, and type)

- Cash, grants, and in-kind contributions

- Strategic, multi-dimensional and multi-year

- Multi-faceted investments

- Public leadership and advocacy

- Voting and civic engagement (not scored)

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INTEGRATION

How your company's community engagement program supports business interests and integrates into business functions, or how it "does well by doing good."

To what degree does your company leverage its community engagement activities with... and then how?

COMPANIES SELECT 7 BUSINESS FUNCTIONS

MARKETING/PR

SALES

SKILL/LEADERSHIP DEVELOPMENT

RECRUITING

EXTERNAL STAKEHOLDER RELATIONS

DIVERSITY AND INCLUSION

HEALTH AND WELLNESS

R&D/INNOVATION

EMPLOYEE ENGAGEMENT

PURCHASING/SUPPLY-CHAIN/SOURCING

- Formal written strategy coordinated with the selected business department, broadly and consistently implemented
- Formal written strategy coordinated with the selected business department, implemented on a limited basis
- Informal strategy, broadly and consistently implemented
- Informal strategy, implemented on a limited basis

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INSTITUTIONALIZATION

How your company supports community engagement through its institutional policies, systems and incentives.

- Policies, systems, and incentives
- Input from communities and partners
- Includes community engagement in
  - Performance reviews
  - Business unit/division goals
- Training and resources
- Participation of C-suite leadership
- Internal communications
- Report to board, shareholders, and stakeholders

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IMPACT VALUE

How your company measures the social and business impact of its community engagement program.

SOCIAL VALUE (4A)
VOLUNTEERISM
GRANTS
IN-KIND
SOCIAL CAUSE ADVOCACY

BUSINESS VALUE (4B)
MARKETING/PR
SALES
SKILL/LEADERSHIP
DEVELOPMENT
RECRUITING
STAKEHOLDER RELATIONS
DIVERSITY AND INCLUSION
HEALTH AND WELLNESS
R&D/INNOVATION
EMPLOYEE ENGAGEMENT
PURCHASING/SUPPLY-CHAIN

- **Quantitative outcome metrics*** that are predefined and part of a standardized and regularly implemented data collection process
- **Qualitative outcome measures** (i.e., success stories) and/or predefined satisfaction metrics that are part of a standardized and regularly implemented data collection process
- **Quantitative outputs** (i.e., drivers of outcomes) that are part of a regularly implemented data collection process
- **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
- **Not currently measured**
- **Not available**/cannot share this information

outcome metric verification examples required

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OUTPUT & OUTCOME MEASUREMENT

ANSWER OPTIONS	SOCIAL EXAMPLE (4A) *Volunteerism – afterschool volunteer tutoring program for employees*	BUSINESS EXAMPLE (4B) *Skill development – pro bono/skills-based volunteering program*
Quantitative outcome metrics that are predefined and part of standardized and regularly implemented data collection process *"capturing the observed effect, change in condition or resulting improvement"*	Number of students that increase testing scores or grades	Percent increase in a specific skill competency based on pre/post survey of employees participating in the program
Qualitative outcome measures (i.e., success stories) and/or predefined satisfaction metrics that are part of a standardized and regularly implemented data collection process	Survey given to students to capture satisfaction level with program and feedback (success stories)	Survey given to participants to capture satisfaction level with program and feedback (success stories)
Quantitative outputs (i.e., drivers of outcomes) that are part of a regularly implemented data collection process *"what is being done"*	Students: number enrolled, sessions attended Volunteers: number participating	Number of employee volunteers participating in the program
Anecdotal, non-quantitative information (i.e., success stories) that is informally or periodically collected	Success story captured by teacher and shared with program team	Success story from employee volunteer shared after project presentation

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