



THE CIVIC 50

LOCAL SURVEY OVERVIEW

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.



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”).



INSTITUTIONALIZATION

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



IMPACT (Social & Business)

How the company measures the social and business impact outcomes of its community engagement and social impact programs.



FROM SUPPORT TO STEWARDSHIP

Companies with supportive 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 stewardship 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



REASONS TO PARTICIPATE

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



POINTS OF LIGHT

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. % SkillsBased | 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. % SkillsBased | 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% |



AMERICA'S TOP 50 CORPORATE CITIZENSHIP LEADERS

THE 2019 NATIONAL HONOREES



NATIONAL SURVEY INSIGHTS

2X

GENEROUS GIVING. On average, The Civic 50 companies donate **more than twice** as much as other US companies: **\$283,000 for every \$10 million** in earned revenue as opposed to \$130,000 (per CECP's 2018 Giving in Numbers).

50%

SOPHISTICATED INVESTMENT. Community engagement is more integrated. **50%** of The Civic 50 companies make multi-faceted investments where their grants are provided additional support through volunteerism, in-kind goods, or multi-year pledges.

66%

SOCIAL IMPACT & OUTCOMES: The majority of The Civic 50 companies (**66%**) measure the outcomes and social impact of their grants as part of regularly implemented data collection process.

86%

PERFORMANCE REVIEWS & GOALS. **62%** of The Civic 50 companies include community engagement in performance reviews and **86%** include it in department goals.



THE SURVEY SECTIONS



Section 1: 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.



Section 2: 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”).



Section 3: INSTITUTIONALIZATION

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



Section 4: IMPACT (Social *and* Business Value)

How the company measures the social and business impact outcomes of its community engagement and social impact programs.



13 NUMBERS YOU NEED

Company Profile

- Annual Revenue
- Number of Employees

Employee time and talent

- Employee Volunteers (external)
- Employee Volunteer Hours (external)
- Employee Volunteers (internal)
- % of Hours Skills Based/Pro Bono

Cash

- Cash Grants & Contributions
- Number of Cash Grants & Contributions
- Grants Provided Additional Support
- Matched Employee Contributions

In-kind Goods

- Cost of Donated In-kind Goods
- Market Value of In-Kind Goods

Public Leadership

- Social Cause Funding Support

*You can save and update your survey,
but we strongly recommend collecting
this data offline BEFORE you start!*



DIMENSION 1

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)



POINTS OF LIGHT

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



DIMENSION 3

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



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*



OUTPUT & OUTCOME MEASUREMENT

| ANSWER OPTIONS | <u>SOCIAL</u> EXAMPLE (4A) <i>Volunteerism – afterschool volunteer tutoring program for employees</i> | <u>BUSINESS</u> EXAMPLE (4B) <i>Skill development – pro bono/skills-based volunteering program</i> |
|--|--|--|
| Quantitative outcome metrics that are predefined and part of standardized and regularly implemented data collection process <i>"capturing the observed effect, change in condition or resulting improvement"</i> | 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 <i>"what is being done"</i> | 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 |



The screenshot shows the 'Company Profile' section of the 'CIVIC 50 2020' survey. On the left is a dark sidebar with the 'THE CIVIC 50' logo and a list of survey dimensions: Dimension 1: Investment, Dimension 2: Integration, Dimension 3: Institutionalization, Dimension 4A: Impact (Social Value), Dimension 4B: Impact (Business Value), Verification and Feedback, and Report Options. A 'Print Survey' button is at the bottom of the sidebar. The main content area is titled 'Company Profile' and contains 'SURVEY QUESTIONS'. It includes instructions to provide descriptive and contact information, followed by a list of instructions (1-4). Question 1 is 'Official company name (as you would like to see it printed on published materials if your company ranks in the top 50 the company for which you are completing the survey): *'. Below this is a text input field containing 'TEST'. An orange arrow points from the sidebar to this field, labeled 'NAVIGATE BY SURVEY DIMENSIONS'. Another orange arrow points from the 'SURVEY QUESTIONS' header to a modal box on the right, labeled 'INITIAL EMAIL LOGIN'. The modal box contains the text 'To start your survey, please enter your email below.', a text input field with 'your.email@here.com', and a 'Sign In' button. An orange arrow points from the 'Sign In' button to the text 'Use emailed link to access and update your survey'. Below the first question, there is a 'Corporate headquarters mailing address:' label and a text input field containing '555 TEST'. An orange arrow points from the 'SAVE & NAVIGATE Do not use browser back button!' text to the bottom of the survey area. At the bottom of the survey area, there are three buttons: 'Save Your Answers Before Completing', 'Previous & Save', and 'Next & Save'. An orange arrow points from the 'PRINT/DOWNLOAD SURVEY RESPONSES' text at the bottom to the 'Print Survey' button in the sidebar. On the right side, there is a 'TECHNICAL SUPPORT' section with a 'Help' button. The bottom right corner features the 'POINTS OF LIGHT' logo.

CIVIC 50 2020

Company Profile

SURVEY QUESTIONS

Please provide the following descriptive and contact information for your company.

- Automated email messages will be sent to you to complete each page before proceeding to the next one.
- To learn more about the survey, visit our website or review offline, click here.
- To view a list of defined terms used in this survey, click here.

1 . Official company name (as you would like to see it printed on published materials if your company ranks in the top 50 the company for which you are completing the survey): *

TEST

NAVIGATE BY SURVEY DIMENSIONS

Corporate headquarters mailing address:

555 TEST

SAVE & NAVIGATE
Do not use browser back button!

2 . Street: *

555 TEST

3 .

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Save Your Answers Before Completing Previous & Save Next & Save

Print Survey

INITIAL EMAIL LOGIN

To start your survey, please enter your email below.

You will receive an email with a link that will allow you to return to this survey to modify or complete your saved responses (or print them) at any time.

your.email@here.com

Sign In

TECHNICAL SUPPORT

Help

Use emailed link to access and update your survey

PRINT/DOWNLOAD SURVEY RESPONSES

POINTS OF LIGHT



POINTS OF LIGHT