



2020

The Civic 50: Agility for Good in Times of Difficulty



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About Points of Light

Points of Light inspires, equips and mobilizes millions of people to take action that changes the world. Through affiliates in 200 cities across 37 countries and in partnership with thousands of nonprofits and corporations, Points of Light engages 5 million volunteers in 14 million hours of service each year. We bring the power of people to bear where it's needed most.

At Points of Light, we believe that companies, their employee volunteers, vendors and customers can be transformative drivers of social change in communities around the world. We support the work of companies, from how people are asked, engaged and supported in delivering innovative solutions, to educating and convening the sector on trends, best practices and evidence-based strategies for civic engagement, including leadership of The Civic 50.

For more information, visit www.pointsoflight.org.



Foreword

We are living through historic, extraordinary times. The challenges we face have never seemed greater or more complex. This moment of change, spurred by a global pandemic and uprising in response to tragedy born of systemic racism, is poised to bend the arc of history. These changes were just getting underway as companies were submitting their responses to The Civic 50 for 2020. While the benchmarks and indicators the data provide are certainly a last glimpse at the times before, they also provide an affirming look at those corporate behaviors that are leading a new way of thinking about the role of business as drivers of social change.

Since its launch in 2011, The Civic 50 has chronicled how companies have advanced in understanding the connections and opportunities among business goals, community needs and the interests their employees care about most. We have documented the rise of companies investing in communities and issues with not only their volunteer time and philanthropic dollars, but with the voice of their leadership and the power of their advocacy. Companies have strengthened their organizational commitment to important causes, issues and community challenges by reaching

beyond the walls of their foundations to connect to how they recruit, retain and support their employees, market their products and services and build the policies and procedures that assure the sustainability of these new ways of working.

The work done by companies in The Civic 50 over the last decade has prepared them to lead the changes demanded of our times and of the next generation of employees. Points of Light continues to be honored to work in partnership with our 2020 honorees, to recognize their accomplishments, and to continue to frame the future of civic leadership with them. Together, we are a force that transforms the world.

Yours in service,

NATALYE PAQUIN
PRESIDENT AND CEO
POINTS OF LIGHT

JENNIFER LAWSON
CHIEF INNOVATION OFFICER
POINTS OF LIGHT

The Civic 50 Award

The Civic 50 honors the most community-minded companies in the United States. Honorees are selected according to their performance on four dimensions of U.S. community engagement that were developed by a team of experts in 2014 and updated for 2020.



INVESTMENT

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



INTEGRATION

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



INSTITUTIONALIZATION

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



IMPACT

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

Based entirely on responses to numerical and categorical questions, each applicant receives up to a possible 1,000 points in each dimension. The 50 applicants with the highest total score are awarded The Civic 50 honors, including sector leader recognition and one award for excellence in volunteering. Human judging is not part of the determination. The 2020 honorees refer to companies' community involvement in the United States during their 2019 reporting year.

2020 Honorees of The Civic 50

AbbVie	Conagra Brands	Keurig Dr Pepper	UnitedHealth Group
Adobe	CSAA Insurance Group	KeyBank	Unum
Aflac	CVS Health	KPMG LLP	UPS
Allstate	Deloitte	NortonLifeLock	Valero Energy Corporation*
Altria Group*	Delta Air Lines	PIMCO	Vertex Pharmaceuticals
AT&T	DTE Energy*	Prudential Financial, Inc.	Wells Fargo & Company
Blue Cross Blue Shield of Louisiana	Eli Lilly and Company	Regeneron Pharmaceuticals, Inc.*	
Blue Cross Blue Shield of Massachusetts	Entergy Corporation	S&P Global	
Caesars Entertainment	FedEx*	State Street Corporation	
Capital One	Freeport-McMoRan*	Steelcase	
Charles Schwab & Co. Inc.	General Mills Inc.	Tata Consultancy Services*	
Citigroup	Hasbro, Inc.*	TEGNA Inc.*	
Comcast NBCUniversal	Health Care Service Corporation	The Hershey Company	
Comerica Bank	Hewlett Packard Enterprise	Toyota Financial Services*	
	Hogan Lovells**	Tufts Health Plan	

* Sector leader

** Volunteer Award Winners

Sector Leaders

Among The Civic 50, the following 10 companies distinguish themselves further by ranking first in their sector, and one company was honored for their overall volunteer investment.

Sector Leaders



Volunteer Award Winner



Hogan Lovells
THE VOLUNTEER LEADER AWARD

Being Community Minded in Difficult Times

The Civic 50 2020 honorees earned their honors based on the community involvement they had in place in 2019, before the pandemic, economic shutdown and increasing demands for racial justice. Studying their 2020 actions helps us understand how companies with exemplary community involvement respond in a time of grave societal needs and challenging business climate.

The Civic 50 have responded to the 2020 tumult by doing whatever it takes to continue their community involvement offerings and, additionally, developing new ways to help the country through this multipronged crisis. The Civic 50 honorees did not allow pandemic-related business closures, a global recession or racial injustice unrest undermine their community involvement. On the contrary, they intensified their contributions to societal causes. Following are examples of this behavior from the best of the best, the sector leaders within The Civic 50.

Altria Group | Consumer Staples

In response to the racial injustice protests in the spring and summer of 2020, Altria Group committed to contributing \$5 million to address systemic racism faced by Black Americans and advance social and economic equity. The money supports national and local social justice organizations as well as small businesses damaged during local protests. Altria also launched a month-long employee giving campaign in which it double-matched every dollar donated by employees to racial equity causes. Altria's Black employee resource group, Unifi, selected the recipient nonprofits. Furthermore, Altria voiced support for the removal of Confederate statues and gave employees a day of paid time off for a "Day of Healing" on Juneteenth.

"These are difficult times, and we must find ways to embrace our differences, address underlying systemic issues and move forward

as a country," said Billy Gifford, Altria's Chief Executive Officer.

As impressive as Altria's response to the racial injustice protests is, it should come as no surprise. The company has a long history of racial justice efforts dating back to 1933 when it defied southern segregation by integrating its labor force at its manufacturing center in Richmond, Virginia. In 1954, the company published a hotel and restaurant guide for African Americans traveling through the still-segregated South so they could find welcoming places to stay and eat. In fact, the company was so active in promoting racial justice that in 1956, the White Citizens Council called for a boycott of its products. Sales were cut in half, but Phillip Morris USA (Altria's name at the time) stood firm on its equal employment and civil rights policies and has continued to build on them through today. In 1981, for example, it started a supplier

diversity and inclusion program that today seamlessly integrates consideration of diverse vendors into the procurement process and is frequently recognized by diversity, equity and inclusion nonprofits for its excellence.

Though these racial justice efforts are long-standing, Altria knows and is committed to the substantial amount of work that remains. For example, it recently announced a 10-year goal of increasing its number of vice presidents and directors who are Asian, Black, Hispanic or two or more races to at least 30 percent (currently at 15 percent). If its history and current programming are indications, Altria will achieve this aspiration and continue leading corporate America toward full racial justice.

DTE Energy | Utilities

DTE Energy, a Detroit-based diversified energy company, responded boldly to the COVID-19 pandemic's disruption of K-12 education. When the pandemic shuttered Detroit schools in March, Detroit Public Schools Community District (DPSCD) estimated that 90 percent of the district's students did not have access to an electronic device and the internet. DTE Energy President and CEO Jerry Norcia initiated an effort with other local corporations and foundations to assuage this pain point.

"We recognized a need to take urgent action to address the inequity of the digital divide for these students and provide them with the tools necessary to thrive in the 21st Century," said Norcia. "It's time for us to level the playing field for the students of Detroit."

DTE partnered with DPSCD, the Skillman Foundation, the W. K. Kellogg Foundation, Quicken Loans, General Motors and the City of Detroit to quickly formulate a strategy. Together, these organizations raised most of the needed \$23 million and hatched Connected Futures in a matter of weeks. This plan placed a



computer with high-speed internet connectivity, along with technical support, into the hands of every DPSCD K-12 student within months. Such an ambitious plan required all hands on deck, and employees were happy to do their part. DTE's procurement team leveraged its bargaining power with vendors to help secure the 51,000 computers at affordable pricing; DTE provided a project manager to work with DPSCD, and (DTE) employees volunteered their time to distribute the tablets to students.

Within months, the Connected Futures program provided computers and high-speed internet access to many of the 51,000 students who, weeks earlier, lacked it. The Connected Futures team knows that the early success of this program is only one step of many needed to achieve social justice in Detroit's education and it is, therefore, already working in partnership with others to provide funding for devices and internet services for Detroit's private and charter school students as well as working in a coalition with a five-year vision of closing the digital divide for all Detroiters. Nevertheless, what has already been accomplished is substantial. It appears that thanks to the leadership of The Civic

50 honoree DTE Energy, Detroit has gone from having the vast majority of its K-12 students jump from the hardship side created by the digital divide to the hopeful side.



FedEx | Industrials

FedEx has always taken social equity seriously. It provides diversity, equity and inclusion (DEI) awareness training to new hires and management personnel and maintains DEI teams at each of its five operating companies and a corporate-wide DEI council. The FedEx workforce is 49 percent minority and the management team is 35 percent minority. In addition, FedEx operates a robust supplier diversity program and has been named a Forbes “Best Employer for Diversity.” In other words, the company has long strived to develop and retain diverse team members and nurture an inclusive environment.

So, it was no surprise that FedEx took a strong public stand against racial injustice as protests were taking place around the country in 2020. For the Talladega NASCAR race in June, FedEx removed the traditional purple and orange branding of the FedEx-sponsored No. 11 car, driven by Denny Hamlin, and replaced it with the muted colors and branding of the National Civil Rights Museum in Memphis, which FedEx has been a major sponsor of since it opened in 1991. FedEx also asked the Washington Football Team (formerly known as the Washington Redskins) that plays at FedEx Field in Maryland to change its name. FedEx also dedicated its social platform to amplify Black civil rights organizations during the month of June.

The bottom line is that FedEx understands that a diverse and inclusive workforce is at the heart of successful business and is willing to take a stand in support of justice and equality.

Top: Detroit’s Cass Tech High School student Solomon Shorter and his mother, Pamala Shorter, picked up Solomon’s DTE Connected Futures device from Cass Tech teacher Karl Balke.

Bottom: The Denny Hamlin FedEx-sponsored NASCAR with National Civil Rights Museum branding.

Freeport-McMoran | Materials

For many American companies, the social injustice protests of 2020 prompted them to consider the inclusiveness of their community involvement, including mining company Freeport-McMoRan. Fortunately, the company had already begun working to promote economic inclusion of underrepresented groups in communities where it operates, particularly in ensuring equal access to education and training.

In 2012, Freeport-McMoRan launched the San Carlos Training Institute to offer vocational training to members of the San Carlos Apache Tribe to both increase access to jobs available at the company's nearby mines and other employment opportunities



in the region and to help address poverty experienced by more than 60 percent of those living on the reservation. Students learn trade skills such as equipment and fixed-plant operations, welding and diesel mechanics. The training programs last from nine to 18 months. Classes are held at a former junior high school facility that has been renovated and equipped by the company. Since the institute's inception, over 600 students have graduated and more than 260 (43 percent) have been hired by Freeport-McMoRan. Another 77 (known) graduates have successfully secured employment with other companies, bringing the total employment rate to 55 percent. The company has also worked to address equal access related to gender. Women make up 39 percent of total students enrolled, 38 percent of graduates and 34 percent of those hired by the company.

Freeport-McMoRan also developed Project DreamCatcher, an entrepreneurship training program for Native American women from the Hualapai, Tohono O'odham, San Carlos Apache, White Mountain Apache and Navajo nations. The program was crafted in partnership with Arizona State University's Thunderbird School of Global Management and is held at its Phoenix campus. The one week of intensive instruction includes MBA-level business classes, site visits to local businesses, advising sessions with successful entrepreneurs, networking and mentoring. Since its launch in 2015, DreamCatcher has trained 67 Native American entrepreneurs.

Students use simulators to learn about operating a haul truck as part of their training in equipment operation at the San Carlos Apache Training Institute

Tribal members hoping to attend community colleges, tribal colleges and four-year universities can also get a career assist from Freeport-McMoRan through its Native American College Scholarship program. The company has awarded 286 college scholarships since the program's inception in 2015. It recently added student support services in partnership with College Success Arizona to aid these students in overcoming barriers and challenges that often prevent credential or degree completion.

Freeport-McMoRan's programs illustrate that companies can play a substantive role in increasing economic inclusion among groups that have been historically excluded from opportunities.

Hasbro | Consumer Discretionary

Global play and entertainment company Hasbro adjusted its existing community involvement initiatives and launched new ones in response to COVID-19. In March, the company launched Bring Home the Fun, an effort that provides parents and caregivers resources to help children and families cope with pandemic-related mental health challenges with mindfulness videos, empathy development activities and guidance for parents on teaching gratitude and purpose to their children. Additionally, Hasbro partnered with Design for Change to launch Do Good From Home, which encouraged youth to use compassion and creativity to make a difference from home with daily challenges like leaving kind messages for delivery workers, writing cards for local nursing homes, etc. For every kind act shared with #DoGoodFromHome, Hasbro donated a toy or game to organizations providing care to the children of essential workers during COVID-19, up to 25,000 toys and games.

Hasbro focused its giving on the world's most vulnerable children by donating toys and games to hospitals where children are experiencing medical isolation, partnering with Save the Children



Hasbro partners with Save the Children to help deliver food, educational resources and classic games like Connect 4 and Scrabble to children across the United States in rural communities

to ensure that children have books, games and educational materials at home while schools are closed, and supporting No Kid Hungry to assist with food insecurity. Hasbro also utilized its U.S. toy manufacturing facilities to produce personal protective equipment, contributing hundreds of thousands of face shields to nursing homes, healthcare facilities and medical centers. Additionally, the company developed a public-service announcement video encouraging children and families to wash their hands for 40 seconds. The video features its animated television series star Peppa Pig and friends singing "Wash Wash Wash Your Hands."

Hasbro continues to find ways to leverage its resources, expertise and brands to live its purpose of making the world a better place for all children and families.

Regeneron Pharmaceuticals, Inc. | Healthcare

Regeneron Pharmaceuticals is committed to improving human health. The company is broadly applying its resources and talent to discover and develop new therapeutics or preventatives for COVID-19, while at the same time rallying to support the needs of its communities, particularly in its home state of New York.

Regeneron, headquartered in Tarrytown, New York, offered assistance to New York State when it was grappling with rapidly rising COVID-19 infections in March of 2020. Leaders from Regeneron's Industrial Operations & Product Supply team met with Governor Andrew Cuomo's team to learn more about the state's needs. The governor shared that New York faced a dire deficiency in the number of test kits and was trying to manufacture as many necessary pieces as quickly as possible. Immediately, Regeneron explored if it could do something it had never done: obtain the necessary ingredients to make viral transport media (VTM) and quickly organize a volunteer project that utilized the specialized skills of its employees to make this critical component of COVID-19 testing kits. Fortunately for New Yorkers, Regeneron's answer was, "We can!"

When managers put out a call for employee volunteers to help with the VTM effort, they were overwhelmed by the response. Hundreds offered to leave the safety of their homes, from which they were working harder than ever, and go to the facility on evenings and weekends to make VTM. Not all interested employees were needed, but approximately 100 of them ended up

delivering over 500,000 VTM units. This donation of supplies and time worth over \$1 million made it possible for half a million New Yorkers to get tested for COVID-19.

Regeneron is involved in other COVID-19 mitigation efforts as well. In fact, its projects centered on the pandemic are so deep and wide that virtually all employees have taken part. Many helped with the VTM effort mentioned above, worked on the company's rapid response efforts to find new antibodies that prevent or treat COVID-19, helped convert and deliver the annual Regeneron International Science and Engineering Fair in virtual form, and/or helped raise more than \$750,000 through the company's COVID-19 Double Matching Gift Campaign, for example.

It appears that Regeneron is helping the world overcome the 2020 pandemic with everything it's got, including its investigational medicines, scientific and technical skills, socially distanced community involvement programming, financial resources and, best of all, human compassion and ingenuity.

Regeneron scientists participate on a COVID-19 panel at the 2020 Regeneron International Science and Engineering Fair, which was conducted virtually for the first time and where 1,800 high school students presented their science research



Tata Consultancy Services | Information Technology

When the COVID-19 pandemic struck, schools and educational institutions across the world were forced to shut down — putting the education of over a billion students worldwide in jeopardy. Tata Consultancy Services was ideally placed to help address this crisis, and three programs in particular stood out in meeting the needs of students, parents/guardians and educators across North America.

For more than a decade, the goIT program from TCS has been providing free educational materials, support and hands-on design workshops to nearly 30,000 middle and high school students across North America. As a result, TCS already had the contacts, connections and materials to help bridge the educational gap and continue providing educational opportunities for those most impacted by the sudden shift to distance learning. goIT pivoted to meet the needs of students with the creation of goIT@Home, a virtual version of TCS's traditional hands-on design workshop that delivered the same engaging experience and competitive

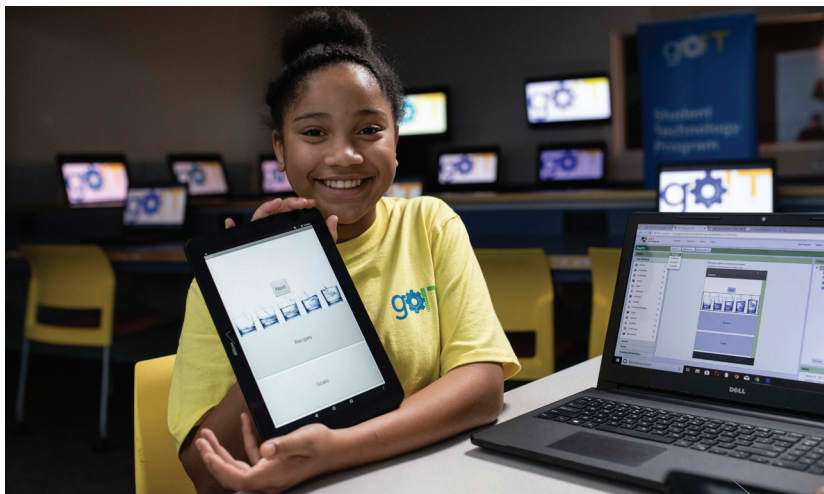
fun, but in a format that could be delivered over distance learning platforms, reaching 1,000+ children. TCS also launched the goIT Monthly Challenge, an event hosted in partnership with other purpose-minded companies that offers students across North America the chance to win prizes by submitting the best digital solutions to address problems that align with the United Nations Sustainable Development Goals.

In addition to engaging students with goIT, TCS also focused on identifying and meeting the needs of students, parents and educators through virtual material from its Ignite My Future in School program, which delivered free materials optimized for distance learning that weave computational thinking into core curriculum subjects. Ignite My Future in School pivoted all in-person teacher training and program delivery to virtual models and customized these for statewide and national implementation. IMFIS reached over 60,000 students and educators by providing virtual professional development opportunities to help them meet their required Professional Learning Units during the lockdown.

Another way in which TCS met the needs of parents and educators was the creation of TCS Edu-Virtual Assist, a free support line that can help parents and educators overcome some of the common challenges posed by distance learning platforms.

These three programs demonstrate how by leveraging “the best of TCS” — their intellectual, technological, financial and human capital — the company hasn't just continued delivering on its commitment to providing access to education to those who need it most, but have managed to expand its reach and impact by making its programs more accessible than ever.

A student in the Tata Consultancy Services goIT program



TEGNA, Inc. | Telecommunications

TEGNA's purpose is to serve the greater good of its communities. As a media company, it lives this purpose by reporting on stories that matter to its audience while maintaining the highest ethical standards. Its stations won more than 100 awards for journalism excellence across 52 markets in 2019, including two Emmy's.

TEGNA, however, goes well beyond doing its everyday work in a socially conscious manner. Its 62 television stations have long committed to conducting outreach to support community organizations. Last year, the stations helped raise more than \$100 million for diverse local causes that address specific needs in their communities. For example, 2019 marked the 19th year that TEGNA's NBC affiliate in Seattle, KING-TV, held the annual Home Team Harvest campaign where volunteers and staff spend a day collecting food and funds on behalf of those experiencing food insecurity. In 2019, the Home Team Harvest was Washington state's largest food drive and helped provide over 7 million meals for those in need.

When COVID-19 ravaged the country, TEGNA stations stood by their communities not only to broadcast critical pandemic information but to

leverage the catalytic power of media to meet emerging needs. News Center Maine, for example, partnered with the local United Way to organize the Feed Maine Telethon that raised over \$600,000 to help families affected by COVID-19. In Cleveland, WKYC partnered with the Cleveland Foundation to help raise more than \$8 million to address the immediate needs of northeast Ohio populations, and in San Diego, KFMB joined forces with The San Diego Foundation to raise over \$14 million for the COVID-19 Emergency Response Fund. Through virtual telethons, benefit concerts, fundraising drives and awareness campaigns, TEGNA stations have helped raise tens of millions of dollars since March to assist those in need.

Whatever befalls its communities, it appears that TEGNA is there to inform and support its neighbors.

Telethon volunteers at the Feed Maine Telethon, a partnership between News Center Maine, a TEGNA affiliate, and the local United Way.



Toyota Financial Services | Financials

Companies often raise funds in the capital markets to cover operations, growth or specific projects. When Toyota Financial Services issued its \$750 million Diversity & Inclusion (D&I) Bond in July 2020, it was one more example of the company's ongoing work to further social justice.

The D&I Bond enables diverse underwriting firms to work on high-profile deals, elevating their stature in the transaction with a lead role, and strengthening their own investor relations by expanding access to a primary bond offering. TFS holds steadfast that a commitment to diversity isn't just an external campaign message, it's an active pledge to fulfilling the best diversity business practices from within. The D&I Bonds spotlight high-quality minority- and women-owned business enterprise certified firms.

TFS has offered D&I Bonds since 2013 and the July 2020 offering is its fifth. TFS also has robust diversity, equity and inclusion (DEI) efforts that include an external Diversity Advisory Board and team member-led employee resource groups with over 20 chapters representing 13 affinities at TFS offices across the U.S. In fact, TFS is regularly recognized for its DEI efforts by DiversityInc, Black Enterprise, Hispanic Business and the Human Rights Campaign.

TFS shows how companies can rethink the very operations of their business, including financial transactions, to support social justice.



Toyota Financial Services Treasury Department

Valero Energy Corporation | Utilities

Valero Energy Corporation's response to the COVID-19 crisis included converting its Hartley, Iowa, ethanol plant to hand sanitizer production, continuing its Meals on Wheels delivery with safety precautions, giving 16,000 fuel cards valued at over \$450,000 to 141 nonprofit agencies and frontline healthcare workers, and funding 3.2 million meals to individuals on the COVID-19 front lines and those suffering from food insecurity. In all, Valero has dedicated over \$3 million to COVID-19 crisis relief.

It doesn't take a pandemic, however, to get Valero to show its charitable spirit. Last year it hosted a Thanksgiving with the Troops at its corporate headquarters in San Antonio, Texas. Valero organized entertainment and dished out turkey, potatoes, green beans, corn, dressing, gravy, rolls and more to over 500 military guests who couldn't make it home for the holiday. Amazingly, Valero has done this for the last 15 years. Similarly, throughout its 40-year history, Valero has consistently given to United Way agencies across the country, with its contributions adding up to more than \$200 million. This commitment to community involvement lives in its employees. They volunteer an average of 31 hours per year, compared to seven across all of The Civic 50 honorees.

Valero volunteer Seymour Battle, Vice President of Accounting Systems, helps distribute a surprise gift (\$20 gas card) to San Antonio residents participating in a mega-food drive at the Alamodome in April.

Whether the times are extraordinary or ordinary, Valero's community involvement appears to be consistently extraordinary.



The Civic 50: Key Metrics & Insights

Generous giving. Donated \$2.1 billion in cash and \$5.6 billion of in-kind support to U.S. societal causes.

Employee investment. Supported their U.S. employees in delivering 11.4 million volunteer hours, a value of \$554 million to U.S. communities.

Take diversity, equity and inclusion seriously. 96 percent have diversity, equity and inclusion programs, up from 90 percent last year.

Conscious focus. Overwhelmingly pursued environmental sustainability as a focus area (60 percent), but many also pursued health and well-being (46 percent) and racial and other forms of equity (24 percent) well before COVID-19 and the racial-equity movements.

Pandemic response. Are making contributions to help the country respond to COVID-19 and its associated hardships (94 percent).

Public leadership. Are taking leadership positions on societal causes (62 percent of CEOs or other company leaders took a public position on four or more public education or policy efforts).

Community involvement. Treat their community involvement as a board-level issue (82 percent include community engagement in board of directors' meetings.)



Investment

This dimension evaluates how extensively and strategically the company applies its resources to community engagement in the United States, including employee time and skills, cash, in-kind giving and leadership.

The Civic 50: Key Metrics

CASH GIVING

	2019	2020
Total cash contributions (billions)	\$2.3	\$2.1
Total value of cash given for employee matches and Dollars for Doers grants (millions)	\$152	\$164
Total in-kind giving (billions)	\$3.5	\$5.6
Multifaceted investment: Percent of grants providing additional support through volunteers, in-kind goods or multiyear pledges	49%	43%

EMPLOYEE TIME AND TALENT

Total volunteer hours (millions)	10.5	11.4
Average percentage of volunteer hours that are skills-based	28%	25%
Average percentage of employees participating in externally-directed company volunteering (e.g., packing food for a local food shelter)	40%	43%
Average volunteer hours per employee	7.1	7.1
Average percent of employees participating in company volunteering that is internal to the company's citizenship efforts (e.g., employee resource groups, company-sponsored issue education, training, awareness building)	33%	42%

PUBLIC LEADERSHIP

Percentage taking national leadership positions on four or more public education or policy efforts	68%	62%
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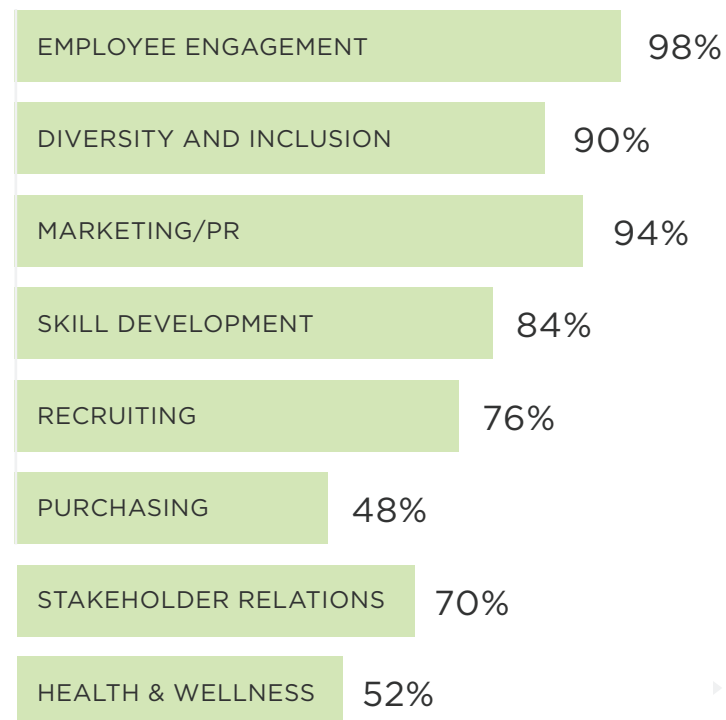


Integration

This dimension measures how a company's U.S. community engagement program supports business interests and integrates into business functions, or how the company "does well by doing good."

Top business functions The Civic 50 companies support with their community engagement:

2019



2020





Institutionalization

This dimension evaluates how a company supports community engagement in the U.S. through its institutional policies, programs, systems and incentives.

Percentage of The Civic 50 companies applying the practice:

POLICIES AND PROGRAMS	2019	2020
Include community engagement on performance reviews	62%	74%
Volunteer time off	72%	86%
Volunteer recognition	96%	98%
Matching grants	84%	92%
Volunteer/Dollars for Doers grants	66%	68%
Department goals for community engagement	86%	88%
LEADERSHIP SUPPORT		
Leadership encourages employee participation in community activities at least 12 times a year	76%	64%
Leadership participates in U.S. company community activities at least 12 times a year	74%	70%
Leadership presents on the company's community engagement to the company's board at least once per year	86%	82%



Impact

This dimension evaluates how a company measures the social and business value of its community engagement program, studying outcome and output measures specifically.

Percentage of The Civic 50 companies that measure social outcomes as part of a regularly implemented data collection process for the community engagement function:

	2019	2020
Grants	66%	54%
Social cause leadership/advocacy	40%	44%
Volunteerism	44%	28%
In-kind	14%	14%

Percentage of The Civic 50 companies that measure the business outcomes as part of a regularly implemented data collection process:

	2019	2020
Employee engagement	66%	70%
Diversity and inclusion	54%	64%
Marketing/PR	50%	38%
Purchasing	16%	36%
Skill Development	32%	28%
Stakeholder Relations	20%	28%
Health and Wellness	18%	20%
Recruitment	20%	16%

The Civic 50 Honorees





civic50.org