



December 15, 2020

THE CIVIC 50

2021 Survey Launch



POINTS OF LIGHT

WEBINAR AGENDA

OVERVIEW

- The Civic 50: A Roadmap
- The Value for Companies
- Benchmarking & Reporting
- Survey Instrument
- Survey Dimensions
- New Racial Equity Questions
- Timeline & Supporting Resources
- Q&A

MODERATED BY



JENNY LAWSON
Chief Civic Innovation Officer
Points of Light

WEBINAR REMINDERS

- Use the Q&A feature for questions
- The presentation and recording will be shared and posted on civic50.org



GUIDING THE WAY FOR CORPORATE CITIZENSHIP

THE CIVIC 50 2020 HONOREES



THE CIVIC 50 LEARNING & RECOGNITION



INVESTMENT

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



INTEGRATION

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

The Survey & Assessment Tool

- Self-administered and online
- All questions are quantitative
- Scoring is normalized for company size and annual revenue
- Only honoree companies made public



INSTITUTIONALIZATION

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



IMPACT (Social *and* Business Value)

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



REASONS TO PARTICIPATE

CUSTOMER & EMPLOYEE EXPECTATIONS

64%

CUSTOMER EXPECT BRANDS TO ACT

Of customers agree: "I believe brands can be a powerful force for change. I expect them to represent me and solve societal problems. My wallet is my vote."

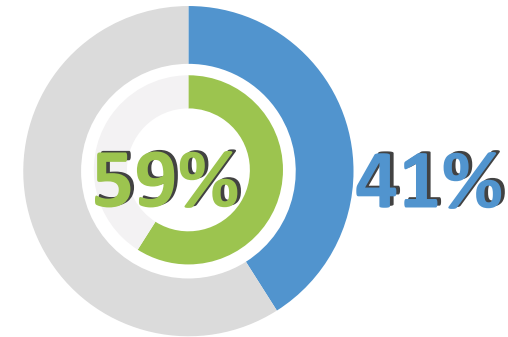
73%

EMPLOYEE EXPECTATIONS INCLUDE SOCIETAL CHANGE

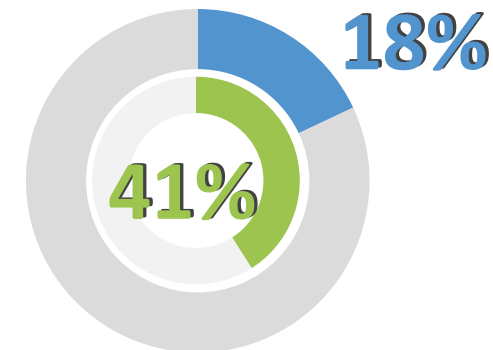
Percent of employees expect prospective employers to shape the future of society.

67%

Percent of employees who expect a prospective employer to have a greater purpose and their job to have a meaningful societal impact.



41% OF ALL ADULTS and 59% of GEN Z have made decisions on products based on a company's social responsibility



18% OF ALL ADULTS and 41% of GEN Z have considered applying for or taking a job with a company specifically because they believe it is committed to being socially responsible



REASONS TO PARTICIPATE

THE VALUE FOR COMPANIES

YEAR-ROUND RECOGNITION

In addition to the announcement, honorees are provided with marketing assets and resources to promote their designation internally and externally.

ALIGN & SCALE YOUR PROGRAMS

The Civic 50 framework provides companies with a simple, yet effective tool for aligning and scaling their programs to drive greater community impact.

PEER CONNECTIONS & LEARNING

Connect with and learn from other leading peer companies to share insights and best practices.

SCORECARD REPORT & BENCHMARKING

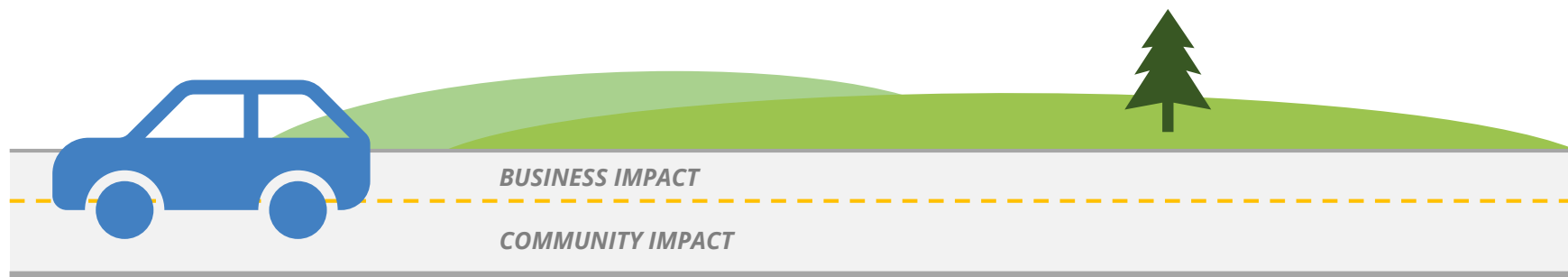
Every company receives a free scorecard report with benchmarking data to help track annual improvement and communicate your impact story.

STORYTELLING & INSPIRATION

The framework and assessment tool helps companies understand and authentically tell their impact story to inspire others to take action.

STANDARDIZED LANGUAGE

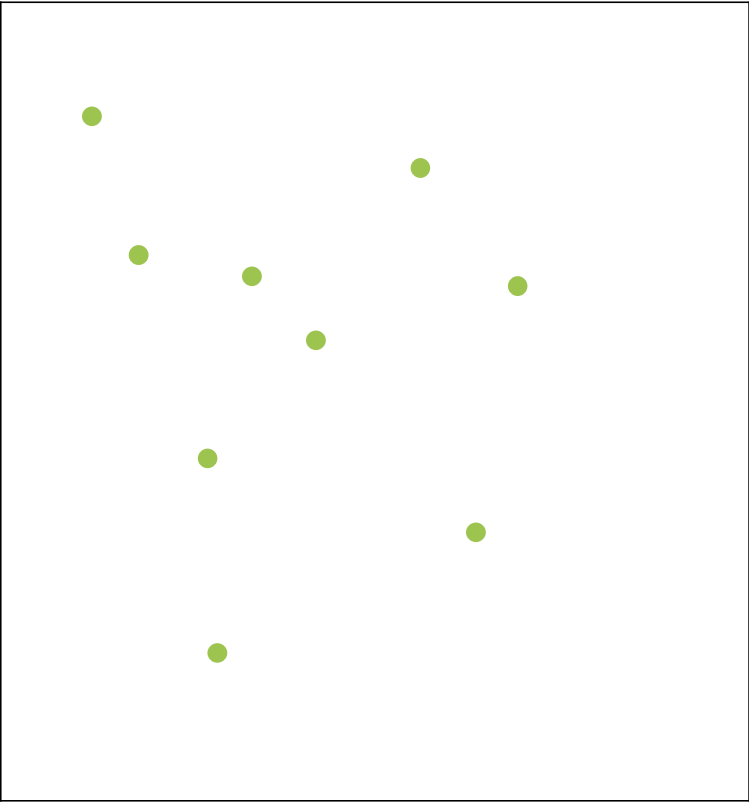
Using the common language and framework accelerates learning and helps advance the sector.



POINTS OF LIGHT

ALIGN, STRENGTHEN & SCALE YOUR PROGRAMS

CURRENT YEAR



YEAR 1

INVESTMENT			
Employee Volunteerism	Cash Contributions	In-kind Contributions	Public Leadership
INTEGRATION			
Business Unit	Business Unit	Business Unit	Business Unit
INSTITUTIONALIZATION			
IMPACT			
COMMUNITY IMPACT METRICS		BUSINESS IMPACT METRICS	

YEAR 2+

INVESTMENT			
Employee Volunteerism	Cash Contributions	In-kind Contributions	Public Leadership
INTEGRATION			
Business Unit	Business Unit	Business Unit	Business Unit
INSTITUTIONALIZATION			
IMPACT			
COMMUNITY IMPACT METRICS		BUSINESS IMPACT METRICS	

Element of your social impact or community engagement program



FOUNDER & CEO

FARRON LEVY

True Impact



EVALUATION & BENCHMARKING

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%



POINTS OF LIGHT

PROVING VALUE



VOLUNTEERISM

Highlight your successes by adding context to your performance using either external benchmarks (overall or industry) or internal benchmarks (your previous performance).

	2020 Results	vs Overall	vs Industry	vs 2019
External volunteerism:	41%	Top 50%	Top 10% ✓	+2%
Internal volunteerism:	18%	Lower 25%	Bottom 25%	-12%
Hours per volunteer:	25.5	Top 25% ✓	Top 50%	+1%
% Skills Based:	15%	Lower 25%	Top 50%	+50% ✓

We have much to be proud of:

- *41% of our employees volunteer (top 10% of our industry)*
- *25.5 volunteer hours donated per employee (avg) (top 25% of companies overall)*
- *50% increase in skills-based volunteerism"*



IMPROVING VALUE



VOLUNTEERISM

Target items that could use improvement AND that you have control over.
Set goals for next year.

	2020 Results	2021 Goals	Tactics / Notes
External volunteerism:	41%	--	Already top 10%.
Internal volunteerism:	18%	27% (50% gain)	Likely attainable by coordinating with ERGs; posting oppt'ies on volunteer mgmt. platform.
Hours per volunteer:	25.5	31 (Top 25% industry)	Leadership warm to 8hrs PTO for volunteering; seek to push through.
% Skills Based:	15%	21% (Top 25% industry)	Expand upon successful SBV push from last year.



Use emailed link to access and update your survey

DIMENSION 4 A/B

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>
<p>4A Social: Quantified outcomes (e.g., # of people that gained housing, increased income, graduated high school, or [other life improvement]) that you can claim as a result of your support (based on a contribution or attribution calculation)</p> <p>4B Business: Quantitative outcome metrics that are predefined and part of standardized and regularly implemented data collection process</p>	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)
<p>Quantitative outputs (i.e., drivers of outcomes) that are part of a regularly implemented data collection process</p> <p><i>"what is being done"</i></p>	<p>Students: number enrolled, sessions attended</p> <p>Volunteers: number participating</p>	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 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.



KEY METRICS & INSIGHTS

2021 RACIAL EQUITY QUESTIONS

INVESTMENT

What is the total market value of the impact investments your company provided in the U.S. during the reporting year to advance racial equity, inclusion and diversity outcomes? (not scored)

What advocacy activities does your company use to address issues of racial justice, equity, diversity and inclusion?

- Public statements and letters
- Education and awareness campaigns
- Public hearings or testimonies
- Funding advocacy organizations
- Conducting or supporting research
- Supporting community organizers and coalitions
- Lobbying
- Litigation
- None of the above

INTEGRATION

To what degree does your company leverage its community engagement activities to promote a more diverse and inclusive company culture? (required in 2021)

To what degree does your company leverage its community engagement activities to contract diverse vendors that are certified by a third-party organization?



POINTS OF LIGHT

KEY METRICS & INSIGHTS

2021 RACIAL EQUITY QUESTIONS

INSTITUTIONALIZATION

Has the CEO, in their organizational role, used their voice on the issues of racial justice, equity, diversity and inclusion? Internally and externally - how often?

Do you offer specific training for employees on racial equity, diversity and inclusion topics (e.g., unconscious bias training)? What percent of US employees?

How does your company engage employee resource groups (ERGs) that support black, Indigenous and employees of color?

- As advisors to leadership on relevant policies, practices and decisions
- As partners to leadership on relevant policies, practices and decisions
- As decision makers on relevant policies, practices and decisions
- As external voices on the company's diversity, equity and inclusion approach, policies and practices
- As community engagement partners
- Does not occur or cannot share this information

How do you support employee voting and civic engagement initiatives for employees and customers? (required in 2021)



POINTS OF LIGHT

KEY METRICS & INSIGHTS

2021 RACIAL EQUITY QUESTIONS

IMPACT - SOCIAL

Select the racial equity, diversity and inclusion practices your company employs in relation to its contributions to nonprofits. Select all that apply:

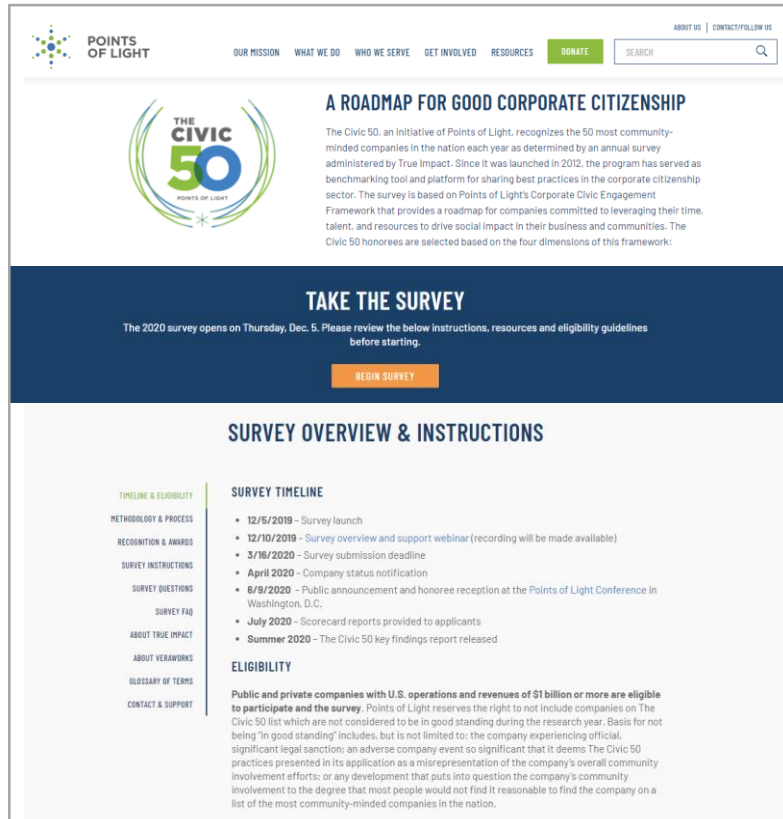
- Set public targets for the total amount or percent of financial donations directed to organizations focused on racial justice, equity, diversity and inclusion.
- Set public targets for the total amount or percent of volunteer hours directed to organizations focused on racial justice, equity, diversity and inclusion.
- Track diversity of board and/or staff of nonprofits receiving investment of financial resources, volunteer time or in-kind contributions.
- Track diversity demographics of the beneficiaries receiving investment of financial resources, volunteer time or in-kind contributions.
- Formally consider the diversity of board and/or staff in selecting nonprofits to support with financial resources, volunteer time or in-kind contributions.
- Formally consider the diversity demographics of the beneficiaries in selecting nonprofits that receive investment of financial resources, volunteer time or in-kind contributions.



POINTS OF LIGHT

THE CIVIC 50: 2021 SURVEY

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 2021 survey questions from the applicant info page or the handouts section of your webinar control panel

SURVEY TIMELINE

- **12/15/2020** – Survey launch
- **3/15/2021** - Survey submission deadline
- **April 2021** - Company status notification
- **June 2021** – Public honoree announcement
- **July 2021** - Scorecard reports provided to applicants
- **Summer 2021** - The Civic 50 report released

Q&A

QUESTIONS & FOLLOW-UP

HOW TO REACH US



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