

**The Civic 50: 2021 Survey Questions**

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***New questions added to the 2021 survey are in blue.***

# Company Profile

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

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

**Corporate headquarters mailing address**

2. Street:

3. City:

4. State:

5. Zip code:

**Annual U.S. revenues (in billions)**: For example, if your company’s annual U.S. revenues are $4.2 billion, then enter 4.2. (Note: only companies with $1B in revenues or more may participate)

**Total number of employees in the US**:

**Sector**: Energy, Materials, Industrials, Consumer Discretionary, Consumer Staples, Healthcare, Financials, Information Technology, Communication Services, Utilities, Real Estate

*For a list of what types of companies are covered by each sector,* [*click here*](https://www.trueimpact.com/hubfs/Clients/Civic%2050/2020%20Sector%20and%20Industry%20List.pdf)*.*

Data entered in this survey should be for your most recently completed reporting year. Please ensure the reporting year spans 12 months (though this does not need to be the exact 12 months leading up to survey submission date). Please enter the start and end dates of that year below:

**Reporting start date (month/day/year)**:

**Reporting end date (month/day/year)**:

**CEO Name**:

**Please enter contact information for the CEO Executive Assistant**:

CEO Executive Assistant Name:

CEO Executive Assistant Email:

CEO Executive Assistant Phone Number:

**Please enter contact information for the Civic 50 applicant**:

Applicant Name:

Applicant Email:

Applicant Phone Number:

**Please enter contact information for the alternate Civic 50 applicant** (in case there are transitions at your organization):

Alternate Applicant Name:

Alternate Applicant Email:

Alternate Applicant Phone Number:

**Please enter contact information for the company media contact**:

Company Media Contact Name:

Company Media Contact Email:

Company Media Contact Phone Number:

**Link to your corporate citizenship webpage or most recent Corporate Social Responsibility (CSR) report** (if applicable, else enter “n/a”; not scored):

**Select up to five of your top social impact and community engagement issues and cause areas in the United States** (not scored):

|  |  |  |
| --- | --- | --- |
| * Animal welfare
* Arts, culture and humanities
* Children and youth development
* Community development and
* revitalization
* Economic development and entrepreneurship
* Education
* Employee-driven issues and causes
* Employment and workforce development
 | * Environment and sustainability
* Financial wellness
* Food, hunger, agriculture and nutrition
* Health and wellbeing
* Human/civil rights, equality, equity and empowerment Legal aid and support
* Military and veteran support
* Poverty and homelessness
 | * Public safety, disaster preparedness, resiliency and relief
* Recreation and sports
* Research and public policy
* Social services
* Technology
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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# Dimension 1: Investment

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

## VOLUNTEERISM

**How many US employees participated in any type of external company-sponsored volunteerism (including hands-on, skills-based, and pro-bono volunteering)?** (enter in a 0 if you don't track or can't provide this information)

*Percentage of external volunteerism (Autocalculated)*:

**How many US employees participated in any type of internal to the company citizenship or social issue engagement (i.e. employee resource groups, company sponsored issue education, training, awareness building)?** (enter in a 0 if you don't track or can't provide this information)

**Hours. How many total hours did US employees contribute through any type of company-sponsored external volunteerism (including hands-on, skills-based, and pro-bono volunteering)?** (enter in a 0 if you don't track or can't provide this information)

*Average volunteer hours (Autocalculated):*

**% Skills-Based and/or Pro Bono. Of the total number of volunteer hours, what percentage were related to skills-based or pro bono volunteerism?** (enter in a 0 if you don't track or can't provide this information)

## CASH

**Value. What is the total value of cash grants and contributions your company’s community engagement program provided to social causes in the U.S. during your reporting year?** This should be the total dollar value donated by the company and its foundation, including matching-gifts and dollars-for-doers grants, but excluding donations given by employees themselves.

*Total Donations / Revenue (Autocalculated):*

**Value (matches only). What is the total value of cash donations given for employee matches and dollars-for-doer grants?** (This is a subset of the total value you reported in the question above.)

**Number. How many individual grants did your company make in the US, excluding matching-gift and volunteerism-matching (e.g., dollars-for-doers) grants?**

*Average Grant Size (Autocalculated):*

**% Multifaceted Investment. Of the total number of US grants reported, what percentage were provided additional support such as company volunteers (e.g., hands-on, skills based, pro bono, and/or board service), in-kind goods or services, and/or a multi-year grant pledge (in a single grant, not counting one-year grants that have been renewed)?**

**Value of Impact Investments (optional - will not affect scoring). What is the total market value of the impact investments your company provided to social causes in the U.S. during the reporting year?**

**Value of Impact Investments Subsidy (optional - will not affect scoring). If your company accepts below-market financial returns on its impact investments, what is the total estimated value of your company's 'philanthropic subsidy' (i.e., the difference between what your investments would yield if they earned average market rates and what your investments actually yield at your lower targeted rate of return)?**

**Value of Impact Investments (DEI). 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? (optional - will not affect scoring)**

## IN-KIND CONTRIBUTIONS

**Cost. What is the total cost to your company of in-kind contributions your company’s community engagement program provided to social causes in the US during your reporting year? This can include donated goods, services, space and other non-financial contributions.** (Note: your response here should exclude any contributions already reported above.)

**Value. How much revenue would the goods reported in Question 7 have brought to your company had they been sold commercially instead of being donated in-kind?**

*In-Kind Value/Cost (Autocalculated):*

## PUBLIC LEADERSHIP & ADVOCACY

**Activity level. Did your company take a leadership position on a specific social cause by promoting public awareness or behavior change (e.g., via public service announcements, leading cross-sector collaborations and partnerships, TV or radio appearances) and/or by advocating for policy change (e.g., via congressional testimony or letters to the editor) at either the national or local level (in the U.S.)?** Please select your company's highest level of activity below.

* Yes, Significant/National. Six or more public (meaning they received media coverage) education and/or policy advocacy efforts at a national scale.
* Yes, Some/National. Two to five public (meaning they received media coverage) education and/or policy advocacy at a national scale.
* Yes, Significant/Local. Six or more public (meaning they received media coverage) education and/or advocacy efforts at a regional or local scale.
* Yes, Some/Local. Two to five public (meaning they received media coverage) education and/or advocacy efforts at a regional or local scale.
* None or not applicable.
* Not available / cannot share this information.

**Advocacy Activities. What advocacy activities does your company use to address issues of racial justice, equity, diversity and inclusion? Select all that apply:**

* 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

**Dimension 1 - Mini Case Study**. Please describe in 200 or fewer words one example to highlight how your company applies this Dimension (i.e., Investment - how extensively and strategically the company applies its resources – principally employee time and talents, cash, in-kind giving and leadership – to community engagement). This example will not be scored, but may be selected as a "mini case study" illustration as part of The Civic 50's publicity efforts related to the 2020 results. (Note: all mini case study entries will be compiled into an appendix to the Comprehensive Scorecard benchmarking report, as an additional resource for continuous improvement.) If you do not wish to provide an example, please type "No Example" into the text box (to ensure the question was read and not inadvertently overlooked).

**Dimension 1- Comments**. Please share comments or explanations related to your answers in the Investment dimension. (Note: responses to this question are completely optional, but encouraged, and will not affect scoring.) If none to add, please enter "None."

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# Dimension 2: Integration

This dimension evaluates how a company’s U.S. community engagement program supports business interests and integrates into business functions, or how it “does well by doing good.”

**Select the top five business functions and describe the level of integration with your engagement Program. NOTE: "Diversity and Inclusion" and "Vendor Diversity" will automatically display as sixth and seventh functions to report on.**

* **Marketing/PR**
	+ To what degree does your company leverage its community engagement activities to enhance its brand in the marketplace (e.g., through cause marketing, issue branding, ads that feature community engagement, etc.)?
		- Formal program and written strategy coordinated with the PR/marketing dept, broadly and consistently implemented across the US
		- Formal written strategy coordinated with the PR/marketing dept, implemented on a limited basis in the US
		- Informal strategy, broadly and consistently implemented across the US
		- Informal strategy, implemented on a limited basis in the US
		- Not applicable / does not occur
		- Cannot share this information
* **Sales**
	+ To what degree does your company leverage its community engagement activities to support its sales efforts (e.g., grants programs that help develop new-market pipelines, board service that generates new-business leads, charitable events that serve as a venue for strengthening existing sales relationships, etc.)?
		- Formal program and written strategy coordinated with the Sales dept, broadly and consistently implemented across the US
		- Formal written strategy coordinated with the Sales dept, implemented on a limited basis in the US
		- Informal strategy, broadly and consistently implemented across the US
		- Informal strategy, implemented on a limited basis in the US
		- Not applicable / does not occur
		- Cannot share this information
* **Skill/Leadership Development**
	+ To what degree does your company leverage its community engagement activities to provide opportunities for employees to develop new experiences, knowledge, or skills (such as leadership, project management, or team development) directly applicable to their jobs?
		- Formal program and written strategy coordinated with the HR dept, broadly and consistently implemented across the US
		- Formal written strategy coordinated with the HR dept, implemented on a limited basis in the US
		- Informal strategy, broadly and consistently implemented across the US
		- Informal strategy, implemented on a limited basis in the US
		- Not applicable / does not occur
		- Cannot share this information
* **Recruiting**
	+ To what degree does your company leverage its community engagement activities to drive recruiting (e.g., through recruitment ads that feature the company’s community engagement activities, campus outreach which includes service opportunities or “alternative spring break” events, hosting a recruitment booth at company-sponsored community events, etc.)?
		- Formal program and written strategy coordinated with the HR/Recruiting dept, broadly and consistently implemented across the US
		- Formal written strategy coordinated with the HR/Recruiting dept, implemented on a limited basis in the US
		- Informal strategy, broadly and consistently implemented across the US
		- Informal strategy, implemented on a limited basis in the US
		- Not applicable / does not occur
		- Cannot share this information
* **External Stakeholder and Investor Relations**
	+ To what degree does your company leverage its community engagement activities to improve other key stakeholder relationships (e.g., shareholders, investors, regulators, legislators, advocacy groups, etc.)?
		- Formal program and written strategy coordinated with the government relations/PR dept, broadly and consistently implemented across the US
		- Formal written strategy coordinated with the government relations/PR dept, implemented on a limited basis in the US
		- Informal strategy, broadly and consistently implemented across the US
		- Informal strategy, implemented on a limited basis in the US
		- Not applicable / does not occur
		- Cannot share this information
* **Diversity and Inclusion**
	+ To what degree does your company leverage its community engagement activities to promote a more diverse and inclusive company culture (e.g., by supporting initiatives that increase the diversity of the company’s workforce pipeline, improve employees’ understanding of and ability to work across differences, etc.)?
		- Formal program and written strategy coordinated with the HR/diversity dept, broadly and consistently implemented across the US
		- Formal written strategy coordinated with the HR/diversity dept, implemented on a limited basis in the US
		- Informal strategy, broadly and consistently implemented across the US
		- Informal strategy, implemented on a limited basis in the US
		- Not applicable / does not occur
		- Cannot share this information
* **Vendor Diversity (required)**
	+ To what degree does your company leverage its community engagement activities to contract diverse vendors that are certified by a third-party organization (e.g., by supporting initiatives that increase the diversity of the company’s supply chain, the success of its diverse vendors and the economic inclusion of underrepresented groups)? Formal program and written strategy coordinated with the HR/diversity department, broadly and consistently implemented across the US
		- Formal program and written strategy coordinated with the procurement department, broadly and consistently implemented across the US
		- Formal written strategy coordinated with the procurement department, implemented on a limited basis in the US
		- Informal strategy, broadly and consistently implemented across the US
		- Informal strategy, implemented on a limited basis in the US
		- Not applicable / does not occur
		- Cannot share this information
* **Health and Wellness**
	+ To what degree does your company leverage its community engagement activities to promote health and wellbeing among employees (e.g., initiatives that promote exercise, healthy eating, stress management, etc.)?
		- Formal program and written strategy coordinated with the HR dept, broadly and consistently implemented across the US
		- Formal written strategy coordinated with the HR dept, implemented on a limited basis in the US
		- Informal strategy, broadly and consistently implemented across the US
		- Informal strategy, implemented on a limited basis in the US
		- Not applicable / does not occur
		- Cannot share this information
* **R&D/Innovation**
	+ To what degree does your company leverage its community engagement activities to promote research & development or innovation at the company and/or among employees (e.g., by promoting creative thinking or the testing of new product or service ideas, etc.)?
		- Formal program and written strategy coordinated with the R&D/HR dept, broadly and consistently implemented across the US
		- Formal written strategy coordinated with the R&D/HR dept, implemented on a limited basis in the US
		- Informal strategy, broadly and consistently implemented across the US
		- Informal strategy, implemented on a limited basis in the US
		- Not applicable / does not occur
		- Cannot share this information
* **Employee Engagement**
	+ To what degree does your company leverage its community engagement activities to promote job satisfaction and engagement among employees (e.g., by targeting issues, designing activities, or coordinating personal interactions with team members or beneficiaries that employees find deeply satisfying and fulfilling)?
		- Formal program and written strategy coordinated with the HR dept., broadly and consistently implemented across the US
		- Formal written strategy coordinated with the HR dept., implemented on a limited basis in the US
		- Informal strategy, broadly and consistently implemented across the US
		- Informal strategy, implemented on a limited basis in the US
		- Not applicable / does not occur
		- Cannot share this information
* **Purchasing/supply-chain/sourcing**
	+ To what degree does your company use its purchasing power and relationships to address social challenges and issues (i.e. diverse and inclusive business ownership, environmental sustainability, slavery-free, fair-trade, gender equality)?
		- Formal program and written strategy coordinated with the purchasing/sourcing department, broadly and consistently implemented across the US
		- Formal written strategy coordinated with the purchasing/sourcing department, implemented on a limited basis in the US
		- Informal strategy, broadly and consistently implemented across the US
		- Informal strategy, implemented on a limited basis in the US
		- Not applicable / does not occur
		- Cannot share this information
* **Other (definition)**. Please briefly describe this other business interest:

**Dimension 2 - Mini Case Study**. Please describe in 200 or fewer words one example to highlight how your company applies this Dimension (i.e., Integration - how your company’s community engagement program supports business interests and integrates into business functions, or how it “does well by doing good”). This example will not be scored, but will be used to verify the general accuracy of your response in this section. It may also be selected as a short case study example as part of The Civic 50's publicity and public education efforts, so we encourage you to include examples of your newest and best work. (Note: all case study entries will be compiled into an appendix to the Comprehensive Scorecard benchmarking report, as an additional resource for continuous improvement.) If you do not wish to provide an example, please type "No Example" into the text box (to ensure the question was read and not inadvertently overlooked).

**Dimension 2- Comments**. Please share comments or explanations related to your answers in the Integration dimension. (Note: responses to this question are completely optional, but encouraged, and will not affect scoring.) If none to add, please enter "None."

# Dimension 3: Institutionalization

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

**Community Input. Does the company seek input from community leaders/representatives on community needs and its community engagement program?**

 **If yes, how is this practice implemented?**

* A formal, structured effort in the US that actively solicits community feedback such as a survey, focus groups or community meeting
* A formal, structured effort in the US that passively collects community feedback for those wanting to provide, such as a social media site
* Informal/ad hoc conversations
* Not tracked / Can’t disclose

**Performance Reviews. Is community engagement a formal written component of employees’ performance reviews?**

**If yes, what percentage of US employees does this practice apply?**

* 75%-100%
* 50%-74%
* 25%-49%
* 1%-24%
* Not tracked / Can’t disclose

**Department Goals. Is community engagement listed on division/department/business unit scorecards or evaluations?**

 **If yes, what percentage of US divisions/departments/business units does this practice apply?**

* 75%-100%
* 50%-74%
* 25%-49%
* 1%-24%
* Not tracked / Can’t disclose

**Employee Incentives. Which of the following activities does your company offer to promote US community engagement?** (Select all that apply):

* Volunteer / “Dollars for Doers” grants (i.e., company matches volunteer hours with a cash grant to a nonprofit organization)
* Grant-matching (i.e., company matches at least a portion of direct contributions by employees to a nonprofit organization)
* Awards/recognition (both internal and external)
* Paid time off to volunteer
* None

**Leadership. How does executive/C-suite leadership support and promote the company’s community engagement, if at all?** Select all that apply and describe the frequency.

* Publicly participate in company community engagement events/activities
	+ **If yes, how many times per year**: 12, 6-11, 3-5, 1-2, not tracked/can’t disclose
* Encourage employees to participate in the community engagement program in all-staff meetings and/or town halls, email campaigns and/or other internal communication venues
	+ **If yes, how many times per year**: 12, 6-11, 3-5, 1-2, not tracked/can’t disclose
* Present on the company's community engagement to the company's board
	+ **If yes, what percentage of the total number of board meetings per year**: 75%-100%, %50-%74, 25-49%, 1%-24%, not tracked/can’t disclose

**CEO Voice on Racial Equity. Has the CEO, in their organizational role, used their voice on the issues of racial justice, equity, diversity and inclusion? This can include addressing the company’s journey to improve their performance on these issues as well as encouraging their peers to strengthen their efforts.**

* If yes internally, how many times per year: 12+, 6-11, 3-5, 1-2, not tracked/can’t disclose
* If yes externally, how many times per year: 12+, 6-11, 3-5, 1-2, not tracked/can’t disclose

**Racial Equity Training. Do you offer specific training for employees on racial equity, diversity and inclusion topics (e.g., unconscious bias training)?**

* No
* Yes

**If yes, what percent of employees receive the training annually?**

* 75% - 100%
* 50% - 74%
* 25% - 49%
* 1% - 24%
* Not tracked/Can't disclose

**ERG BIPOC. How does your company engage employee resource groups (ERGs) that support black, Indigenous and employees of color? Select all that apply:**

* 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

**Voting & Civic Engagement: How do you support employee voting and civic engagement initiatives for employees and customers? Select all that apply:**

* Ballot drop boxes
* Census promotion
* Company political action committee (PAC)
* Informational events/town halls
* Issue workshops and training
* Poll worker resources/support
* Polling location events
* Registration drives
* Time off/schedule flexibility to vote
* Voting and registration communications (customers)
* Voting and registration communications (employee)

**What formal community engagement programs and opportunities do you offer employees? Select all that apply:**

* Board training
* Direct service (hands-on volunteering)
* Dollars for doers
* Issue workshops and training
* Matching grants
* Remote volunteering
* Service sabbaticals or externships
* Skills-based/pro bono
* Volunteer time off

**Dimension 3 - Mini Case Study**. Please describe in 200 or fewer words one example to highlight how your company applies this Dimension (i.e., Institutionalization - how the company supports community engagement through its institutional policies, systems, and incentives). This example will not be scored, but may be selected as a short case study example as part of The Civic 50's publicity and public education efforts, so we encourage you to include examples of your newest and best work. (Note: all case study entries will be compiled into an appendix to the Comprehensive Scorecard benchmarking report, as an additional resource for continuous improvement.) If you do not wish to provide an example, please type "No Example" into the text box (to ensure the question was read and not inadvertently overlooked).

**Dimension 3- Comments**. Please share comments or explanations related to your answers in the Institutionalization dimension. (Note: responses to this question are completely optional, but encouraged, and will not affect scoring.) If none to add, please enter "None."

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# Dimension 4A: Impact (Social Value)

Part A of this dimension evaluates how a company measures the social impact of its community engagement program in the U.S. Please carefully note the differences between outcome measures and output measures when classifying your activities below.

**Volunteerism. Volunteerism generates social value when it helps nonprofit organizations improve capacity to carry out their mission. Specifically, the outcomes of successful volunteerism include improved efficiency (i.e., enabling the nonprofit’s systems or services to run with fewer resources), effectiveness (i.e., increasing the nonprofit’s success rate among the beneficiaries it serves—for example, increasing the number of tutored students that improve their grades), and reach (e.g., by providing extra hands to help serve more beneficiaries). Please identify the primary method (used for over 50% of your US employee volunteering activities, by hours) of measuring the social value generated by your company’s volunteerism.**

* **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)
* **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 (ex., capturing the number of hours or people served and/or the monetary value of those services)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**Grants. Grants generate social value when they enable nonprofit organizations to deliver services that improve the wellbeing of targeted beneficiaries or solve targeted social issues. Please identify the primary method (used for over 50% of your US grants, by value) of measuring the social value generated by your company’s grants.**

* **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)
* **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 (ex., capturing the number and value of grants distributed and number of beneficiaries served)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**In-kind. Like grants, in-kind goods generate social value when they enable nonprofit organizations to deliver services that improve the wellbeing of targeted beneficiaries or solve targeted social issues. Please identify the primary method (used for over 50% of your US in-kind donations, by value) of measuring the social value generated by your company’s in-kind donations.**

* **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)
* **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 (ex., capturing the number and value of goods distributed and number of beneficiaries served)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**Social Cause Leadership/Advocacy. Leadership and advocacy efforts generate social value by changing behaviors and/or policies to improve targeted social issues. The outcomes of successful leadership and advocacy efforts therefore include precursors of change (i.e., changes in awareness, understanding, and attitudes), the change itself (i.e., behaviors or policies), and the resulting effects (i.e., the improvement in beneficiary wellbeing or targeted social issues). Please identify the primary method (used for over 50% of your US efforts, by investment amount) of measuring the effectiveness of your leadership and/or advocacy on generating social change.**

* **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)
* **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 (ex., capturing the number of beneficiaries reached or number of media impressions generated)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**Racial Equity. 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.

**Dimension 4a - Mini Case Study**. Please describe in 200 or fewer words one example to highlight how your company applies this Dimension (i.e., Impact (social) - how the company measures the social impact of its community engagement programs). This example will not be scored, but may be selected as a "mini case study" illustration as part of The Civic 50's publicity efforts related to the 2019 results. (Note: all mini case study entries will be compiled into an appendix to the Comprehensive Scorecard benchmarking report, as an additional resource for continuous improvement.) If you do not wish to provide an example, please type "No Example" into the text box (to ensure the question was read and not inadvertently overlooked).

**Dimension 4a - Comments.** Please share comments or explanations related to your answers in the Institutionalization dimension. (Note: responses to this question are completely optional, but encouraged, and will not affect scoring.) If none to add, please enter "None."

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# Dimension 4B: Impact (Business Value)

Part B of this dimension evaluates how a company measures the business impact of its community engagement program in the U.S. Please carefully note the differences between outcome measures and output measures when classifying your activities below.

**For each of the seven business functions previously selected in the Dimension 2 Integration Section, you will be asked to identify the primary method of measuring outcomes.**

**Marketing/PR**. Community engagement can generate marketing and PR value by enhancing the company’s brand in the marketplace. Successful outcomes include improved awareness of and attitudes towards the company. Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the marketing/PR value generated.

* **Quantitative outcome metrics** that are predefined and part of a standardized and regularly implemented data collection process (e.g., capturing the resulting improvement in brand awareness and/or attitudes). *If selected, you will be required to provide examples of your social outcome indicators to validate your response.*
* **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 (ex., capturing the number of media impressions, website hits, Facebook “Likes” generated)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**Sales**. Community engagement can generate sales value by helping to develop new or strengthen existing sales-related relationships. Successful outcomes include the drivers of sales (i.e., new or improved relationships) and sales themselves (e.g., the nature and value of new business generated). Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the sales value generated.

* **Quantitative outcome metrics** that are predefined and part of a standardized and regularly implemented data collection process (e.g., capturing the resulting improvement in new business or new-business relationships). *If selected, you will be required to provide examples of your social outcome indicators to validate your response.*
* **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 (ex., capturing the number of events attended or sponsored, or media impressions generated)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**Skill Development**. Community engagement can develop skills among employees by presenting them with opportunities to build new experiences, knowledge, or capabilities (such as leadership, project management, or team development). Successful outcomes include the development of new skills that are directly related to an employee’s job. Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the skill development value generated.

* **Quantitative outcome metrics** that are predefined and part of a standardized and regularly implemented data collection process (e.g., capturing the resulting improvement in job-related skills). *If selected, you will be required to provide examples of your social outcome indicators to validate your response.*
* **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 (ex., capturing the number of employees that participated in activities offering skill-development opportunities)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**Recruiting**. Community engagement can generate recruiting value by helping to develop new or strengthen existing recruiting-related relationships. Successful outcomes include the drivers of recruiting (i.e., new or improved relationships) and recruiting gains themselves (e.g., the number and type of new hires). Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the recruiting value generated.

* **Quantitative outcome metrics** that are predefined and part of a standardized and regularly implemented data collection process (e.g., capturing the resulting improvement in recruiting or recruiting-related relationships). *If selected, you will be required to provide examples of your social outcome indicators to validate your response.*
* **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 (ex., capturing the number of events attended or sponsored, or media impressions generated)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**Stakeholder and Investor Relations**. Community engagement can generate business value by helping to develop new or strengthen existing stakeholder relationships (e.g., with shareholders, investors, regulators, legislators, advocacy groups, etc.). Successful outcomes include the development of new or improved stakeholder relationships, and the results (e.g., more favorable legislative, regulatory, or issues-management outcomes, or the reduction of their risks). Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the stakeholder relations value generated.

* **Quantitative outcome metrics** that are predefined and part of a standardized and regularly implemented data collection process (e.g., capturing the resulting improvement in stakeholder relationships and regulatory, legislative, or issue-management results). *If selected, you will be required to provide examples of your social outcome indicators to validate your response.*
* **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 (ex., capturing the number of events attended or sponsored, or media impressions generated)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**Diversity and Inclusion**. Community engagement can generate business value by helping to enhance diversity and inclusion within your company. Successful outcomes include an increase in the diversity of your company’s employee base, and the inclusiveness of your culture (i.e., ability of that employee base to understand, appreciate, and productively work with colleagues that are different from them). Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the diversity and inclusion value generated.

* **Quantitative outcome metrics** that are predefined and part of a standardized and regularly implemented data collection process (e.g., capturing the resulting improvement in employee diversity and level of inclusion). *If selected, you will be required to provide examples of your social outcome indicators to validate your response.*
* **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 (ex., capturing the number of events attended or sponsored, or employees engaging in diversity-related activities)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**Vendor Diversity**. Community engagement can help support your company's commitment to diversity and inclusion in its supply chain. Successful outcomes include increasing representation of underrepresented groups. Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the diversity and inclusion value generated.

* **Quantitative outcome metrics** that are predefined and part of standardized and regularly implemented data collection process (ex., capturing the resulting improvement in vendor diversity and level of inclusion). *If selected, you will be required to provide examples of your social outcome indicators to validate your response.*
* **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 (ex., capturing the number of events attended or sponsored, or employees engaging in diversity-related activities)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**Health and wellness**. Community engagement can generate business value by helping to promote health and wellbeing among employees. Successful outcomes include an increase in the drivers of health and wellbeing (e.g., increased exercise, healthy eating, stress management, etc.) and the gains achieved (i.e., improved health and feeling of wellbeing). Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the health and wellbeing value generated.

* **Quantitative outcome metrics** that are predefined and part of a standardized and regularly implemented data collection process (e.g., capturing the resulting improvement in healthy behaviors or health or wellbeing indicators). *If selected, you will be required to provide examples of your social outcome indicators to validate your response.*
* **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 (ex., capturing the number of employees that participated in activities that promote health and wellbeing)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**R&D/Innovation**. Community engagement can generate business value by helping to promote research and development or other innovation. Successful outcomes include the R&D/innovation gains realized, and how they either help increase revenues or reduce operating costs. Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the R&D/innovation value generated.

* **Quantitative outcome metrics** that are predefined and part of a standardized and regularly implemented data collection process (e.g., capturing the resulting improvement in R&D/innovation gains and their bottom-line effects). *If selected, you will be required to provide examples of your social outcome indicators to validate your response.*
* **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 (ex., capturing the number of employees that participated in activities that promote R&D/innovation)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**Employee Engagement**. Community engagement can promote engagement among employees by presenting them with opportunities to serve important social needs in fulfilling ways (for example, by addressing issues of particular resonance, bringing high-value skills to needy organizations, or interacting with others on a deep level). Successful outcomes include improved employee commitment, enthusiasm, or loyalty to your company. Please identify the primary method (used for over 50% of your U.S. programs, by investment amount) of measuring the employee engagement value generated.

* **Quantitative outcome metrics** that are predefined and part of a standardized and regularly implemented data collection process (e.g., capturing the resulting improvement in engagement). *If selected, you will be required to provide examples of your social outcome indicators to validate your response.*
* **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 (e.g., capturing the number of employees that participated in activities that drive employee engagement)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**Purchasing/Supply-chain/Sourcing**. Community engagement can generate business value by reducing risk throughout the supply chain, such as by promoting diverse and inclusive business ownership, environmental sustainability, avoidance of slave labor, fair trade, or gender equality. Please identify the primary method (used for over 50% of your U.S. programs, by investment amount) of measuring the supply chain value generated.

* **Quantitative outcome metrics** that are predefined and part of a standardized and regularly implemented data collection process (e.g., capturing the resulting strengthening of the supply change). *If selected, you will be required to provide examples of your social outcome indicators to validate your response.*
* **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 (e.g., capturing the number of employees that participated in activities that drive supply chain improvement)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**The Sustainable Development Goals (unscored)**. The Sustainable Development Goals (SDGs) set out the UN agenda for people, planet and prosperity through 2030. The SDGs were adopted by 193 states at the United Nations in September 2015. The 17 goals and 169 targets aim to stimulate action in areas of critical importance to humanity and the environment. Successfully measuring and community minded activities to the SDGs can help businesses understand and connect the impact of their local efforts on global goals. Please identify the primary method (used for over 50% of your U.S. programs, by investment amount) of measuring your community minded activities.

* **Quantitative outcome metrics** that are predefined and part of standardized and regularly implemented data collection process (ex., capturing the resulting improvement in engagement).
* **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 (ex., capturing the number of employees that participated in activities that drive employee engagement)
* **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
* **Not currently measured**
* **Cannot share this information**

**Dimension 4b - Mini Case Study**. Please describe in 200 or fewer words one example to highlight how your company applies this Dimension (i.e., Impact (business) - how the company measures the business impact of its community engagement programs). This example will not be scored, but may be selected as a "mini case study" illustration as part of The Civic 50's publicity efforts related to the 2014 results. (Note: all mini case study entries will be compiled into an appendix to the Comprehensive Scorecard benchmarking report, as an additional resource for continuous improvement.) If you do not wish to provide an example, please type "No Example" into the text box (to ensure the question was read and not inadvertently overlooked).

**Dimension 4- Comments**. Please share comments or explanations related to your answers in the Impact dimension. (Note: responses to this question are completely optional, but encouraged, and will not affect scoring.) If none to add, please enter "None."

# Verification and Feedback

**The answers provided within this application are true to the best knowledge of the corporation and its employees**. (Note: Companies found to falsify information will be banned from participating in The Civic 50 for a period of no less than 5 years)

**Please upload a vector or EPS logo that can be used for promotion/publication purposes if your company appears on The Civic 50.**

**If relevant, please provide any additional guidance or conditions associated with the disclosure of your company name or use of your company logo. If none to add, please enter "None."**

**Please indicate where you learned about The Civic 50.**

**Comments/Questions/Feedback on The Civic 50** (Note: responses to this question are completely optional (but encouraged) and will not affect scoring.) If none to add, please enter "None."

**Approximately how many staff hours did it take you to complete your survey submission?**

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# Report Options

**Scorecards**. All eligible companies that submit a completed The Civic 50 survey will receive a free Individual Scorecard, which lists the company's individual score and ranking in each dimension. Additional reports, with greater detail to support more detailed corporate reporting and continuous improvement efforts, are available for a fee.

* Individual Scorecard (free): Ranking only for each category
* Industry Scorecard ($1,500): Ranking, benchmarking, and best practice highlights by dimension (full population and sector-specific results)
* Comprehensive Scorecard ($3,500): Question-level ranking, benchmarking, and best practice highlights (full population and sector-specific results)

If you have any questions about these scorecard options, please email Civic50@trueimpact.com.