GREATER PHILADELPHIA

THE CIVIC 50

2021 Survey Overview

POINTS OF LIGHT

A ROADMAP FOR GOOD CORPORATE CITIZENSHIP

THE CIVIC 50 LEARNING & RECOGNITION

POINTS OF LIGHT
THE CIVIC 50
GREATER PHILADELPHIA

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 and applicants are compared to similar size companies
- Only honoree companies made public

INSTITUTIONALIZATION

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

IMPACT

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

POINTS OF LIGHT

GUIDING THE WAY FOR CORPORATE CITIZENSHIP

THE CIVIC 50 NATIONAL HONOREES

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

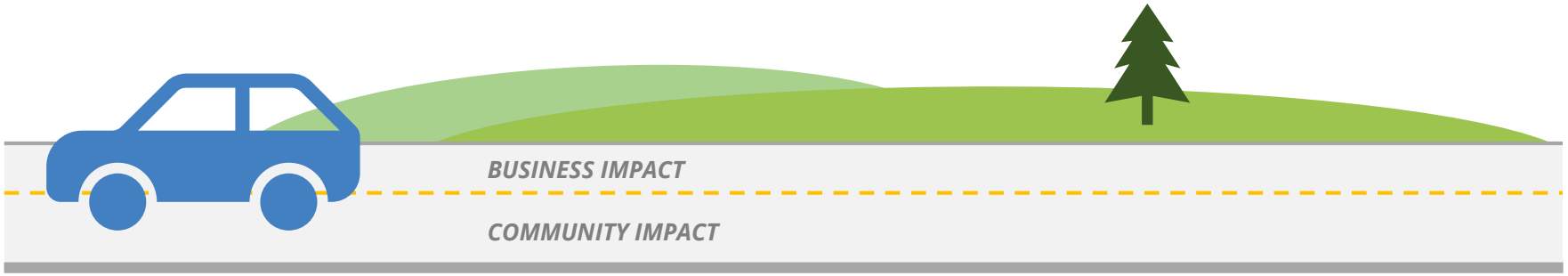
Every company receives a free scorecard report with benchmarking data to help track annual improvement and communicate your impact story.

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

REASONS TO PARTICIPATE

CUSTOMER & EMPLOYEE EXPECTATIONS

64%

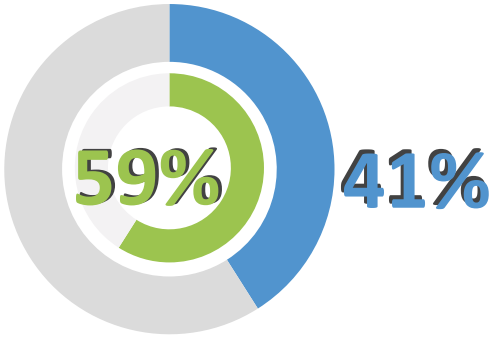
CUSTOMER EXPECT BRANDS TO ACT
Of customers agree: "I believe brands can be a powerful force for change. I expect them to represent me and solve societal problems. My wallet is my vote."

73%

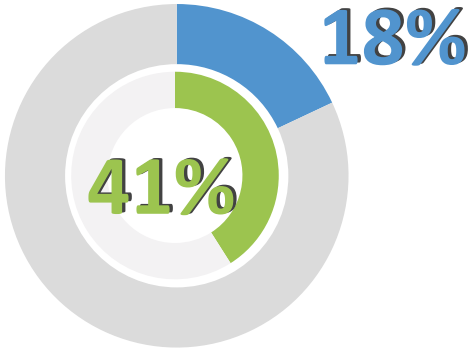
EMPLOYEE EXPECTATIONS INCLUDE SOCIETAL CHANGE
Percent of employees expect prospective employers to shape the future of society.

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

2019 and 2020 Edelman Trust Barometer Reports

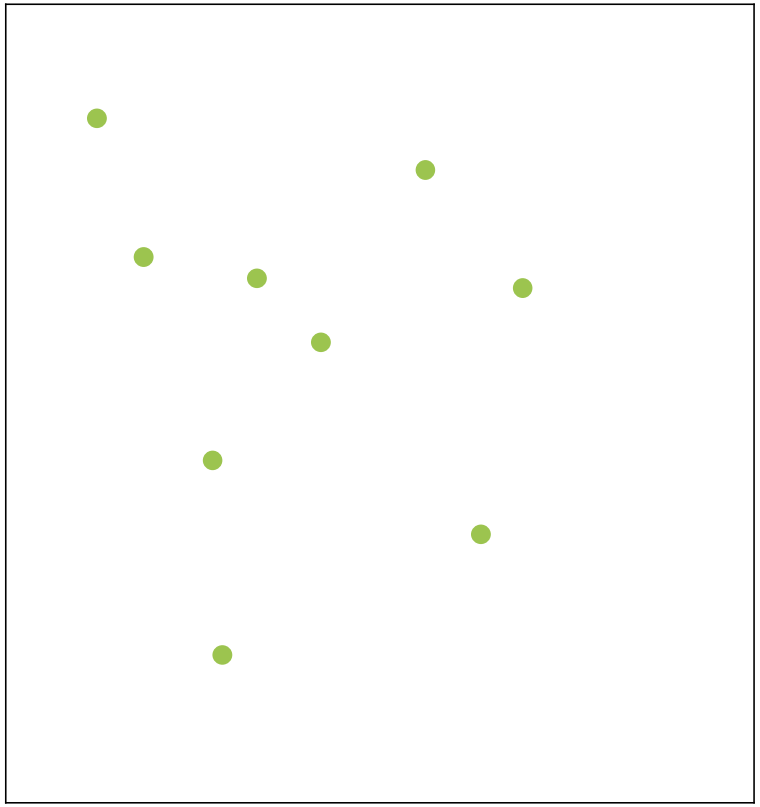
Points of Light: Engaging Americans in Civic Life (May 2020)

POINTS OF LIGHT

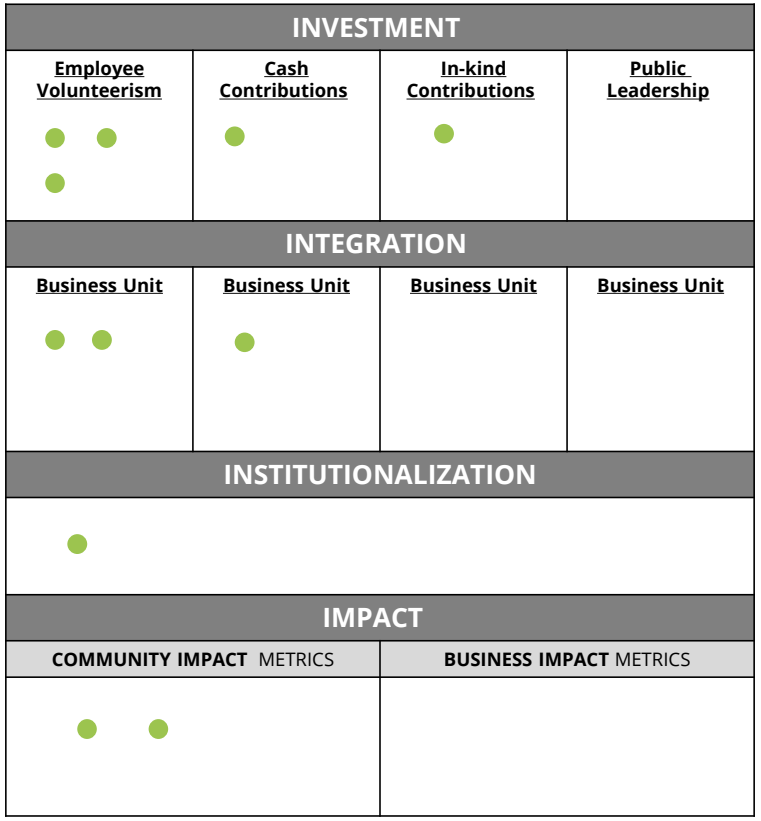
A FRAMEWORK FOR COMMUNITY IMPACT

ALIGN, STRENGTHEN & SCALE YOUR PROGRAMS

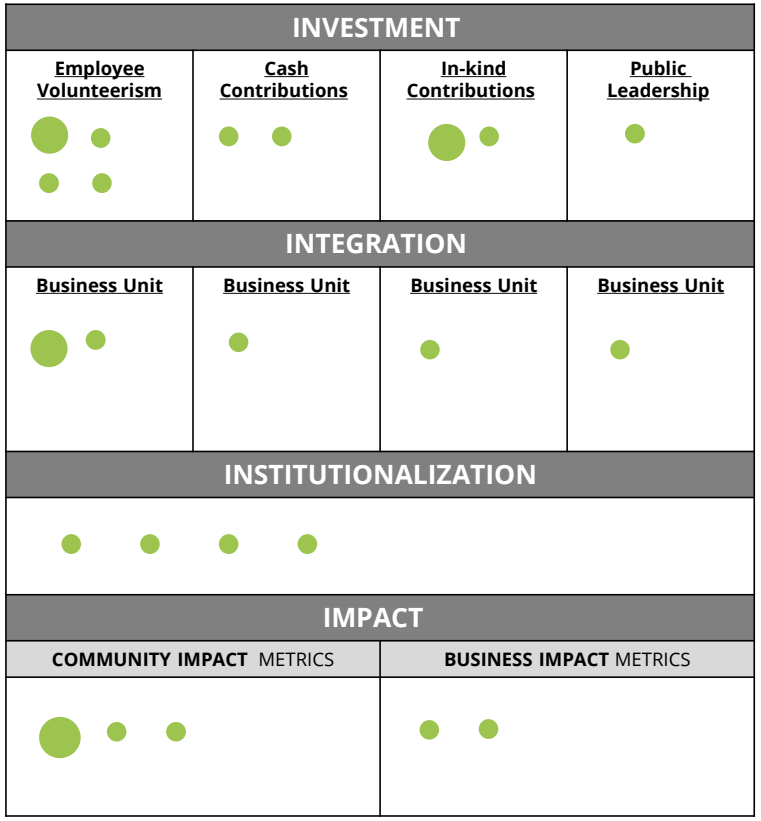
CURRENT YEAR



YEAR 1



YEAR 2+



● *Element of your social impact or community engagement program*

POINTS OF LIGHT

EVALUATION & BENCHMARKING

SCORECARD REPORTS

true impact®

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

REPORT OPTIONS

- Individual (free)
- Sector
- Comprehensive

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

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

POINTS OF LIGHT

FROM COMMUNITY SUPPORT TO STEWARDSHIP

THE CIVIC 50 TRANSFORMATION

CIVIC ENGAGEMENT FRAMEWORK	COMMUNITY SUPPORT *"good for your community"*	COMMUNITY STEWARDSHIP *"BETTER for your community AND company"*
INVESTMENT	Occasional hands-on volunteer projects planned throughout the year Company makes a cash donation to a nonprofit based on executives choosing Stay clear of speaking out on social issues	Year-round engagement opportunities provided to employees (skills-based/pro bono, virtual, board service) Strategic cash AND in-kind giving aligned with company priorities, employee interests and nonprofit needs Publicly advocate and speak out on social issues
INTEGRATION	Community engagement defined by volunteer events and company giving	Community engagement integrated through all departments to advance company's social impact goals
INSTITUTIONALIZATION	Volunteering and giving back is just something your company does	Community engagement shows up in your organizational policies, values, systems and goals
IMPACT	Track high-level metrics related to volunteering and giving (number of volunteers, total giving, etc.)	Track metrics related to the outcomes and impact of your work relating to your community AND business goals

A FRAMEWORK FOR COMMUNITY IMPACT

THE SURVEY SECTIONS

Section 1: INVESTMENT

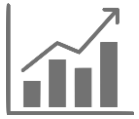
How the company strategically invests its resources in community engagement and social impact, including employee time and skills, cash, in-kind giving and public leadership.

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

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

DIMENSION 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.

- Volunteerism (number, hours, and type)
- Cash contributions and grants
- In-kind contributions
- Public leadership and advocacy activities

DIMENSION 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”).

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

BUSINESS FUNCTIONS

- MARKETING/PR
- SKILL/LEADERSHIP DEVELOPMENT
- RECRUITING
- DIVERSITY AND INCLUSION
- EMPLOYEE ENGAGEMENT
- PURCHASING/SUPPLY-CHAIN/SOURCING

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

POINTS OF LIGHT

DIMENSION 3

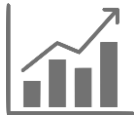
INSTITUTIONALIZATION

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

- Input from communities and partners
- Leadership participation
- Employee engagement programs and incentives
- Voting and civic engagement

DIMENSION 4

IMPACT VALUE



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

PROGRAM CATEGORIES

VOLUNTEERISM

CONTRIBUTIONS & GRANTS

IN-KIND CONTRIBUTIONS

LEADERSHIP & ADVOCACY

RACIAL EQUITY

- **Quantitative outcome metrics (social)*** (i.e., how many people improve their lives and how) based either on a contribution claim (you claim a portion of the program's overall outcome equal to the portion you funded) or an attribution claim (the net gain in social impact attributed solely to your intervention).
- **Quantitative outcome metrics (business)*** that are predefined and part of a standardized and regularly implemented data collection process
- **Qualitative outcome measures** (i.e., success stories) and/or predefined satisfaction metrics that are part of a standardized and regularly implemented data collection process
- **Quantitative outputs** (i.e., drivers of outcomes) that are part of a regularly implemented data collection process
- **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
- **Not currently measured / N/A / Cannot Share**

****outcome metric verification examples required***

POINTS OF LIGHT

SURVEY INSTRUMENT

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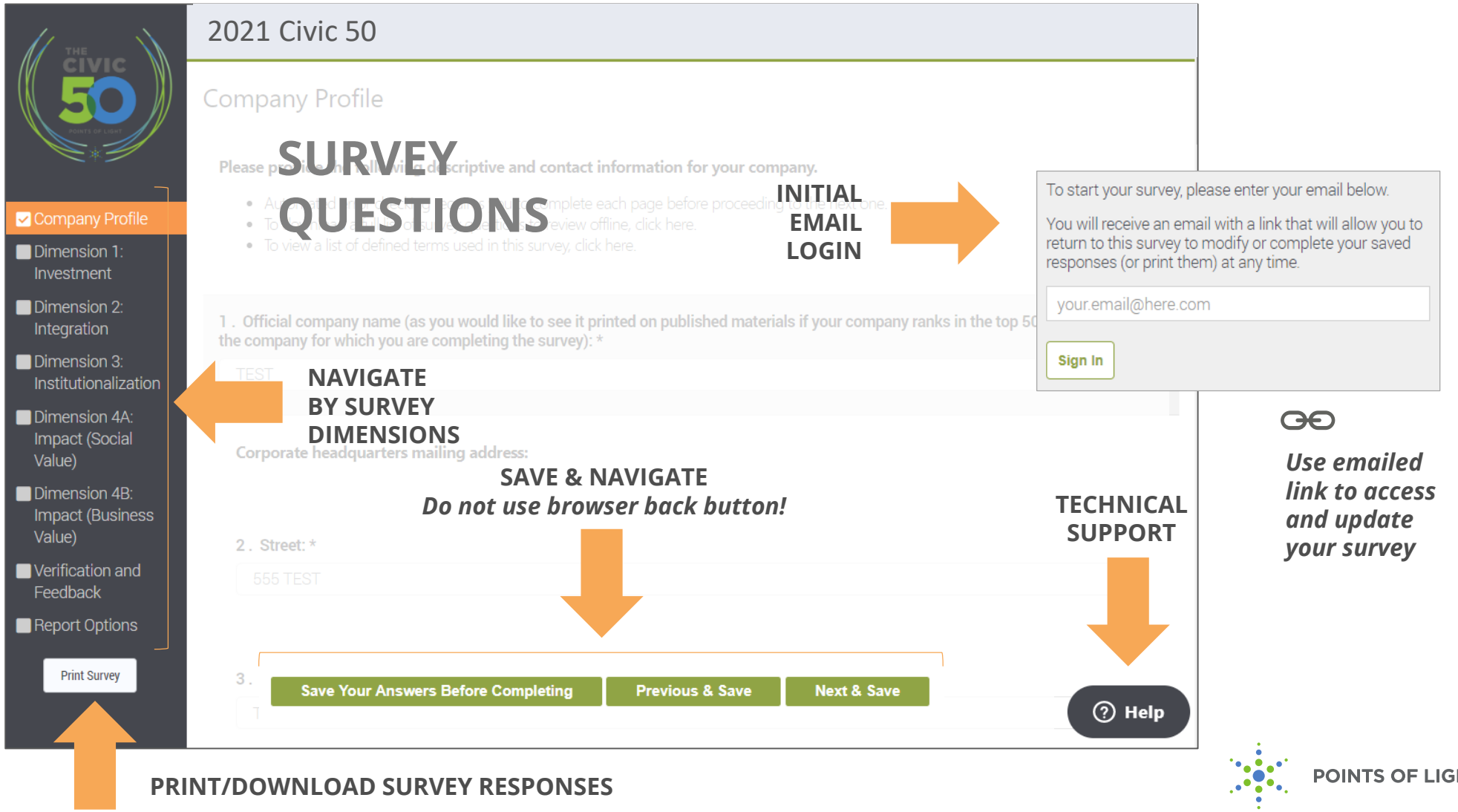

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