



COLORADO

THE CIVIC 50

2021 Survey Overview

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."



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.

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



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

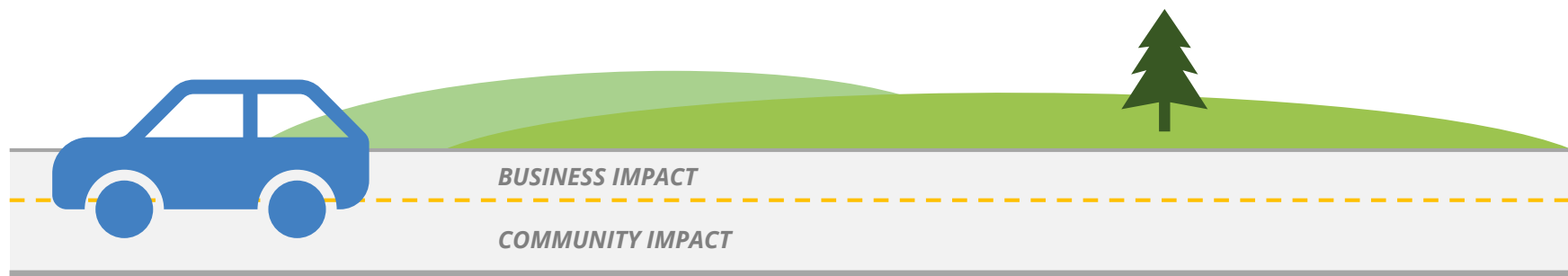
Every company receives a free scorecard report with benchmarking data to help track annual improvement and communicate your impact story.

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.



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."

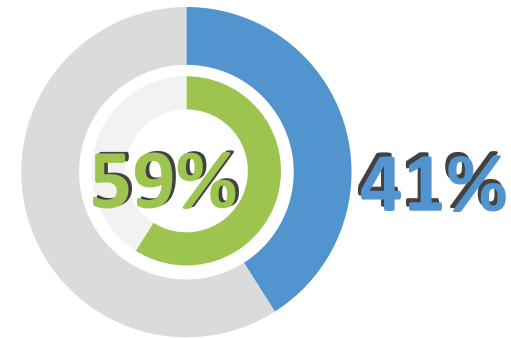
73%

EMPLOYEE EXPECTATIONS INCLUDE SOCIETAL CHANGE

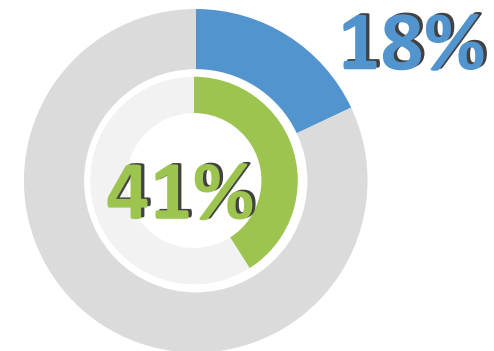
Percent of employees expect prospective employers to shape the future of society.

67%

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



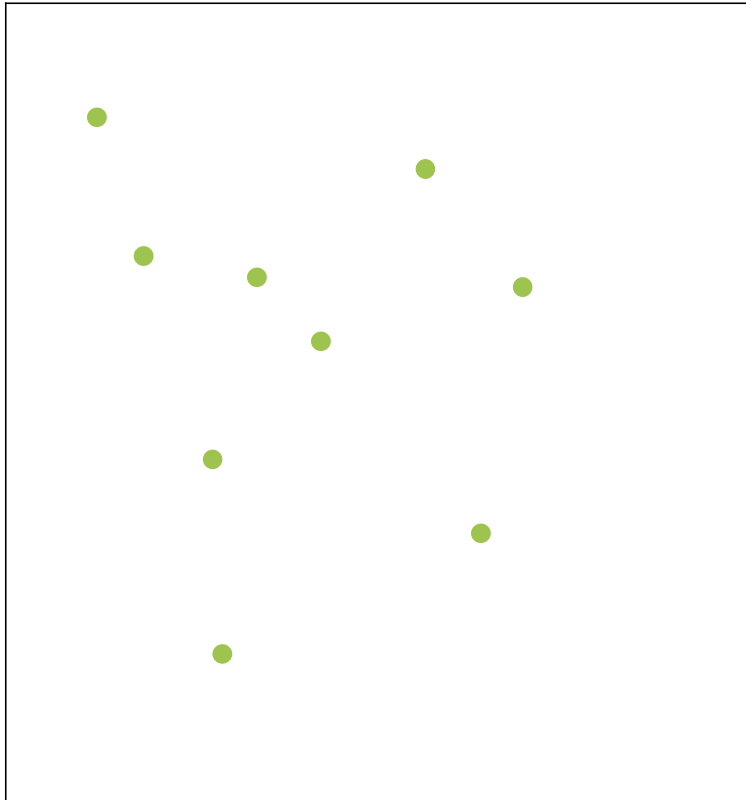
41% OF ALL ADULTS and 59% of GEN Z have made decisions on products based on a company's social responsibility



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

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

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% |



FROM COMMUNITY SUPPORT TO STEWARDSHIP

THE CIVIC 50 TRANSFORMATION

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

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



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



The screenshot shows the '2021 Civic 50' survey instrument. On the left is a dark sidebar with the 'THE CIVIC 50' logo and a list of dimensions: Company Profile (checked), Dimension 1: Investment, Dimension 2: Integration, Dimension 3: Institutionalization, Dimension 4A: Impact (Social Value), Dimension 4B: Impact (Business Value), Verification and Feedback, and Report Options. A 'Print Survey' button is at the bottom of the sidebar. The main content area is titled 'Company Profile' and contains 'SURVEY QUESTIONS'. It includes instructions to provide descriptive and contact information, a list of actions (e.g., 'To start your survey, please enter your email below'), and a form for 'Official company name'. A 'Sign In' button is present. Below the form are navigation buttons: 'Save Your Answers Before Completing', 'Previous & Save', and 'Next & Save'. A 'Help' button is in the bottom right. Annotations include: 'NAVIGATE BY SURVEY DIMENSIONS' with an arrow pointing to the sidebar; 'SAVE & NAVIGATE Do not use browser back button!' with an arrow pointing to the navigation buttons; 'INITIAL EMAIL LOGIN' with an arrow pointing to the 'Sign In' button; and 'TECHNICAL SUPPORT' with an arrow pointing to the 'Help' button. A separate box on the right shows an email input field and a 'Sign In' button with the text: 'To start your survey, please enter your email below. You will receive an email with a link that will allow you to return to this survey to modify or complete your saved responses (or print them) at any time.' A 'GO' icon and the text 'Use emailed link to access and update your survey' are also present.

PRINT/DOWNLOAD SURVEY RESPONSES

