2022 SURVEY LAUNCH

THE CIVIC 50

Celebrating 10 Years of Good Corporate Citizenship

THE CIVIC 50 2022 SURVEY LAUNCH

WEBINAR AGENDA

OVERVIEW

- **Reflecting on 10 Year Initiative**
- **The Civic 50 Overview**
- **The Value for Companies**
- **Honoree Insights**
  - Karen White, Senior Vice President, Community Relations and Corporate Initiatives, KeyBank
- **Leveraging the Scorecard Reports**
- **The Survey Instrument**
- **Survey Timeline & Support**
- **The Civic 50 Local Expansion**

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 the applicant information page: www.pointsoflight.org/civic50survey

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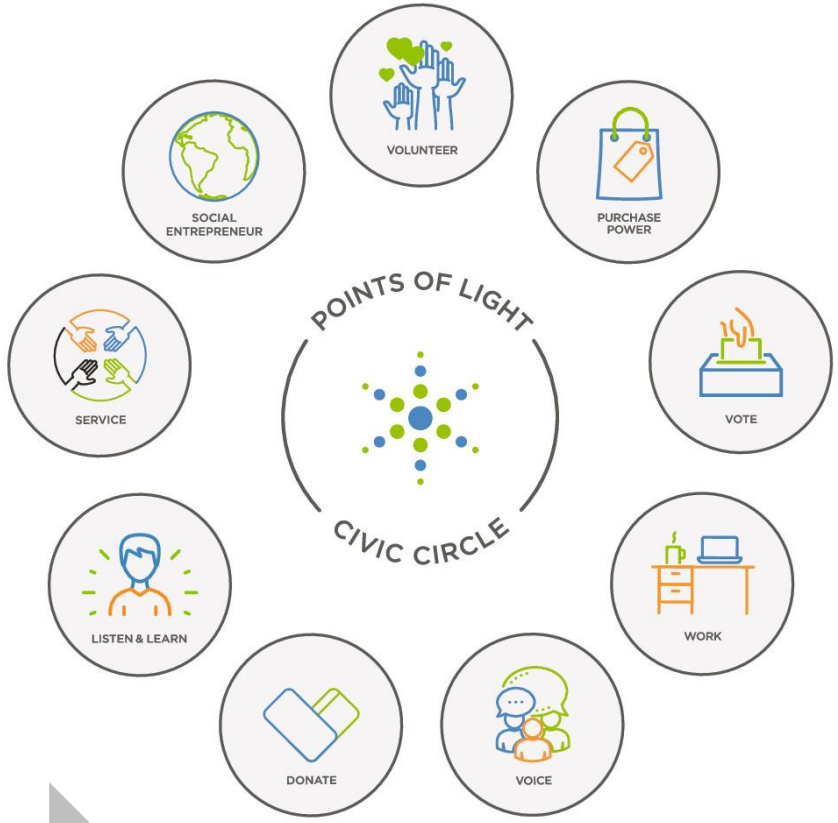
10 YEARS OF GOOD CORPORATE CITIZENSHIP



Increasing the sophistication, scale, and diversity of ways companies can do good

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A ROADMAP FOR GOOD CORPORATE CITIZENSHIP

THE CIVIC 50 2021 HONOREES

SECTOR LEADERS

AT&T Inc.

Dow, Inc.

DTE Energy

Hewlett Packard Enterprise

KPMG LLP

Prudential Financial, Inc.

Steelcase

The Hershey Company

UnitedHealth Group

VOLUNTEER LEADER AWARD

Blue Cross and Blue Shield of Louisiana

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THE CIVIC 50 FRAMEWORK

A ROADMAP FOR GOOD CORPORATE CITIZENSHIP

INVESTMENT

Employee time and skills, financial contributions, in-kind giving and public leadership

INTEGRATION

Business functions and interests

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THE CIVIC 50

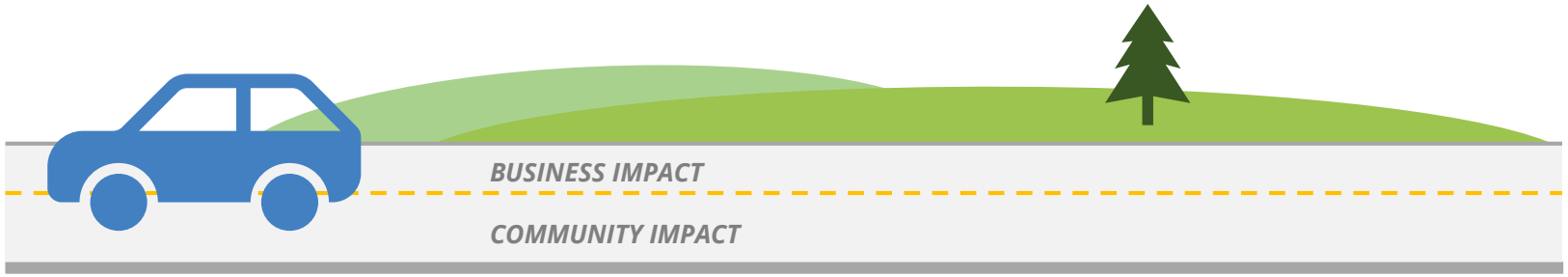
Celebrating 10 Years!

INSTITUTIONALIZATION

Organizational policies, KPIs, systems, and incentives

IMPACT

Outcomes for the community, business and employees



Questions are multiple choice and quantitative

Scoring normalized for company size and annual revenue

Only honoree companies made public

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

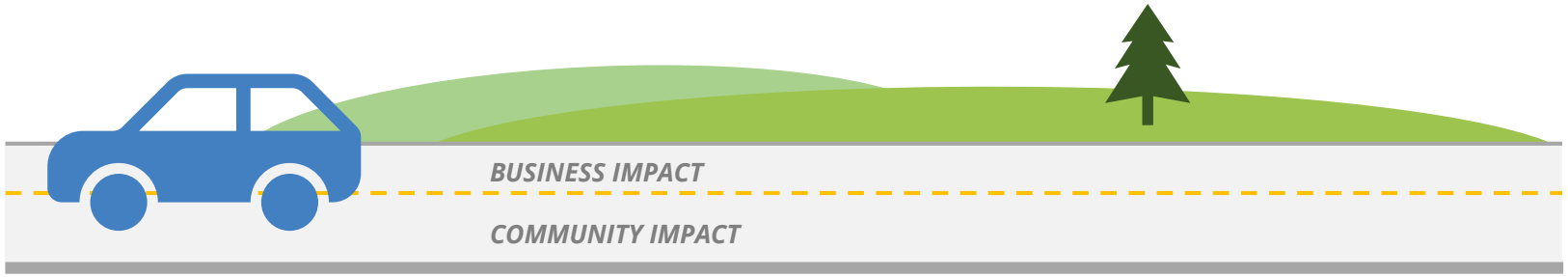
Every company receives a free scorecard report with benchmarking data to help track annual improvement and communicate your impact story.

STORYTELLING & INSPIRATION

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

STANDARDIZED LANGUAGE

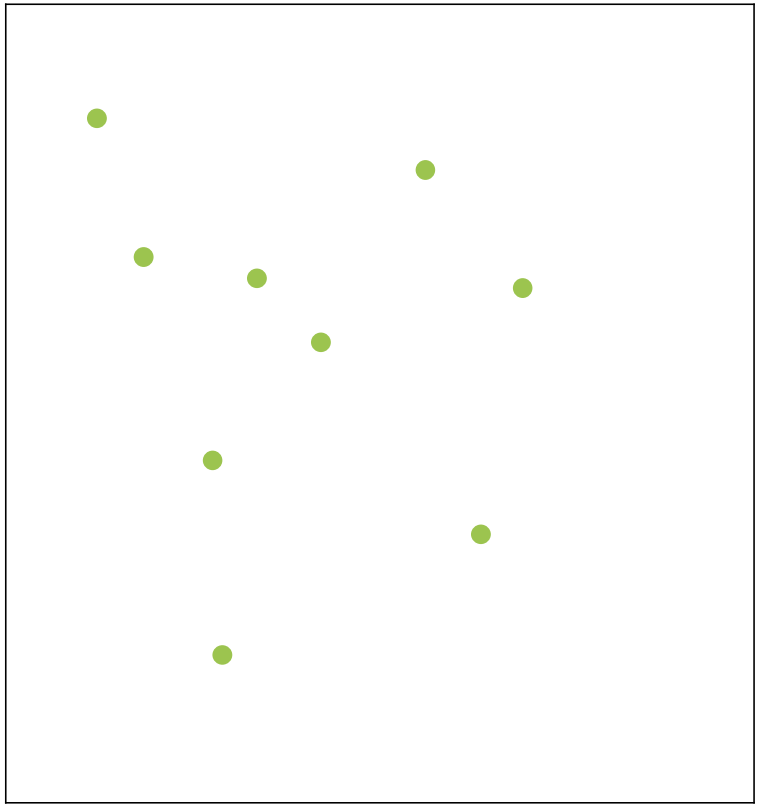
Using the common language and framework accelerates learning and helps advance the sector.



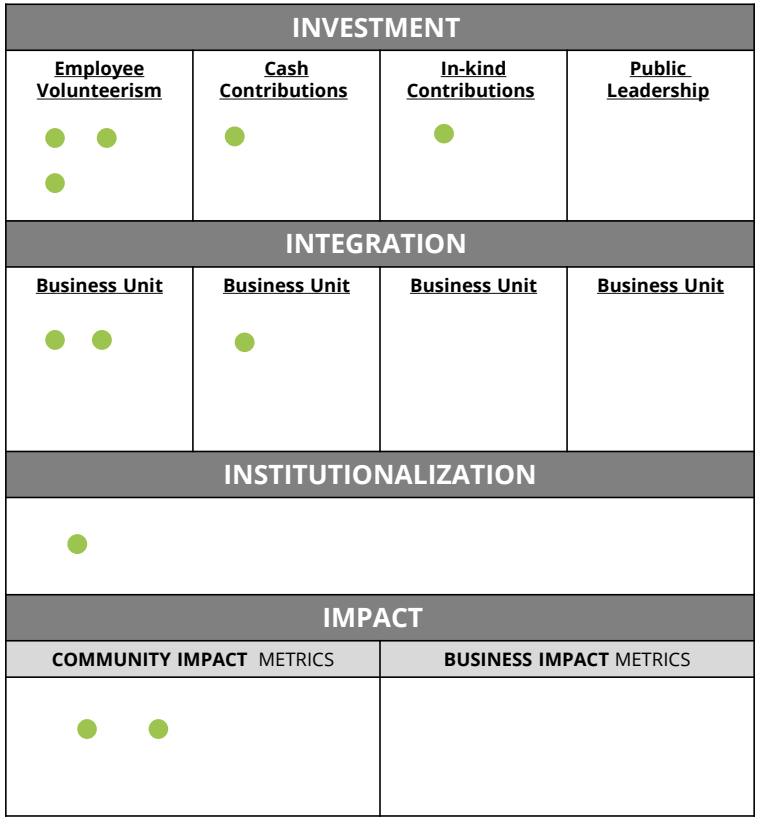
A FRAMEWORK FOR COMMUNITY IMPACT

ALIGN, STRENGTHEN & SCALE YOUR PROGRAMS

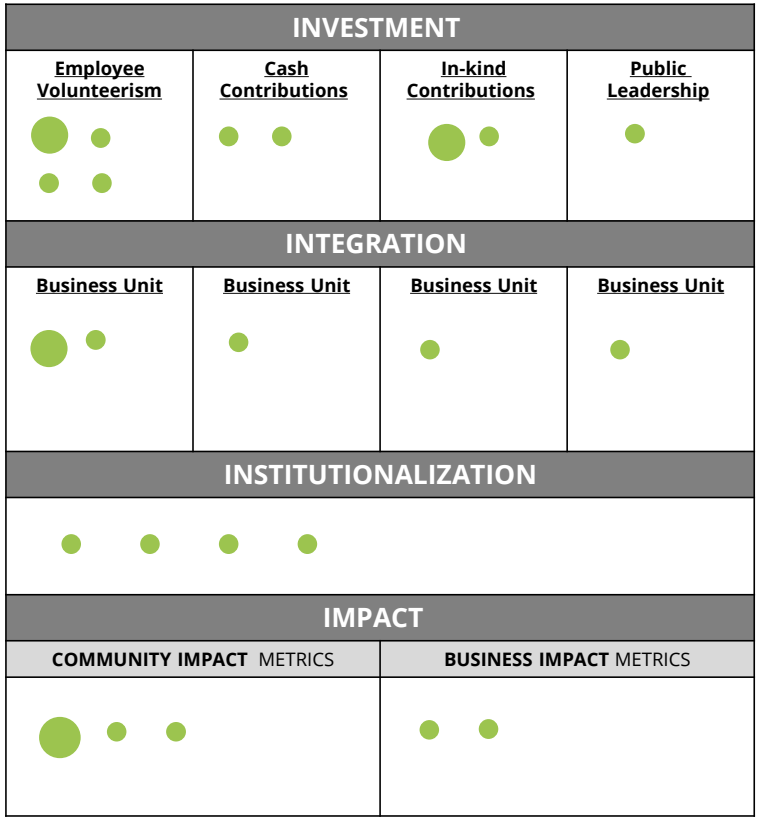
CURRENT YEAR



YEAR 1



YEAR 2+



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

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EVALUATION & BENCHMARKING

SCORECARD REPORTS

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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

KEY METRICS & INSIGHTS

PROVING VALUE

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VOLUNTEERISM

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

	2021 Results	vs Overall	vs Industry	vs 2020
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***

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KEY METRICS & INSIGHTS

IMPROVING VALUE

VOLUNTEERISM

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

	2021 Results	2022 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.

SURVEY INSTRUMENT

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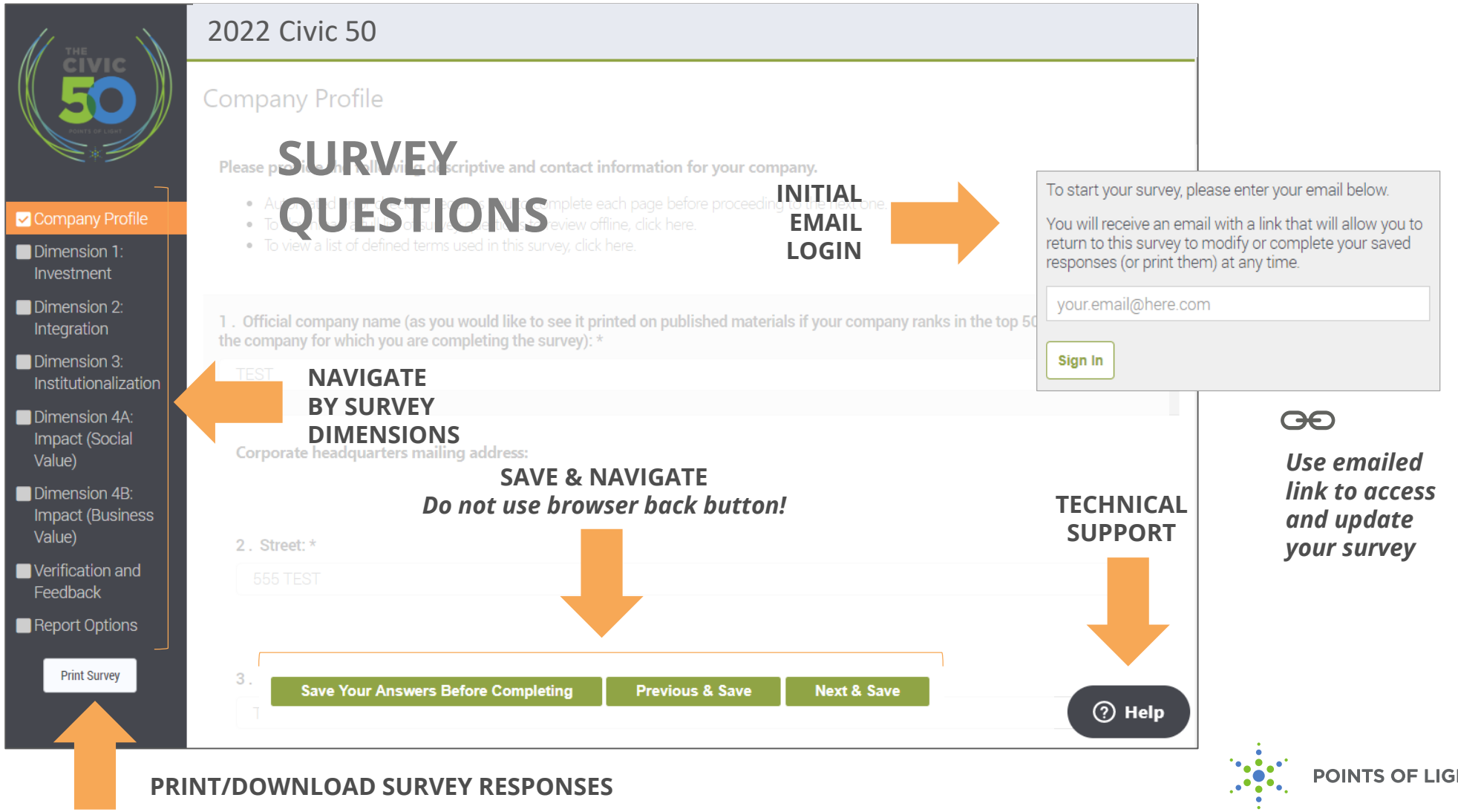

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DIMENSION 4 A/B

OUTPUT & OUTCOME MEASUREMENT

ANSWER OPTIONS	SOCIAL EXAMPLE (4A) *Volunteerism – afterschool volunteer tutoring program for employees*	BUSINESS EXAMPLE (4B) *Skill development – pro bono/skills-based volunteering program*
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) **4B Business: Quantitative outcome metrics** that are predefined and part of standardized and regularly implemented data collection process	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)
Quantitative outputs (i.e., drivers of outcomes) that are part of a regularly implemented data collection process *"what is being done"*	Students: number enrolled, sessions attended Volunteers: number participating	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 CIVIC 50: 2022 SURVEY

SURVEY TOOL & RESOURCES

APPLICANT INFORMATION

- Survey link, instructions, FAQ, and glossary: pointsoflight.org/civic50survey

SURVEY QUESTIONS

- Download question Word doc to collect data
- 2021 racial equity questions remain in survey
- No new questions, but all business functions in Integration section are required this year

SURVEY TIMELINE

- **December 3**: Survey launch
- **December 10**: Informational webinar
- **April 1**: Survey submission deadline
- **May**: Status notification and scorecard reports provided
- **June**: Public honoree announcement
- **Summer 2022**: Trends and insights report released

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THE CIVIC 50 EXPANSION

The Civic 50 Colorado

- csrsolutionsco.org/aboutthecivic50colorado.html

The Civic 50 Greater Philadelphia

- philafound.org/key-skills-hub/civic-50

The Civic 50 Orange County

- oneoc.org/occivic50

QUESTIONS & FOLLOW-UP

HOW TO REACH US

JENNY LAWSON
Chief Civic Innovation Officer
jlawson@pointsoflight.org

JEFF ADER
Director of Business Innovation
jeffader@pointsoflight.org

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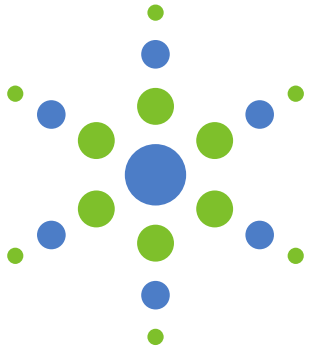

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