



Community Servings in Jamaica Plain, Mass., provides medically tailored meals for people experiencing chronic illness and nutrition insecurity. Point32Health employees assembled meals during the company's Volunteer Week.



2022

HONOREE INSIGHTS & BENCHMARKING REPORT

Celebrating 10 Years of Championing Corporate Citizenship





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About Points of Light

Points of Light is a nonpartisan, global nonprofit organization that inspires, equips and mobilizes millions of people to take action that changes the world. We envision a world in which every individual discovers the power to make a difference, creating healthy communities in vibrant, participatory societies. Through 177 affiliates across 38 countries, and in partnership with thousands of nonprofits and companies, Points of Light engages five million volunteers in 16 million hours of service each year. We bring the power of people to bear where it's needed most.

We believe that companies, their employee volunteers, vendors and customers can be transformative drivers of social change in communities around the world. We support the work of companies by looking at how people are asked, engaged and supported in delivering innovative solutions. We also work to educate and convene the sector on trends, best practices and evidence-based strategies for civic engagement, including leadership of The Civic 50.

For more information, visit pointsoflight.org.



Subaru lives by our Love Promise; our vision to show love and respect to all people at every interaction. These photos show our Share the Love Kickoff Event where more than 600 Subaru volunteers joined together on several volunteer projects for community nonprofits last November.

Foreword

“*The trajectory of business as a societal leader is without question.*”

In 2021, U.N. Secretary-General Antonio Guterres said, “the choices we make now will determine our trajectory for decades to come,” underscoring the high stakes of this current moment. Since 2020, it feels like each passing year tests our commitment and resiliency to address the compounding challenges we face. With the U.N. Sustainable Development Goals’ 2030 deadline approaching, we are called upon to lead and build trust within and across communities to address the multitude of challenges that demand we work together.

According to Points of Light’s global civic engagement research released in April 2022, 82 percent of respondents believe companies play a critical role in addressing societal challenges. These expectations are greater than they have ever been. The Civic 50 companies recognized in 2022 are not just meeting these expectations. They are turning promises into action, providing inspiration to us all.

This year we celebrate the 10th anniversary of The Civic 50. We believe this survey has not only witnessed but been a driver for

the evolution of corporate social responsibility in the past decade. Today, we see companies draw on CSR principles to inform all manner of organizational decisions, engaging employees across a broad spectrum of civic actions, taking strong positions on diversity, inclusion, education, and the environment, and investing corporate dollars in local and global communities. The trajectory of business as a societal leader is without question.

While we have seen the individual efforts of companies take meaningful shape, we should aspire to a more networked and collective approach to deliver against the challenges and opportunities of this current moment. Our goal is for companies with shared purpose to partner more deliberately to accelerate impact, and Points of Light is committed to helping forge these connections.

We thank the companies recognized this year for their sustained efforts and commitment. It is an honor to celebrate and uplift your impact.

Yours in service,

NATALYE PAQUIN
PRESIDENT & CEO

CHRISTINE SCHOPPE
CHIEF STRATEGY & GROWTH OFFICER

The Civic 50 Overview

The Civic 50, an initiative of Points of Light, recognizes the 50 most community-minded companies in the nation each year as determined by an annual survey administered by True Impact. Marking its 10th anniversary, The Civic 50 recognizes companies with annual U.S. revenues of at least \$1 billion and selects them based on four dimensions of their corporate citizenship and social impact programs: investment of resources, integration across business functions, institutionalization through policies and systems and impact measurement. Since it was launched in 2012, The Civic 50 has provided a roadmap for good corporate citizenship, and showcases how committed companies are moving social impact, civic engagement and community to the center of their business.



INVESTMENT

How the company strategically invests its resources in community engagement and social impact activities through volunteerism, financial giving, in-kind contributions, civic engagement and advocacy.



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”).



INSTITUTIONALIZATION

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



IMPACT

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

Based entirely on responses to numerical and categorical questions, each applicant receives up to a possible 1,000 points in each dimension. The 50 applicants with the highest total score are awarded The Civic 50 honors, including sector leader recognition and an award for excellence in volunteering. Human judging is not part of determination. The 2022 honorees refer to companies' community involvement in the United States during their 2021 reporting year.

2022 Honorees of The Civic 50

Adobe	Conagra Brands	Hewlett Packard Enterprise	S&P Global
Aflac	Cox Enterprises	John Deere	Steelcase
Altria Group	CSAA Insurance Group, a AAA Insurer	Kellogg Company	Subaru of America, Inc.
American International Group (AIG)	CVS Health	KeyBank	Tata Consultancy Services
Anthem, Inc.	Deloitte	KPMG LLP	TEGNA Inc.
Blue Cross and Blue Shield of Louisiana	Delta Air Lines	Liberty Mutual Insurance	The Hershey Company
Blue Cross Blue Shield of Massachusetts	Dow, Inc.	Massachusetts Mutual Life Insurance Company (MassMutual)	UnitedHealth Group
Caesars Entertainment	DTE Energy	NortonLifeLock Inc	Unum
Capital One	Entergy Corporation	Pacific Life	UPS
Charles Schwab & Co., Inc.	Freeport-McMoRan	Point32Health	Vertex Pharmaceuticals
Citi	General Mills, Inc.	Prudential Financial, Inc.	Wells Fargo & Company
Comcast NBCUniversal	Hasbro, Inc.	Regeneron Pharmaceuticals, Inc.	Wynn Resorts, Limited
Comerica Bank	Health Care Service Corporation		

Sector Leaders

Deloitte - Industrials
Dow, Inc. - Materials
DTE Energy - Utilities
KeyBank - Financials
Steelcase - Consumer Discretionary
Tata Consultancy Services - Information Technology
TEGNA Inc. - Telecommunications
The Hershey Company - Consumer Staples
UnitedHealth Group - Healthcare

Volunteer Awards

VOLUNTEER LEADER AWARD

Hewlett Packard Enterprise

This award recognizes the company for having the leading volunteering culture and embracing volunteerism as a priority for civic engagement.

STRATEGIC VOLUNTEERING AWARD

Tata Consultancy Services

This award recognizes the company for their strategic efforts to drive impact by engaging employees through pro bono and skills-based and volunteer initiatives.

10 Year Honorees

Designates companies that have been an honoree all 10 years

Altria Group
Capital One
Citi
Freeport-McMoRan
Hasbro, Inc.
The Hershey Company
UnitedHealth Group



Charles Schwab employees volunteering with Habitat for Humanity

The Civic 50: Key Insights

The Civic 50: Steadfast Commitment, Broader Breadth

The data in this report suggest that the historic challenges of the last two years have dampened some aspects of the community involvement of the country's best corporate citizens, The Civic 50, and grown other aspects. Even these exemplary companies involve fewer employees in service to societal causes than was their norm before remote work became ubiquitous, for example. In adjusting to pandemic-era challenges, however, The Civic 50 also evolved their community involvement in new directions. Twice as many honorees have prioritized civil and human rights as a cause area than did in 2020, 100% offer racial justice training to employees and 90% have CEOs who publicly promoted racial justice.

In all, The Civic 50 2022 appear to be steadfast in their commitment to community and ambitious in the growing breadth of their efforts.

This year's honorees of The Civic 50:

- **Contributed a total of \$2.0 billion cash and \$1.8 billion in-kind to societal causes.** Although both figures represent drops relative to 2021, The Civic 50 have not become less generous. Average cash and in-kind contributions as a percentage of revenue actually increased slightly since last year, from .39% to .43%, and substantially since 2019 (.34%).
- **Engaged their employees in 5.8 million hours of external volunteering.** Similar to above, this is a drop in total hours relative to last year but the average percent of employees participating remained virtually unchanged, at 22%.

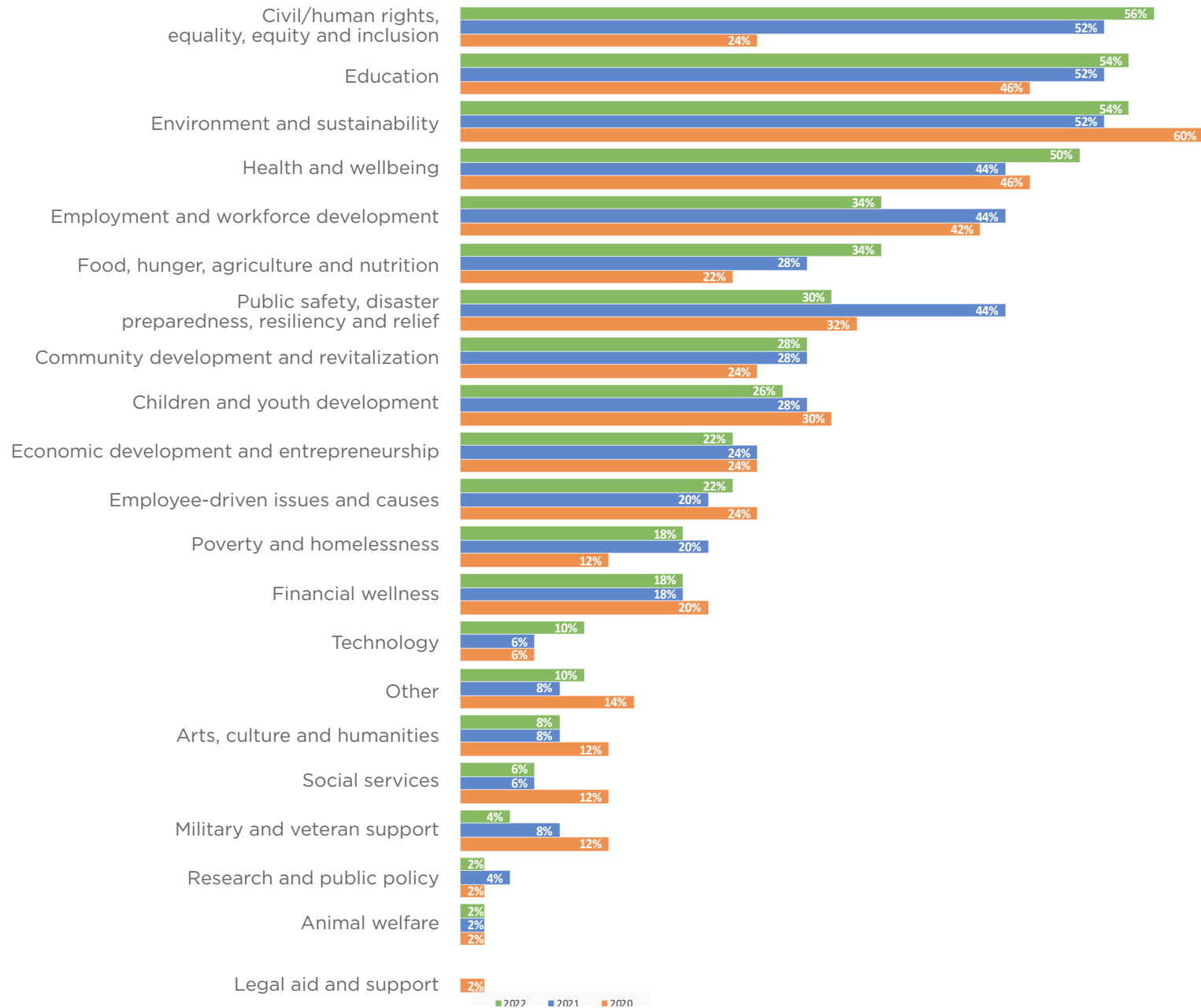
Similarly, participation in internal volunteering (employee resource groups, green teams, etc.) remained at the 2021 level of 48%, a hefty increase from 2019's 33%.

- **Prioritized civil and human rights.** Fifty-six percent of honorees focused on the cause of civil and human rights, up from 24% in 2019. Although this cause replaced environment as the top concern, the focus on environment only dropped slightly from 60% from 2019 to 54% in 2022. In other words, The Civic 50 appear to be taking on more societal causes, not simply rotating them.
- **Treated community engagement as strategy, not charity.** All honorees integrate their community engagement into business functions, most commonly diversity and inclusion, employee engagement, employee health and wellness, marketing/PR and purchasing.



Aflac Chairman and CEO Dan Amos delivers a My Special Aflac Duck to a child with cancer. My Special Aflac Duck is a robot duck that interacts with children, helping them through their medical journey. Aflac has given more than 15,000 ducks to children facing cancer and sickle cell disease, free of charge.

Cause Areas of The Civic 50



The Civic 50: Key Metrics



Investment

How the company strategically invests its resources in community engagement and social impact activities through volunteerism, financial giving, in-kind contributions, civic engagement and advocacy.

CASH AND IN-KIND GIVING

	2022	2021	2020	2019
Total cash contributions (billions)	\$2.0	\$2.5	\$2.1	\$2.3
Total value of cash given for employee matches and Dollars-for-Doers grants (millions)	\$161	\$173	\$164	\$152
Total in-kind giving (billions)*	\$1.8	\$8.2	\$5.6	\$3.5
Average cash and in-kind contributions as a percentage of revenue	.43%	.39%	.39%	.34%
Multi-faceted investment: Average percent of grants providing additional support through volunteers, in-kind goods, or multi-year pledges	51%	45%	43%	49%

EMPLOYEE TIME AND TALENT

Total volunteer hours (millions)	5.8	7.1	11.4	10.5
Average percent of skills-based volunteer hours	25%	27%	25%	28%
Average percent of employees participating in company volunteering supporting external organizations/efforts (e.g., packing meals for soup kitchens, park cleanups and board service)	22%	23%	43%	40%
Average percent of employees participating in internal company volunteering for such efforts as employee resource groups, company-sponsored issue education, training, and awareness building	48%	48%	42%	33%
Average volunteer hours per employee supporting external organizations/efforts (excluding internal company volunteering)	2.9	3.1	7.1	7.1

PUBLIC LEADERSHIP

Percent taking national leadership positions on six or more public education or policy efforts	60%	54%	62%	68%
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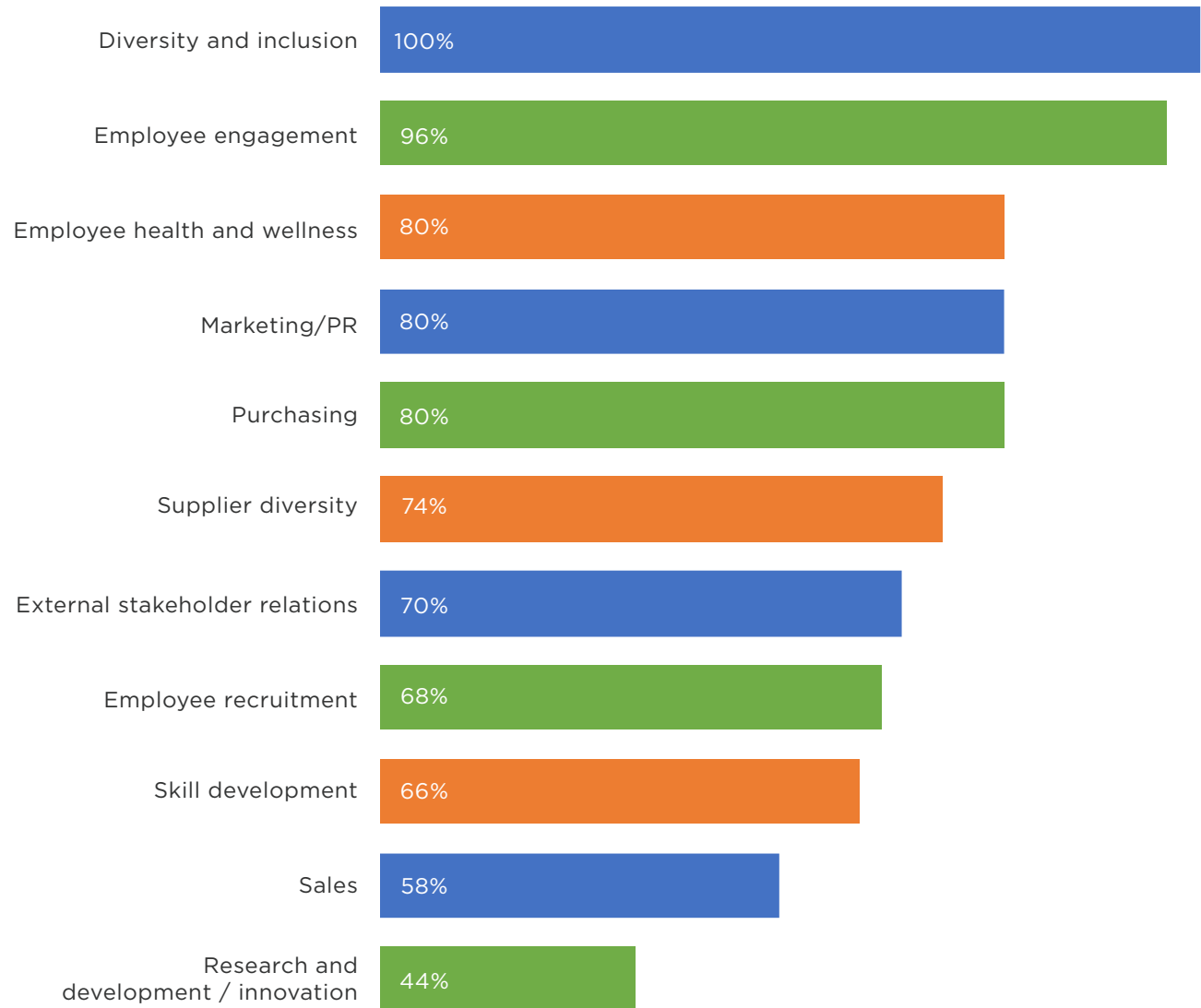
* The monetary value of in-kind gifts varies greatly by industry. Because the industry composition of The Civic 50 changes from year to year, so does this figure. Also, many honorees boosted their in-kind giving during the pandemic.



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”).

The top business functions The Civic 50 companies support with community engagement





Institutionalization

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

Percentage of The Civic 50 companies applying a policy, program or practice:

POLICIES, PROGRAMS AND PRACTICES	2022	2021	2020	2019
Volunteer recognition	100%	96%	98%	96%
Remote volunteering	100%	98%	NA	NA
Skills-based/pro bono volunteering	98%	94%	NA	NA
Direct service (hands-on volunteering)	96%	94%	NA	NA
Issue workshops and training	92%	88%	NA	NA
Matching grants	86%	96%	92%	84%
Volunteer time off	84%	82%	86%	72%
Department goals for community engagement	82%	92%	88%	86%
Board training	70%	62%	NA	NA
Volunteer grants	68%	70%	68%	66%
Include community engagement in performance reviews	66%	76%	74%	62%
Service sabbaticals or externships	20%	22%	NA	NA
LEADERSHIP SUPPORT				
Leadership presents the company's community engagement to its board at least once per year	90%	84%	82%	86%
Leadership encourages employee participation in community activities at least 12 times a year	72%	74%	64%	76%
Leadership participates in U.S. company community activities at least 12 times per year	70%	74%	70%	74%



Impact

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

Percentage of The Civic 50 that measure, as part of regularly implemented data collection process, whether the community engagement program results in societal outcomes

	2022	2021	2020	2019
Grants	48%	62%	54%	66%
Social cause leadership/advocacy	22%	34%	44%	40%
Volunteerism	20%	22%	28%	44%
In-kind giving	4%	20%	14%	14%



Percentage of The Civic 50 that measure, as part of a regularly implemented data collection process, whether community engagement results in a business outcome

	2022*
Employee engagement	62%
Diversity and inclusion	62%
Supplier diversity	58%
Marketing/PR	50%
Purchasing	40%
Health and wellness	34%
Skill development	34%
Recruitment	26%
Stakeholder relations	22%
Sales	22%
Research and development/innovation	20%

*This question was updated in 2022. It's thus not possible to provide comparable prior-year data points.



Focus on Social Justice

Advocacy

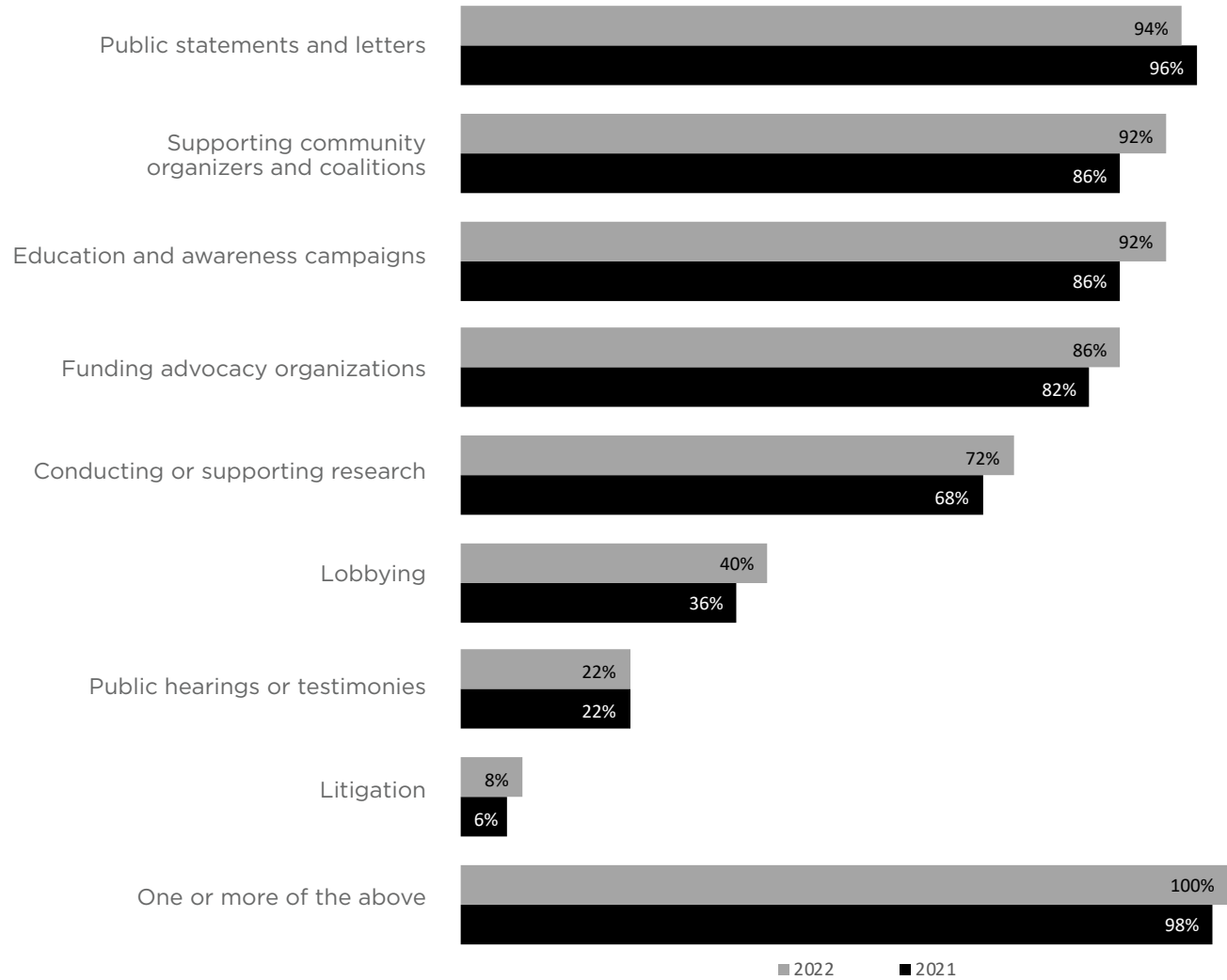
Policies, Practices and Programs

Voting and Civic Engagement

Tracking and Measurement

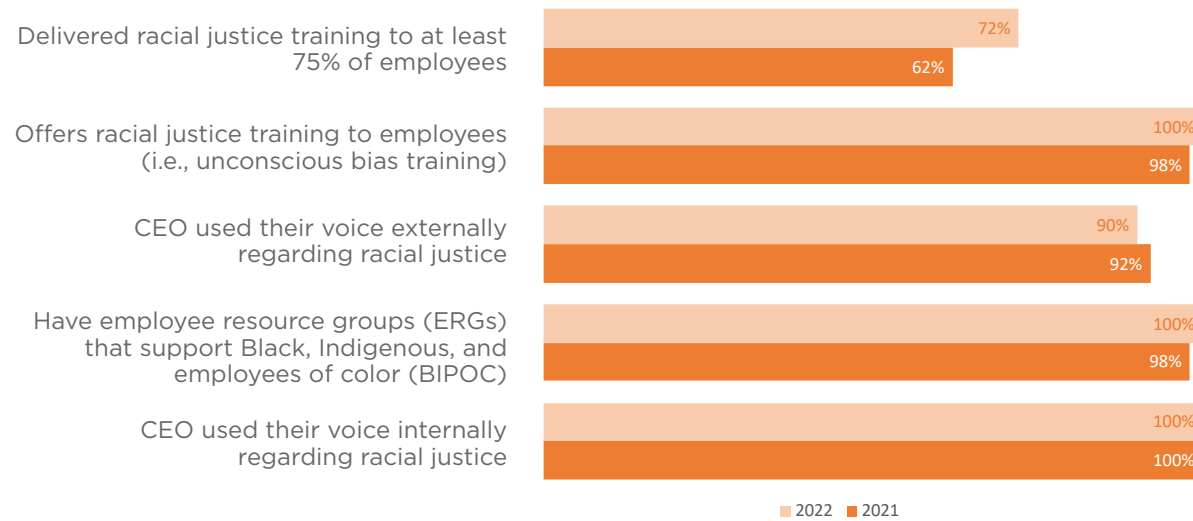
Percentage of
The Civic 50
applying the
social justice
advocacy
practice

Advocacy



Percentage of The Civic 50 companies applying a social justice policy, program or practice

Policies and Programs

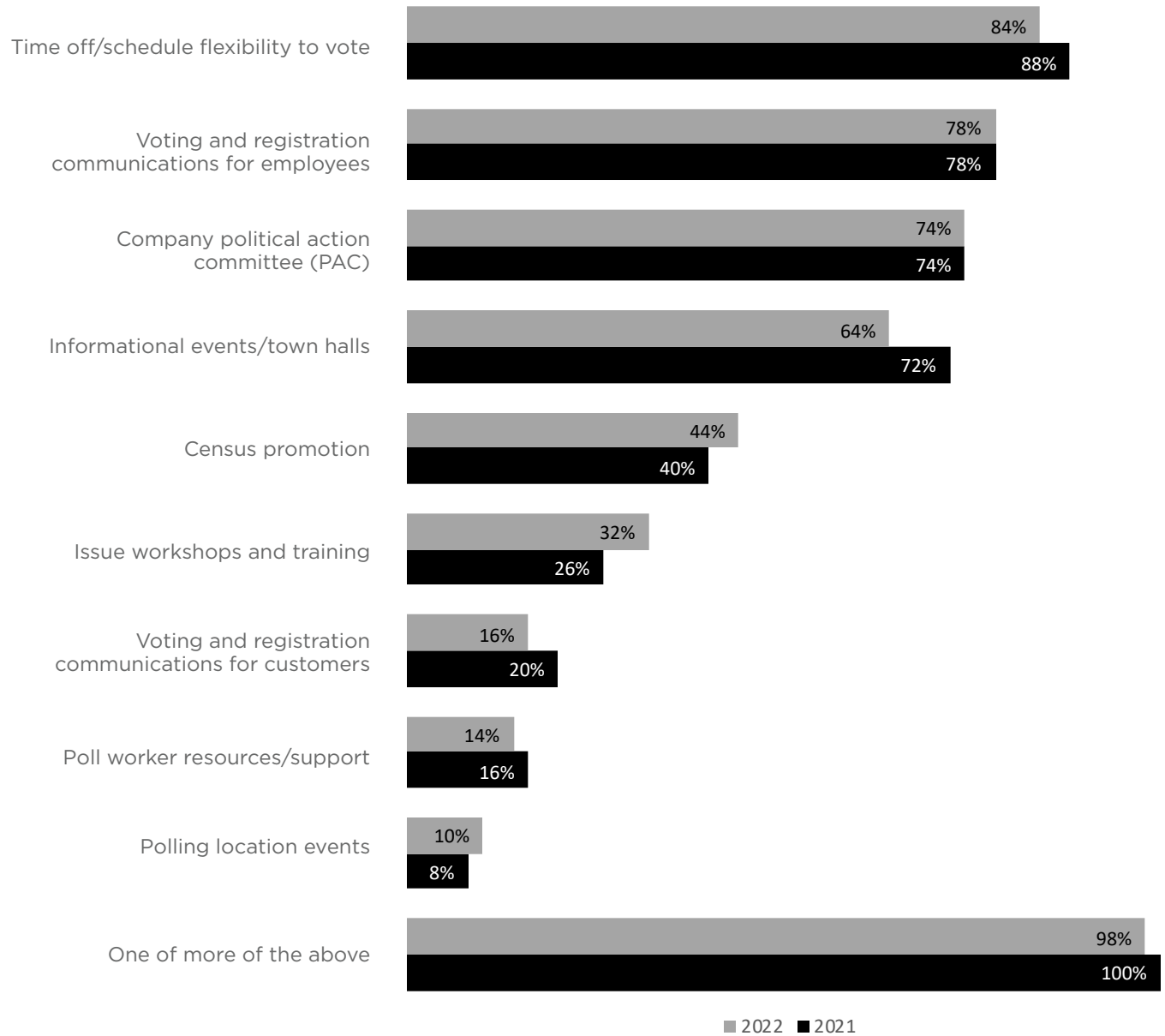


Specifically, BIPOC ERGs serve as:



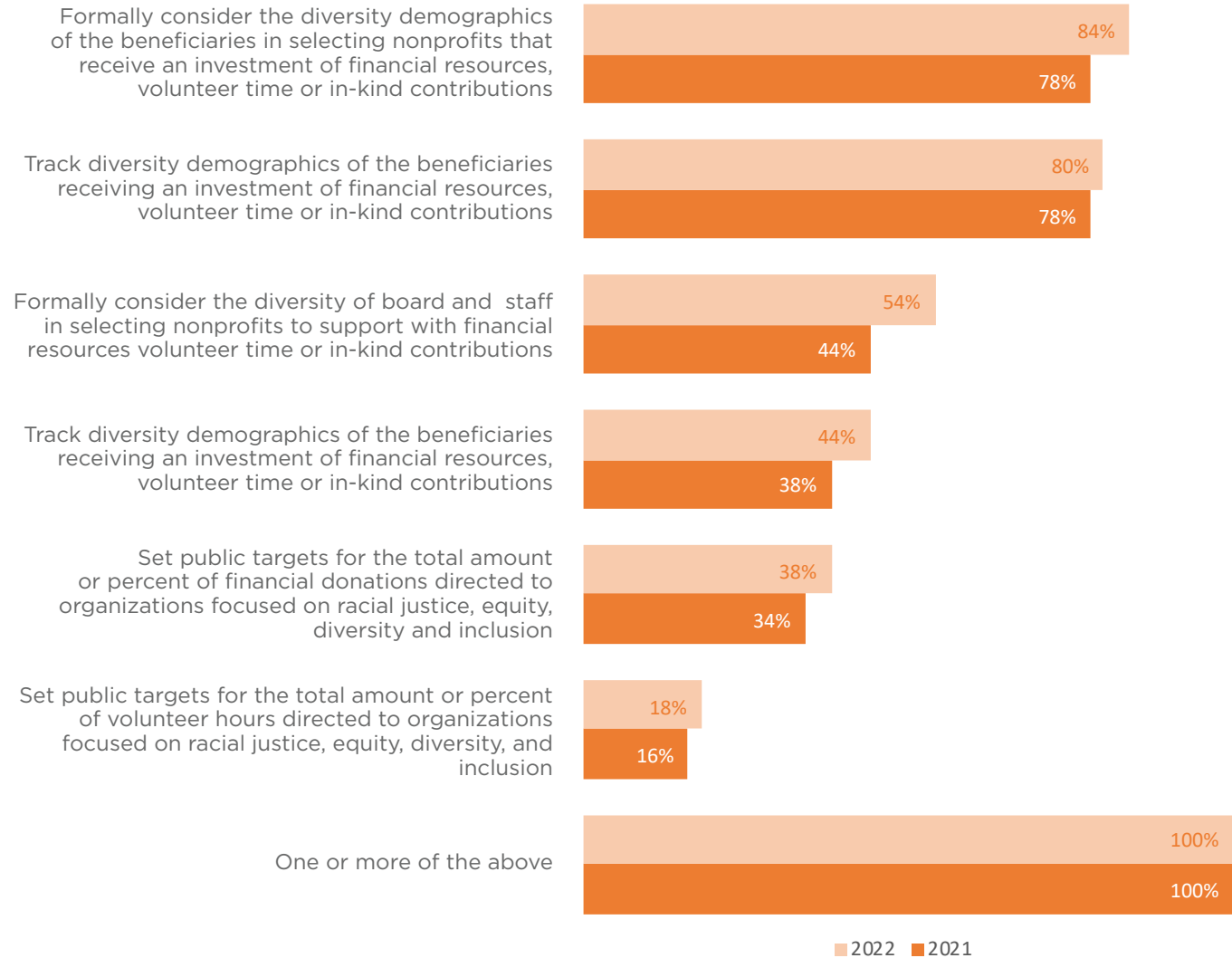
Percentage of The Civic 50 companies applying the voting or civic engagement policy, program or practice

Voting



**Percentage
of The Civic
50 companies
applying the
social justice
impact tracking
practice**

Measurement



2022 Honorees of The Civic 50





pointsoflight.org/the-civic-50

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