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.
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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.
Foreword

“\textit{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,

\begin{flushright}
\textit{Natalye Paquin}
\textit{President & CEO}
\end{flushright}

\begin{flushright}
\textit{Christine Schoppe}
\textit{Chief Strategy & Growth Officer}
\end{flushright}
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
Aflac
Altria Group
American International Group (AIG)
Anthem, Inc.
Blue Cross and Blue Shield of Louisiana
Blue Cross Blue Shield of Massachusetts
Caesars Entertainment
Capital One
Charles Schwab & Co., Inc.
Citi
Comcast NBCUniversal
Comerica Bank
Conagra Brands
Cox Enterprises
CSAA Insurance Group, a AAA Insurer
CVS Health
Deloitte
Delta Air Lines
Dow, Inc.
DTE Energy
Entergy Corporation
Freeport-McMoRan
General Mills, Inc.
Hasbro, Inc.
Health Care Service Corporation
Hewlett Packard Enterprise
John Deere
Kellogg Company
KeyBank
KPMG LLP
Liberty Mutual Insurance
Massachusetts Mutual Life Insurance Company (MassMutual)
NortonLifeLock Inc
Pacific Life
Point32Health
Prudential Financial, Inc.
Regeneron Pharmaceuticals, Inc.
S&P Global
Steelcase
Subaru of America, Inc.
Tata Consultancy Services
TEGNA Inc.
The Hershey Company
UnitedHealth Group
Unum
UPS
Vertex Pharmaceuticals
Wells Fargo & Company
Wynn Resorts, Limited
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.](image)
## Cause Areas of The Civic 50

<table>
<thead>
<tr>
<th>Cause Area</th>
<th>2022 (%)</th>
<th>2021 (%)</th>
<th>2020 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civil/human rights, equality, equity and inclusion</td>
<td>55%</td>
<td>52%</td>
<td>54%</td>
</tr>
<tr>
<td>Education</td>
<td>24%</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td>Environment and sustainability</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Health and wellbeing</td>
<td>20%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Employment and workforce development</td>
<td>20%</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Food, hunger, agriculture and nutrition</td>
<td>12%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Public safety, disaster preparedness, resiliency and relief</td>
<td>2%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Community development and revitalization</td>
<td>24%</td>
<td>26%</td>
<td>26%</td>
</tr>
<tr>
<td>Children and youth development</td>
<td>30%</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>Economic development and entrepreneurship</td>
<td>6%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Employee-driven issues and causes</td>
<td>6%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Poverty and homelessness</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Financial wellness</td>
<td>20%</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Technology</td>
<td>12%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Arts, culture and humanities</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Social services</td>
<td>8%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Military and veteran support</td>
<td>4%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Research and public policy</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Animal welfare</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Legal aid and support</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
The Civic 50: Key Metrics

**CASH AND IN-KIND GIVING**

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

**EMPLOYEE TIME AND TALENT**

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total volunteer hours (millions)</td>
<td>5.8</td>
<td>7.1</td>
<td>11.4</td>
<td>10.5</td>
</tr>
<tr>
<td>Average percent of skills-based volunteer hours</td>
<td>25%</td>
<td>27%</td>
<td>25%</td>
<td>28%</td>
</tr>
<tr>
<td>Average percent of employees participating in company volunteering supporting external organizations/efforts (e.g., packing meals for soup kitchens, park cleanups and board service)</td>
<td>22%</td>
<td>23%</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>Average percent of employees participating in internal company volunteering for such efforts as employee resource groups, company-sponsored issue education, training, and awareness building</td>
<td>48%</td>
<td>48%</td>
<td>42%</td>
<td>33%</td>
</tr>
<tr>
<td>Average volunteer hours per employee supporting external organizations/efforts (excluding internal company volunteering)</td>
<td>2.9</td>
<td>3.1</td>
<td>7.1</td>
<td>7.1</td>
</tr>
</tbody>
</table>

**PUBLIC LEADERSHIP**

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent taking national leadership positions on six or more public education or policy efforts</td>
<td>60%</td>
<td>54%</td>
<td>62%</td>
<td>68%</td>
</tr>
</tbody>
</table>

* 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.
The Civic 50 companies support with community engagement

- Diversity and inclusion: 100%
- Employee engagement: 96%
- Employee health and wellness: 80%
- Marketing/PR: 80%
- Purchasing: 80%
- Supplier diversity: 74%
- External stakeholder relations: 70%
- Employee recruitment: 68%
- Skill development: 66%
- Sales: 58%
- Research and development / innovation: 44%

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”).
### Percentage of The Civic 50 companies applying a policy, program or practice:

<table>
<thead>
<tr>
<th>POLICIES, PROGRAMS AND PRACTICES</th>
<th>2022</th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer recognition</td>
<td>100%</td>
<td>96%</td>
<td>98%</td>
<td>96%</td>
</tr>
<tr>
<td>Remote volunteering</td>
<td>100%</td>
<td>98%</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Skills-based/pro bono volunteering</td>
<td>98%</td>
<td>94%</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Direct service (hands-on volunteering)</td>
<td>96%</td>
<td>94%</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Issue workshops and training</td>
<td>92%</td>
<td>88%</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Matching grants</td>
<td>86%</td>
<td>96%</td>
<td>92%</td>
<td>84%</td>
</tr>
<tr>
<td>Volunteer time off</td>
<td>84%</td>
<td>82%</td>
<td>86%</td>
<td>72%</td>
</tr>
<tr>
<td>Department goals for community engagement</td>
<td>82%</td>
<td>92%</td>
<td>88%</td>
<td>86%</td>
</tr>
<tr>
<td>Board training</td>
<td>70%</td>
<td>62%</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Volunteer grants</td>
<td>68%</td>
<td>70%</td>
<td>68%</td>
<td>66%</td>
</tr>
<tr>
<td>Include community engagement in performance reviews</td>
<td>66%</td>
<td>76%</td>
<td>74%</td>
<td>62%</td>
</tr>
<tr>
<td>Service sabbaticals or externships</td>
<td>20%</td>
<td>22%</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

### LEADERSHIP SUPPORT

<table>
<thead>
<tr>
<th>LEADERSHIP SUPPORT</th>
<th>2022</th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership presents the company’s community engagement to its board at least once per year</td>
<td>90%</td>
<td>84%</td>
<td>82%</td>
<td>86%</td>
</tr>
<tr>
<td>Leadership encourages employee participation in community activities at least 12 times a year</td>
<td>72%</td>
<td>74%</td>
<td>64%</td>
<td>76%</td>
</tr>
<tr>
<td>Leadership participates in U.S. company community activities at least 12 times per year</td>
<td>70%</td>
<td>74%</td>
<td>70%</td>
<td>74%</td>
</tr>
</tbody>
</table>

**Institutionalization**

How the company institutionalizes its community engagement and social impact programs through organizational policies, systems and incentives.
### Percentage of The Civic 50 that measure, as part of regularly implemented data collection process, whether the community engagement program results in societal outcomes

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>48%</td>
<td>62%</td>
<td>54%</td>
<td>66%</td>
</tr>
<tr>
<td>Social cause leadership/advocacy</td>
<td>22%</td>
<td>34%</td>
<td>44%</td>
<td>40%</td>
</tr>
<tr>
<td>Volunteerism</td>
<td>20%</td>
<td>22%</td>
<td>28%</td>
<td>44%</td>
</tr>
<tr>
<td>In-kind giving</td>
<td>4%</td>
<td>20%</td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>

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

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

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

**Impact**

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

Focus on Social Justice

Advocacy

<table>
<thead>
<tr>
<th>Activity</th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public statements and letters</td>
<td>94%</td>
<td>96%</td>
</tr>
<tr>
<td>Supporting community organizers and coalitions</td>
<td>92%</td>
<td>86%</td>
</tr>
<tr>
<td>Education and awareness campaigns</td>
<td>92%</td>
<td>86%</td>
</tr>
<tr>
<td>Funding advocacy organizations</td>
<td>86%</td>
<td>82%</td>
</tr>
<tr>
<td>Conducting or supporting research</td>
<td>72%</td>
<td>68%</td>
</tr>
<tr>
<td>Lobbying</td>
<td>40%</td>
<td>36%</td>
</tr>
<tr>
<td>Public hearings or testimonies</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Litigation</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>One or more of the above</td>
<td>100%</td>
<td>98%</td>
</tr>
</tbody>
</table>
## Policies and Programs

### Specifically, BIPOC ERGs serve as:

<table>
<thead>
<tr>
<th>Role</th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decision makers on relevant policies, practices and decisions</td>
<td>52%</td>
<td>50%</td>
</tr>
<tr>
<td>External voices on the company’s diversity, equity and inclusion approach, policies and practices</td>
<td>78%</td>
<td>78%</td>
</tr>
<tr>
<td>Partners to leadership on relevant policies, practices and decisions</td>
<td>82%</td>
<td>86%</td>
</tr>
<tr>
<td>Advisors to leadership on relevant policies, practices and decisions</td>
<td>90%</td>
<td>88%</td>
</tr>
<tr>
<td>Community engagement partners</td>
<td>100%</td>
<td>94%</td>
</tr>
</tbody>
</table>
Percentage of The Civic 50 companies applying the voting or civic engagement policy, program or practice

Voting

- Time off/schedule flexibility to vote: 84% in 2022, 88% in 2021
- Voting and registration communications for employees: 78% in 2022, 78% in 2021
- Company political action committee (PAC): 74% in 2022, 74% in 2021
- Informational events/town halls: 64% in 2022, 72% in 2021
- Census promotion: 44% in 2022, 40% in 2021
- Issue workshops and training: 32% in 2022, 26% in 2021
- Voting and registration communications for customers: 16% in 2022, 20% in 2021
- Poll worker resources/support: 14% in 2022, 16% in 2021
- Polling location events: 10% in 2022, 8% in 2021
- One of more of the above: 98% in 2022, 100% in 2021

Focus on Social Justice
Measurement

- Formally consider the diversity demographics of the beneficiaries in selecting nonprofits that receive an investment of financial resources, volunteer time or in-kind contributions: 84% in 2022, 78% in 2021.
- Track diversity demographics of the beneficiaries receiving an investment of financial resources, volunteer time or in-kind contributions: 80% in 2022, 78% in 2021.
- Formally consider the diversity of board and staff in selecting nonprofits to support with financial resources, volunteer time or in-kind contributions: 54% in 2022, 44% in 2021.
- Track diversity demographics of the beneficiaries receiving an investment of financial resources, volunteer time or in-kind contributions: 44% in 2022, 38% in 2021.
- Set public targets for the total amount or percent of financial donations directed to organizations focused on racial justice, equity, diversity and inclusion: 38% in 2022, 34% in 2021.
- Set public targets for the total amount or percent of volunteer hours directed to organizations focused on racial justice, equity, diversity, and inclusion: 18% in 2022, 16% in 2021.

One or more of the above: 100% in 2022, 100% in 2021.
2022 Honorees of The Civic 50