



2023 SURVEY LAUNCH

THE CIVIC 50

A Roadmap for Good
Corporate Citizenship



THE CIVIC 50 2023 SURVEY LAUNCH

WEBINAR AGENDA

OVERVIEW

- **Survey Overview & Value to Companies**
- **Survey Timeline & Support**
- **Leveraging the Benchmarking Data & Scorecard Reports**
 - **Farron Levy**, CEO, True Impact
- **2022 Honoree Insights Panel**
 - **Bea Bocalandro** (moderator), president, VeraWorks
 - **Nate Clark**, corporate social responsibility global director at John Deere and president of the John Deere Foundation
 - **Ana Munoz**, director of community impact & giving at Caesars Entertainment
- **The Civic 50 Local Expansion**

WEBINAR REMINDERS

- Use the Q&A feature for questions
- The presentation will be posted on the applicant information page

SPECIAL THANKS TO OUR PARTNERS



A ROADMAP FOR GOOD CORPORATE CITIZENSHIP

THE CIVIC 50 2022 HONOREES



SECTOR LEADERS

Deloitte
Dow, Inc.
DTE Energy
KeyBank
Steelcase
Tata Consultancy Services
TEGNA Inc.
The Hershey Company
UnitedHealth Group

VOLUNTEER LEADER AWARD

Hewlett Packard Enterprise
Tata Consultancy Services



THE CIVIC 50 FRAMEWORK



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 for company size and annual revenue
- Only honoree companies made public



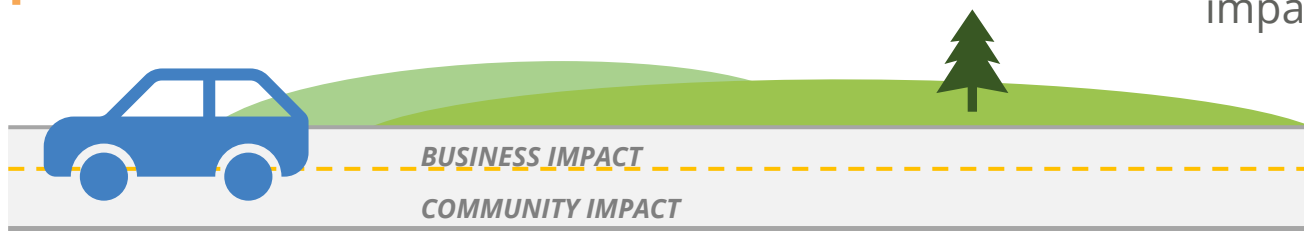
INSTITUTIONALIZATION

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



IMPACT (Social *and* Business Value)

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





THE CIVIC 50 2023 SURVEY

THE VALUE FOR COMPANIES

SCORECARD REPORTS & BENCHMARKING DATA

Receive a free scorecard report with benchmarking data to help identify and communicate achievements and opportunities to strengthen programs.

PLANNING & EVALUATION TOOL

The Civic 50 framework provides companies with a simple, yet effective tool for aligning and scaling their programs to drive greater community impact.

NATIONAL RECOGNITION & VALIDATION

In addition to the announcement, honorees are provided with marketing assets and resources to promote their designation internally and externally.

PEER CONNECTIONS & TEAM SUPPORT

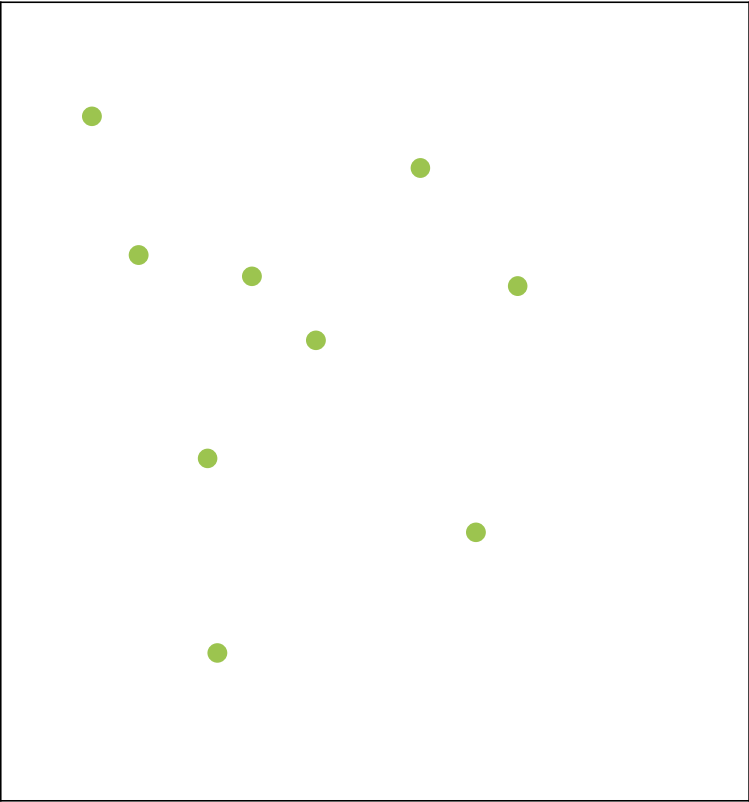
Connect with other leading companies to share insights and best practices and receive additional support from Points of Light and True Impact.



POINTS OF LIGHT

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	

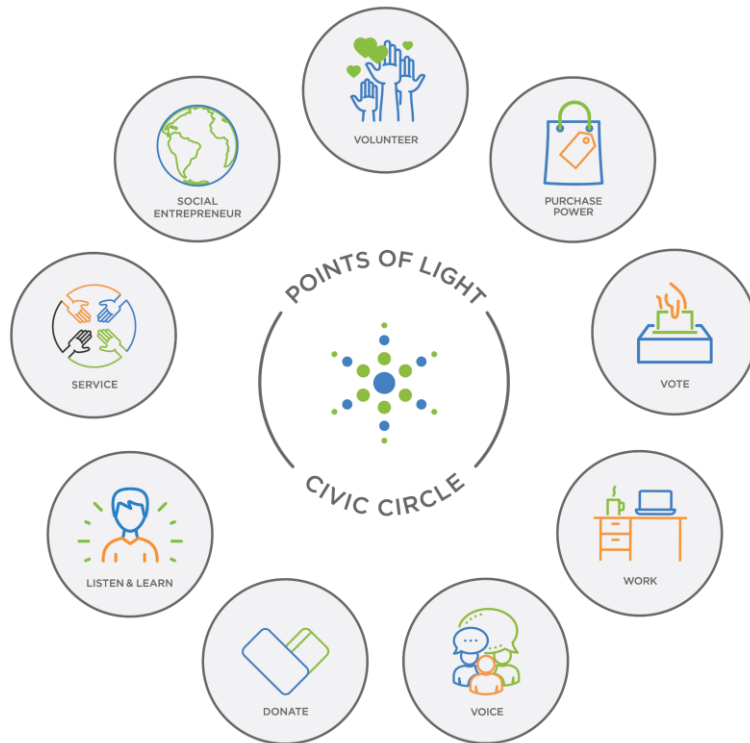
YEAR 2+

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	

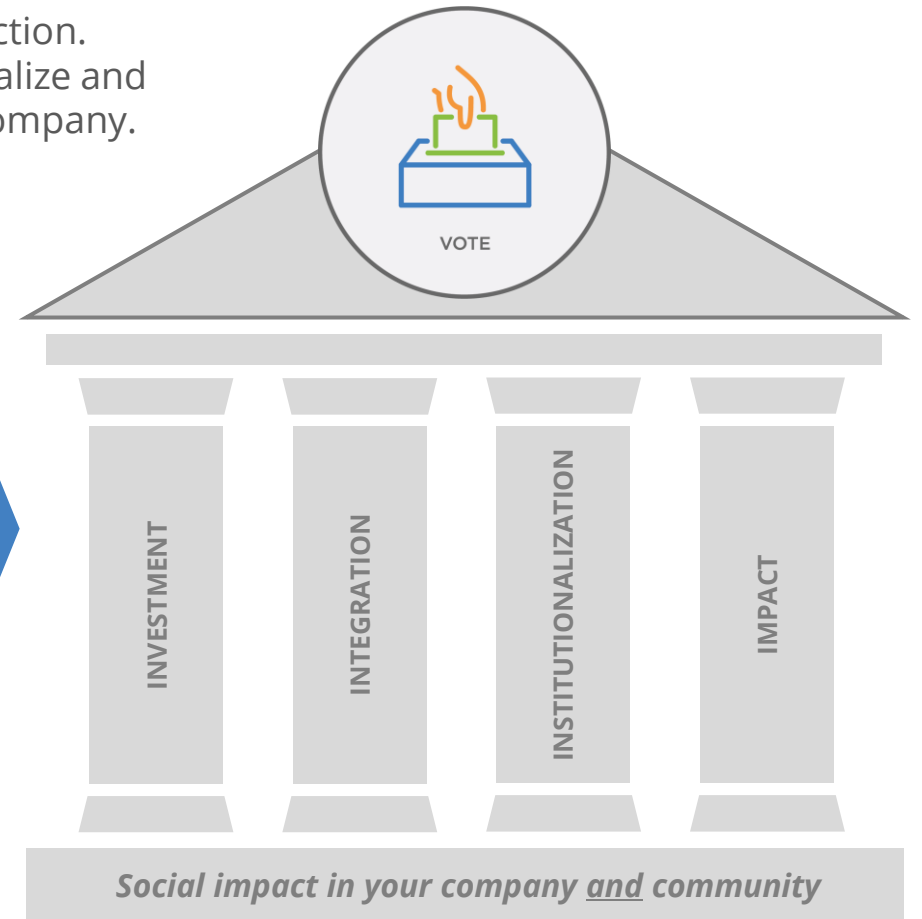
Element of your social impact or community engagement program

THE CIVIC CIRCLE & CIVIC 50

Points of Light's Civic Circle helps companies identify the ways in which they can accelerate positive social change and empower their employees and stakeholders to take action. Building on this, The Civic 50 framework helps companies strategically operationalize and scale elements of the Civic Circle to drive social impact in their community and company.



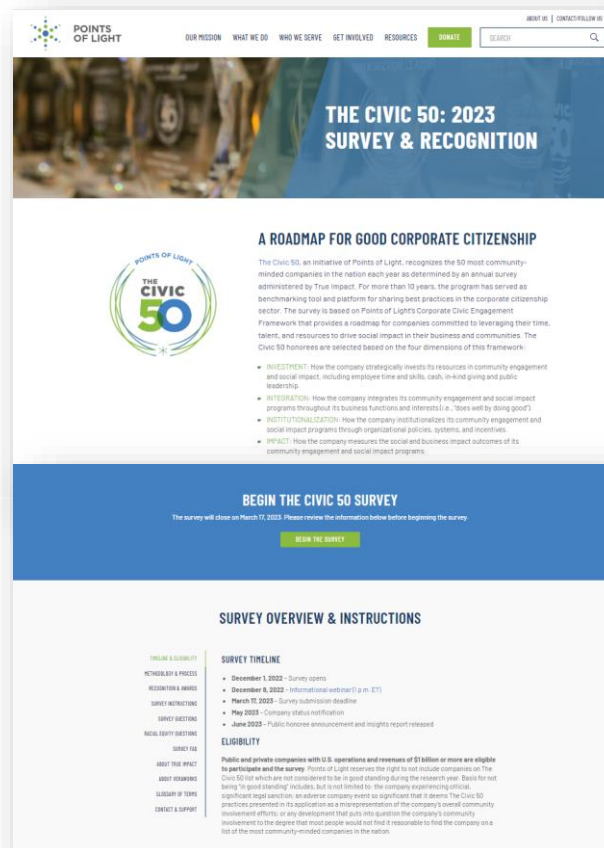
When used together, these frameworks help companies fully ***realize*** and ***activate*** their potential for doing good.





THE CIVIC 50 2023 SURVEY

SURVEY TIMELINE & TIMELINE



APPLICANT INFORMATION

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

SUPPORT

- Email civic50@pointsoflight.org

TIMELINE

- **December 1:** Survey launch
- **December 8:** Informational webinar
- **March 17:** Survey submission deadline
- **May 2023:** Status notification and scorecard reports provided
- **June 2023:** Public honoree announcement and insights report released



POINTS OF LIGHT






TRUE IMPACT

FARRON LEVY

Founder & CEO










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%



PROVING VALUE

VOLUNTEERISM

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

	2023 Results	vs Overall	vs Industry	vs 2022
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"*



IMPROVING VALUE

VOLUNTEERISM

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

	2023 Results	2024 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.



THE CIVIC 50

2022 HONOREE INSIGHTS



BEA BOCCALANDRO

President
VeraWorks



NATE CLARK

Corporate Social
Responsibility Global Director
John Deere

President

John Deere Foundation



ANA MUNOZ

Director of Community
Impact & Giving
Caesars Entertainment

A FRAMEWORK FOR GOOD CORPORATE CITIZENSHIP

THE CIVIC 50 REGIONAL PROGRAMS



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

Coming in 2023!
Raleigh-Durham
Hampton Roads



POINTS OF LIGHT