Points of Light Overview

Mission & Vision
The Points of Light mission is to inspire, equip and mobilize people to take action that changes the world. We envision a world in which everyone discovers the power to make a difference, creating healthy communities in vibrant, participatory societies.

Accelerating People-Powered Change

Empowering Millions of Volunteers
We inspire and equip individuals and families to be a force that transforms the world, connecting them with opportunities to serve and recognizing their efforts.

Equipping Hundreds of Nonprofits
We work with nonprofits, sharing insights, innovations and training to better facilitate action among partners and volunteers.

Engaging Community-Minded Corporations
We partner with leading companies to share best practices and set the standard for corporate volunteerism and the way businesses engage in their communities.

Quick Facts

30+ years of experience
Headquartered in Atlanta, Georgia
Affiliates in 36 states and 39 countries
60+ full-time employees
$22.8 million annual budget
WEBINAR AGENDA

1. Survey Overview & Benefits
2. Scoring Methodology
3. Benchmarking Reports
4. Leveraging your Results
5. National Honoree Spotlight
6. Local & Regional Programs
THE CIVIC 50 2023 HONOREES

SECTOR LEADERS
Delta Air Lines
Dow
Entergy Corporation
Hasbro
The Hershey Company
KeyBank
Tata Consultancy Services
TEGNA
UnitedHealth Group

VOLUNTEER AWARDS
Volunteer Leader Award
Blue Cross and Blue Shield of Louisiana

Strategic Volunteering Award
Steelcase
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
- The survey is self-administered
- Questions are quantitative and multiple choice
- Scores are normalized for size and 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.
HOW THE CIVIC 50 CAN HELP YOUR COMPANY

The Civic 50 is the preeminent corporate social impact recognition program and provides value across your teams and business priorities.

- **CSR teams** create a roadmap for evaluating, improving and scaling their social impact and community engagement programs;
- **Senior executives** easily communicate their company’s commitment to addressing social issues that are important to key stakeholders and investors;
- **Marketing and PR** teams showcase their company’s positive community and social impact; and
- **Employees** connect with and celebrate their company’s community engagement and social impact work.
SURVEY TIMELINE & SUPPORT

TIMELINE
- December 1 – Survey launch
- December 13 – Informational webinar
- March 14 – Survey submission deadline
- April – Company status notification
- April – Benchmarking scorecard reports shared
- May 14 – Public honoree announcement and release of key insights

SUPPORT AVAILABLE
- Applicant information page
- Downloadable survey questions
- FAQ and instructions
- civic50@pointsoflight.org
TRUE IMPACT

FARRON LEVY
Founder & CEO
## Scoring Methodology

- Each dimension = 1,000 points (total of 4,000)
- Each question valued equally (e.g., 10 questions = 100 points each (1,000/10))
- Each answer option distributed proportionally

### Survey Dimensions:
- Investment
- Integration
- Institutionalization
- Impact Measurement

<table>
<thead>
<tr>
<th>Quantitative Entries</th>
<th>Drop Downs</th>
<th>Multi-Selects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 20% = 100% of points</td>
<td>1st = 100% of points</td>
<td>All options = 100% of pts</td>
</tr>
<tr>
<td>2nd 20% = 75% of points</td>
<td>2nd = 75% of points</td>
<td>3 out of 4 = 75% of pts</td>
</tr>
<tr>
<td>3rd 20% = 50% of points</td>
<td>3rd = 50% of points</td>
<td>2 out of 4 = 50% of points</td>
</tr>
<tr>
<td>4th 20% = 25% of points</td>
<td>4th = 25% of points</td>
<td>1 out of 4 = 25% of points</td>
</tr>
<tr>
<td>Bottom 20% = 0 points</td>
<td>n/a = 0% of points</td>
<td>n/a = 0% of points</td>
</tr>
</tbody>
</table>
SCORECARD REPORTS

REPORT OPTIONS
- Individual (free)
- Sector
- Comprehensive
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).

<table>
<thead>
<tr>
<th>EXAMPLE</th>
<th>2024 Results</th>
<th>vs Overall</th>
<th>vs Industry</th>
<th>vs 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>External volunteerism:</td>
<td>41%</td>
<td>Top 50%</td>
<td>Top 10% ✓</td>
<td>+2%</td>
</tr>
<tr>
<td>Internal volunteerism:</td>
<td>18%</td>
<td>Lower 25%</td>
<td>Bottom 25%</td>
<td>-12%</td>
</tr>
<tr>
<td>Hours per volunteer:</td>
<td>25.5</td>
<td>Top 25% ✓</td>
<td>Top 50%</td>
<td>+1%</td>
</tr>
<tr>
<td>% Skills Based:</td>
<td>15%</td>
<td>Lower 25%</td>
<td>Top 50%</td>
<td>+50% ✓</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th><strong>Example</strong></th>
<th><strong>2024 Results</strong></th>
<th><strong>2025 Goals</strong></th>
<th><strong>Tactics / Notes</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>External volunteerism:</strong></td>
<td>41%</td>
<td>--</td>
<td>Already top 10%.</td>
</tr>
<tr>
<td><strong>Internal volunteerism:</strong></td>
<td>18% (50% gain)</td>
<td>27% (50% gain)</td>
<td>Likely attainable by coordinating with ERGs; posting opportunities on volunteer management platform.</td>
</tr>
<tr>
<td><strong>Hours per volunteer:</strong></td>
<td>25.5</td>
<td>31 (Top 25% industry)</td>
<td>Leadership warm to 8 hours PTO for volunteering; seek to push through.</td>
</tr>
<tr>
<td><strong>% Skills Based:</strong></td>
<td>15%</td>
<td>21% (Top 25% industry)</td>
<td>Expand upon successful SBV push from last year.</td>
</tr>
</tbody>
</table>
TATA CONSULTANCY SERVICES

BALAJI GANAPATHY
Chief Social Responsibility Officer and Global Head of Corporate Social Responsibility
THE CIVIC 50 REGIONAL PROGRAMS

LEARN MORE:
- The Civic 50 Greater Philadelphia
- The Civic 50 Greater Triangle
- The Civic 50 Hampton Roads
- The Civic 50 Orange County
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POINTS OF LIGHT