



Volunteers from Blue Cross Blue Shield of Massachusetts at Cradles to Crayons' annual Backpack-A-Thon® preparing thousands of backpacks with school supplies for children across the state.



**2024**

# HONOREE INSIGHTS & BENCHMARKING REPORT

The Civic 50: A Roadmap for Good Corporate Citizenship





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As part of Citi's annual Global Community Day campaign, Citi colleagues, alumni, family and friends participate in volunteer projects such as food packing and bike building to give back to their local communities.

# 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. Through our work with nonprofits, companies and social impact leaders, we galvanize volunteers to meet critical needs. As the world's largest organization dedicated to increasing volunteer service, we engage nearly 4 million volunteers across 38 countries to create healthy, equitable communities where all can thrive.

Companies, along with their employees, vendors and customers, can be transformative drivers of social change in communities around the world. Points of Light champions the work of companies by studying how people are asked, engaged and supported in delivering innovative community 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, and offer consulting and community and employee activation services to advance corporate social impact.

For more information, visit [pointsoflight.org](https://pointsoflight.org).





TCS volunteers at an Ignite My Future Family STEM night.

## Foreword

Companies around the country and world continue to step up their social impact to meet the evolving demands of key stakeholders, especially customers and employees. More and more, employees are pushing companies to have opportunities to engage in their communities. According to a 2024 study by Deloitte, three-quarters of Gen Zs and millennials (75%) say that an organization's community engagement and societal impact is an important factor when considering a potential employer.

That leaves a lot of opportunity for corporate volunteering to be a pathway for impact, not just for the community but for the company and the individual employee, as well. This year's honorees of The Civic 50 are leading that impact, engaging 40% of employees on average in external volunteering. That's twice the average of U.S. companies.

Perhaps part of the success for this year's honorees of The Civic 50 comes from their integration strategies. Ninety-four percent of the companies integrated community engagement strategies with employee engagement; they are committed to ensuring cross-functional understanding of the value of community engagement.

Volunteering impacts the individuals who serve, the community and society at large. The role companies are playing in increasing volunteering is crucial for all of us to thrive. The Civic 50

honorees know this. While the U.S. in general has seen a decrease in volunteering, Benevity reported that the global corporate volunteering rate has grown 57% year over year.

Workplace and employee engagement may be the key to reversing the downward volunteering trend. Our report also shows many other upticks in metrics from The Civic 50 honorees that are returning to close-to or to pre-pandemic numbers.

As companies are at the forefront of these efforts, we look forward to seeing all that can be accomplished in communities by engaging the workforce. These efforts truly can reinforce and strengthen the ties that bind companies and communities, and lead us towards healthy communities in vibrant, participatory societies.

Congratulations to all the honorees of The Civic 50 and thank you for your commitment and leadership.

Yours in service,

**JENNIFER SIRANGELO**  
PRESIDENT & CEO

**KATIE STEARNS**  
CHIEF PROGRAM & IMPACT OFFICER



# The Civic 50 Overview

## A Roadmap for Good Corporate Citizenship

The Civic 50, a program of Points of Light, recognizes the most community-minded companies in the United States each year as determined by an annual survey administered by True Impact. Now in its 12th year, The Civic 50 recognizes companies with annual U.S. revenues of at least \$1 billion and evaluates 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 showcased how 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.

NOTE: 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 honor. In addition, the highest scores in each sector are recognized, and two awards are given for excellence in volunteering. Human judging is not part of the determination. The 2024 honorees were identified based on their community involvement in the United States during the 2023 reporting year.

## 2024 Honorees of The Civic 50



CSAA Insurance Group,  
a AAA Insurer





## Sector Leaders

Consumer Discretionary: **Tapestry, Inc.**

Consumer Staples: **The Hershey Company**

Financial: **KeyBank**

Healthcare: **Blue Cross Blue Shield of Massachusetts**

Industrials: **Delta Air Lines**

Information Technology: **Tata Consultancy Services**

Materials: **Dow, Inc.**

Telecommunications: **TEGNA**

Utilities: **Entergy Corporation**

## Volunteer Awards

### VOLUNTEER LEADER AWARD

**The Hershey Company**

This award recognizes the company for having a leading volunteer culture and embracing volunteerism as a priority for supporting and collaborating with their community.

### STRATEGIC VOLUNTEERING AWARD

**PDS Health**

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



# 2024 Key Insights

## The 2024 Honorees of The Civic 50:

1

Empower more than 450,000 employees to volunteer over 6.5 million hours in their communities.

2

Engage 40% of employees, on average, in external volunteering, twice the 20% average for US companies.<sup>1</sup>

3

Engage nearly half of all employees (49%), on average, in internal company volunteering activities, such as employee resource groups and company-sponsored educational initiatives on key issues.

4

Donate more than \$1.5 billion in financial resources and over \$2.6 billion of in-kind goods and services to support charitable causes.

5

Contribute more than five times the cash and in-kind donations to charitable causes compared to the average US company, as a percentage of revenue (0.69% versus 0.12%).<sup>1</sup>

6

Integrate community engagement activities with marketing/PR strategies (94%) and with employee engagement strategies (94%).

7

Establish departmental goals related to community engagement (84%).

8

Frequently offer paid time off to volunteer to employees (84%), significantly higher than the percentage of companies with similar programs for domestic employees (65%).<sup>1</sup>

9

Primarily focus their social impact and community engagement programs on:

- Civil/human rights, equality, equity and inclusion
- Health and well-being
- Education
- Environment and sustainability

<sup>1</sup> CECF, *Giving in Numbers*, 2023



# 2024 Key Trends

Compared to prior-year honorees, The Civic 50 of 2024 are more generous with donations, better at involving employees, more effective at aligning community engagement with external business functions and equally committed to social justice, even if they are less public about it. However, their level of social impact evaluation is lower than that of prior honorees. Details follow:



**More financially generous.** In terms of financial and in-kind donations, The Civic 50 have continually raised the bar. They contributed an average of 0.34% of revenue in 2019, 0.55% in 2023, and 0.69% this year, five times the average contributions of U.S. companies (0.12% of revenue).<sup>1</sup>



**Better at involving more employees.** The Civic 50 of 2024 increased the average percentage of employees participating in external company volunteering to 40%, a significant rise from its lowest point of 32% among the 2022 Civic 50 (reflecting 2021 data) and nearing the 2019 pre-COVID high of 43%. Although the average hours per employee volunteered for external organizations/efforts have also dramatically increased from 2.9 in 2022 to 4.6 this year, this year's figure is still a long way from the 2019 high of 7.1.



**More strategically aligned with external functions.** Compared to last year's honorees, a higher percentage of this year's honorees integrate their community engagement into marketing/PR (94% vs. 82%) and sales (70% vs. 58%) functions.



**Less public in their social justice advocacy, but equally committed.** While the percentage of Civic 50 honorees that issued public messaging in support of social justice decreased from 96% to 86% since last year, all behind-the-scenes social justice advocacy such as supporting community coalitions and funding advocacy groups was as prevalent. (See pages 27–31 for more Social Justice trends.) Additionally, since 2021, research and lobbying on behalf of social justice have each increased by 14%, reaching 82% and 50% of The Civic 50, respectively.



**Still experiencing pandemic-era dampening of social impact evaluation.** Likely due to the stresses companies faced at the time, the percentage of The Civic 50 that evaluated the social impact of their community engagement efforts declined after 2020. Four years later, social impact evaluation remains dampened.

The Civic 50 of 2024 appear to have overcome most of the pandemic-era disruptions to their community engagement and have raised the bar in a number of areas, but there's still work to do to reach and exceed peak year's numbers.

<sup>1</sup> CECF, *Giving in Numbers*, 2023



# Honoree Spotlights

Sector Leaders, Volunteer Awardees and 12-year honorees were invited to share their insights and best-in-class programs for driving social impact in their company and communities where they live and work.





As part of Citi's annual Global Community Day campaign, Citi colleagues, alumni, family and friends participate in volunteer projects such as food packing and bike building to get involved in their local communities.

## Citi

As a global company, volunteerism is a key way that Citi delivers on the shared mission to enable economic growth and progress. Throughout the year, Citi colleagues, alumni, family and friends dedicate tens of thousands of hours to get involved in their local communities. During Citi's annual Global Community Day campaign, #CitiVolunteers come together across the world through volunteerism to take large and small actions that have a positive community impact.



With support from the United Health Foundation Diversity in Health Care Scholarship Program, Andres Ramos is pursuing a medical degree at the University of California, Davis with hopes to serve Native American Communities as an orthopedic surgeon.

## UnitedHealth Group

The United Health Foundation, the philanthropic arm of UnitedHealth Group, has committed [\\$100 million over 10 years](#) to advance a more diverse health care workforce prepared to serve the needs of underserved communities.

In 2023, the foundation funded scholarships for an initial cohort of more than 1,300 health professionals and students from diverse backgrounds who furthered their studies in fields such as medicine, nursing and mental health.



For more than four decades, NEWS CENTER Maine has run the Coats and Toys for Kids Campaign between Thanksgiving and New Year's Eve. In 2023, on Coats and Toys for Kids Day, the station collected more than 2,000 coats and toys, in addition to cash donations.

## TEGNA

In 2023, together with [KHOU and the Houston Food Bank](#), [TEGNA Foundation](#) supported a drive to help fund the food bank's Backpack Buddy program. With TEGNA Foundation matching up to \$11,000 in donations, the Backpack Buddy campaign elicited \$62,000 raising more than 50% above the \$40,000 goal. These funds helped provide 11,000 weekend meals to local kids in an area where an estimated one-in-five southeast Texas children are unable to access nutritious food consistently.



# Blue Cross Blue Shield of Massachusetts

## Driving Social Impact

In 2023, participation in **BlueCrew**, Blue Cross Blue Shield of Massachusetts' corporate volunteering program, reached an all-time high of 88%! Employees participated in more than 300 pro bono and year-round service projects in support of 150 partners, contributing more than \$1.95 million to benefit the community. Highlights include:

- **13th Annual Service Day:** On September 28, 3,000 employees volunteered to support 57 health justice service projects promoting civic engagement, collaboration and stewardship. Projects were held across Massachusetts at our offices, community partners' sites and virtually.
- **New-hire Orientation:** All new employees volunteered virtually within their first 30 days with the company and earned [BlueCrew Bucks](#).
- **BlueCrew Bucks:** \$140,000 was donated to nearly 500 nonprofits in honor of our employees' service.
- **VTO Policy:** In addition to Service Day, employees have two paid days of volunteer time off (VTO) each calendar year.



Volunteers from Blue Cross Blue Shield of Massachusetts during the company's 13th annual day of service. An all-time high 88% of employees participated in BlueCrew, the company's corporate volunteering program, in 2023.



# Delta Air Lines

## Q & A with Tad Hutcheson, Managing Director of Community Engagement at Delta

### **Why is your employee engagement and volunteerism work good for the community and company?**

“Giving back has been core to the Delta culture for nearly 100 years. Our Delta people are the driving force for positive change in the communities where we live, work and serve. Our employees are eager to make an impact in the communities they call home, and we are proud to be the vehicle that empowers them to create positive change.”

### **What does it mean to be a part of The Civic 50, and why is earning this recognition important?**

“We are honored to be named one of the 50 most community-minded companies by Points of Light for the seventh consecutive year. Rooted in our pillars of [Environment, Equity, Education and Entire Wellness](#), this recognition highlights our commitment to investing our time and resources to care for the planet and the people within it.”

### **Why is it important to be recognized by Points of Light?**

“As one of the leading organizations dedicated to identifying and fostering excellence in corporate volunteerism, we are proud to be recognized by Points of Light. Delta is a purpose-driven



Delta Air Lines strives to cultivate sustainable and livable communities through community partnerships like MANG Foundation in South Florida. Pictured above, Delta volunteers support MANG Foundation's mission of rebuilding the state's mangrove ecosystems through in-the-wild plantings.





Delta Air Lines understands the significance of stable housing in promoting physical, mental, financial and social well-being. Since 1995, Delta and Habitat for Humanity have built 283 homes and counting, helping individuals and families have access to sustainable housing.



Delta Air Lines partners with 30 Junior Achievement chapters across five continents to teach students financial literacy and career readiness. Delta volunteers facilitate immersive simulations that develop skills needed for today's complex economic environment.

company, and we strive to continue working with organizations that foster a global culture of civic engagement.”

## The Importance of Building a Culture of Service and Volunteering

Together with the American Red Cross, a nonprofit partner since 1941, Delta Airlines supports critical efforts in blood donation and disaster relief. Through nationwide blood drives, Delta encourages employees and community members to donate life-saving blood to meet the ongoing need for blood transfusions. In 2023, Delta people, retirees and customers contributed 15,053 units of blood at 348 drives in 72 locations, making Delta the No. 1 U.S. corporate blood drive sponsor for six consecutive years. As an Annual Disaster Giving Program member, Delta provides support for humanitarian crises around the world, providing financial aid and resources to

communities facing disaster including \$1 million for the Middle East Humanitarian Crisis, \$250,000 for disaster relief following the Maui wildfires and \$100,000 for earthquake relief in Turkey and Syria.

As a purpose-driven company, Delta Air Lines connects people to opportunities while expanding global understanding of the planet and the people within it and creating positive impact both in the air and on the ground. By empowering our people to be active community members and providing them with consistent opportunities to make an impact, we not only improve employee satisfaction within Delta, but we also foster belonging within their communities. This approach strengthens our mission to connect the world and be a strong partner to the communities where we live, work and serve. Through targeted nonprofit partnerships, Delta aims to cultivate and foster sustainable and livable communities, pursue a more equitable world, connect people to valuable skills and resources and nurture all aspects of wellness.





## Driving Social Impact

### In Our Community: ALL /N ERG Fund

The ALL /N ERG Fund is a competitive fund for Dow ERG participants to seed projects with nonprofits generating inclusion, diversity and equity in Dow communities. Since the fund launched in 2019, we have committed \$1.45 million to support 66 ALL /N ERG projects in 26 countries worldwide.

In 2023, we launched a partnership with Thriving Harnesses Respect Inclusion and Vested Empathy (THRIVE) to support hiring five transgender undergraduate interns and provide trauma-informed, cross-identity mental health support and community education to marginalized communities who regularly lack lifesaving and life-affirming support.

### In Our Business: Business Impact Fund

Dow's Business Impact Fund leverages Dow's technology and expertise to unlock innovative solutions for some of the world's most pressing challenges. Funding proposals come directly from our employees worldwide, tapping their unique skills, business knowledge and diversity of locations and experiences. Since launching in 2016, the Impact Fund has supported 58 projects totaling nearly \$12 million in investments. In total, Business Impact Fund projects span 22 countries.

In 2023, seven projects were selected to help drive social change including the Soap for Hope



More than 200 Dow volunteers from around the world revitalize Archway's Bennett House — a nonprofit organization in Florida that provides critical mental, social, and behavioral services to residents — through landscaping, construction and painting projects in partnership with HandsOn South Florida.





Through Dow's partnership with OneTen, volunteers take part in a Career Speed Coaching Fair in Pennsylvania focused on new pathways to recruit, promote and retain diverse talent.

project in South Africa. Soap for Hope aims to give a second life to soap bar waste from local hotels to benefit underserved communities and engage, train and empower unemployed young adults and women to establish a collection network and recycling facility for used soap bars. ([Press Release](#))

## The Importance of Building a Culture of Service and Volunteering

Volunteerism is one of the most powerful levers we can pull to help strengthen trust between Team Dow, local communities and partner organizations. Whether through donated time, talent or expertise, volunteering significantly improves the employee experience, and when employees feel more connected to the company, their ability to help advance Dow's ambition is amplified. Through purpose-driven programs, such as Martin Luther King, Jr., Day of Service, the ALL IN ERG Fund and Pulling Our Weight, and Dow's *Global Volunteer* and *ERG Participation Policy* that provides 12 hours of VTO, we find ways for Team Dow to lead. Currently, 75% of Dow employees volunteered at least once in the past year in the communities where they live and work.

“At Dow, we believe that making a positive impact in the communities where we live and work is foundational to our success,” said **Rebecca Bentley**, Dow's vice president of Public Affairs and Dow Company Foundation director. “That's why we're so proud to be recognized for the fourth year in a row for our efforts to create a better future for our communities and our team. We're committed to finding innovative, sustainable and inclusive ways to make a difference.”

“As a materials science company, we create solutions for business and positive social change in our global communities,” said **Bob Plishka**, Dow's global director of Strategic Corporate Partnerships and Dow Company Foundation president. “Through our global employee survey, we know that volunteering increases understanding of community needs, employees' sense of purpose and overall job satisfaction. Volunteering is a win-win for our communities and Dow.”



# Entergy

## Driving Social Impact

### **In Our Community: The Power of Prosperity — Generational Wealth Building Pilot**

Recognizing that education alone is insufficient to close the racial wealth gap, Entergy Corporation partnered with Stackwell Capital and Single Stop to create a program that will help students at HBCUs graduate on time with minimal debt, and also equip them with seeded investment accounts and the knowledge to create wealth. The program was launched as a pilot program at Dillard, SUNO and Xavier Universities, with plans to expand to other HBCUs located across the Entergy service area. Single Stop is a subscription-based service that removes barriers and obstacles for student success by maximizing the flow of assistance funds from all sources. Students will receive \$100 seeded investment accounts funded by a grant from Entergy Corporation. Through Stackwell Capital, students will receive coaching and classes on the fundamentals of personal finance and investing to help them grow their accounts.

### **In Our Business**

Investing in the community through philanthropy and volunteerism is integral to the long-term success of Entergy Corporation's business. As a regulated utility, the only way that we can grow is if the community that we serve is healthy and vibrant. Our investments in support



Volunteers from Entergy Corporation and Blue Cross Blue Shield of Louisiana, the two Civic 50 companies headquartered in Louisiana, teamed up to pack more than 200,000 meals for MLK Day of Service.



of education and workforce development are critical to providing the talent pipeline that our local economy needs to attract new business and industry and to help existing businesses thrive. Quality of life and a clean environment are critical to our ability to recruit and retain highly skilled workers. Our work to alleviate poverty helps to ensure that our customers are afforded the opportunity to realize their full potential and contribute to a thriving society.

## The Importance of Building a Culture of Service and Volunteering

Community service and engagement are part of our DNA at Entergy. We know engaged employees contribute to higher productivity, lower turnover, reduced costs and higher profits. But we also know there are immeasurable benefits as well that come from fostering a culture of service and volunteering. Creating a culture of service and volunteering translates into employees who go above and beyond in caring for their co-workers, for our customers and the community. It becomes a way of life that replaces the employer/employee compact with a sense of shared purpose where employees work together to create a brighter future for themselves, their families, and their communities. This is how We Power Life.





# Tata Consultancy Services

Q & A with Lina Klebanov,  
Head of Corporate Social  
Responsibility, North America,  
for TCS

**Why is your employee engagement and volunteerism work good for the community and company?**

“Employee volunteerism through our [TCS Empowers](#) and [HOPE](#) umbrellas helps us deepen relationships with our employees and with our communities. It also gives us the chance to strengthen bonds with customers who often combine skills and expertise with us for the benefit of human or environmental security. It makes it possible to ensure the TATA legacy endures, live our shared purpose and know we’ve made a difference.”

**What does it mean to be a part of The Civic 50, and why is earning this recognition important?**

“We are honored to have been named to The Civic 50 for the eighth consecutive year and see it as we believe it was meant to be: a point of pride and inspiration — and a call to continued accountability. The survey is a wonderful way



Suresh Muthuswami, chairman of North America for Tata Consultancy Services, helping out at a beach sweep event in New Jersey.





TCS employee volunteer mentors working with students during a goIT summer camp in June 2023.



TCS volunteers at a "Celebration of Reading" school event with First Book in Atlanta.

for us, as well as for Points of Light, to assess and benchmark our efforts. Inclusion on the esteemed list reminds us we must always work to do our best to be our best. For TCS, that means continuing our legacy of purpose and ensuring our short- and long-term impact on society is positive, accurately measured and reported, and, most importantly, always growing."

### **Why is it important to be recognized by Points of Light?**

"Recognition from Points of Light serves as an endorsement of our authenticity in the corporate citizenship realm. Being named to The Civic 50 identifies TCS as a community-minded and credible organization and paves the way for customers, prospective employees and leaders to get to know us through the eyes of a renowned, fastidious and trusted organization. We're thrilled to shine along our peers, to see how we compare, to learn from one another and to improve."

### **What program would you spotlight that demonstrates positive community impact?**

"Leaders with Purpose" is an internal certification program for high-potential TCS associates that launched in 2018 and has

graduated more than 240 individuals in its first five years. TCS employees interested in expanding their knowledge and skills in the social sector apply to this competitive program and, if accepted, embark on a nine-month-long learning and experiential service journey. Through virtual classroom sessions with nonprofit speakers, asynchronous learning modules and an extended service project, participants gain deep knowledge of societal challenges and position themselves as solution facilitators, using the program to equip themselves with a deeper skillset for driving positive community change. Participants complete a final project, presenting about their experience supporting a throughout the course of their training. They select organizations whose missions resonate with them and work to contribute positively to advancing those missions. Program graduates are celebrated internally and externally through newsletters, case studies, a speaker series and social media, and often become "CSR Champions" who continue supporting TCS' CSR initiatives and recruiting other employee volunteers."



# Benchmarking Data

This section includes benchmarking data comparing key metrics from the 2019-2024 honoree companies.



# Top Ten Cause Areas of The Civic 50

2024	2023	2022	2021	2020
Civil/human rights, equality, equity and inclusion	Civil/human rights, equality, equity and inclusion	Civil/human rights, equality, equity and inclusion	Civil/human rights, equality, equity and inclusion	Environment and sustainability
Health and wellbeing	Education	Education	Education	Education
Education	Health and wellbeing	Environment and sustainability	Environment and sustainability	Health and wellbeing
Environment and sustainability	Environment and sustainability	Health and wellbeing	Health and wellbeing	Employment and workforce development
Food, hunger, agriculture and nutrition	Food, hunger, agriculture and nutrition	Food, hunger, agriculture and nutrition	Employment and workforce development	Public safety, disaster preparedness, resiliency and relief
Employment and workforce development	Employment and workforce development	Employment and workforce development	Public safety, disaster preparedness, resiliency and relief	Children and youth development
Public safety, disaster preparedness, resiliency and relief	Children and youth development	Public safety, disaster preparedness, resiliency and relief	Food, hunger, agriculture and nutrition	Civil/human rights, equality, equity and inclusion
Community development and revitalization	Public safety, disaster preparedness, resiliency and relief	Community development and revitalization	Community development and revitalization	Community development and revitalization
Economic development and entrepreneurship	Community development and revitalization	Children and youth development	Children and youth development	Economic development and entrepreneurship
Employee-driven issues and causes	Employee-driven issues and causes	Employee-driven issues and causes	Economic development and entrepreneurship	Employee-driven issues and causes



## 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.

# The Civic 50: Key Metrics

## CASH AND IN-KIND GIVING

	2024	2023	2022	2021	2020	2019
Total cash contributions	\$1.5B ▼	\$1.7B	\$2.0B	\$2.5B	\$2.1B	\$2.3B
Total value of cash given for employee matches and Dollars-for-Doers grants	\$131M ▲	\$118M	\$161M	\$173M	\$164M	\$152M
Total in-kind giving*	\$2.6B	\$9.7B	\$1.8B	\$8.2B	\$5.6B	\$3.5B
Average cash and in-kind contributions as a percentage of revenue	.69% ▲	.55%	.43%	.39%	.39%	.34%
Multi-faceted investment: Average percent of grants providing additional support through volunteers, in-kind goods or multi-year pledges	56% ▲	52%	51%	45%	43%	49%

## EMPLOYEE TIME AND TALENT

Total volunteer hours (millions)	6.9 ▲	6.3	5.8	7.1	11.4	10.5
Average percent of external volunteer hours that are skills-based or pro bono volunteerism	22% ▲	20%	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)	40% ▲	31%	22%	23%	43%	40%
Average percent of employees participating in internal company volunteering for efforts such as employee resource groups (ERGs) or company-sponsored issue education, training and awareness building	49% ▼	54%	48%	48%	42%	33%
Average volunteer hours per employee supporting external organizations/efforts (excluding internal company volunteering)	4.6 ▲	3.5	2.9	3.1	7.1	7.1

## PUBLIC LEADERSHIP

Percent taking national leadership positions on six or more public education or policy efforts	58% ▼	62%	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.





## 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 FUNCTION THE CIVIC 50 COMPANIES FORMALLY SUPPORT WITH COMMUNITY ENGAGEMENT

	2024	2023	2022*
Diversity and inclusion	100% ▲	96%	100%
Employee engagement	94% ▼	96%	96%
Marketing/PR	94% ▲	82%	80%
Supplier diversity	86%	86%	74%
Purchasing	84%	84%	80%
Employee health and wellness	84% ▲	82%	80%
External stakeholder relations	84% ▲	76%	70%
Employee recruitment	76% ▲	72%	68%
Skill development	72% ▲	68%	66%
Sales	70% ▲	58%	58%
Research and development/innovation	64% ▲	60%	44%

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



## 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		2024	2023	2022	2021	2020	2019
	Remote volunteering	100%	100%	100%	98%	NA	NA
	Volunteer recognition	100% ▲	98%	100%	96%	98%	96%
	Direct service (hands-on volunteering)	98%	98%	96%	94%	NA	NA
	Skills-based/pro bono volunteering	92% ▼	98%	98%	94%	NA	NA
	Issue workshops and training	92% ▲	90%	92%	88%	NA	NA
	Matching grants	86%	86%	86%	96%	92%	84%
	Volunteer time off	84% ▲	82%	84%	82%	86%	72%
	Department goals for community engagement	84% ▲	82%	82%	92%	88%	86%
	Include community engagement in performance reviews	68% ▼	72%	66%	76%	74%	62%
	Volunteer grants	64% ▼	68%	68%	70%	68%	66%
	Board training	62% ▼	68%	70%	62%	NA	NA
	Service sabbaticals or externships	18% ▼	22%	20%	22%	NA	NA

### EXECUTIVE AND C-SUITE LEADERSHIP SUPPORT

	Leadership presents about the company's community engagement to the board	80% ▼	98%	90%	84%	82%	86%
	Leadership encourages employee participation in community activities at least 12 times a year	74% ▲	72%	72%	74%	64%	76%
	Leadership participates in community activities at least 12 times per year	86% ▲	72%	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:

	2024	2023	2022	2021	2020	2019
Grants	54% ▲	44%	48%	62%	54%	66%
Social cause leadership/advocacy	24% ▼	36%	22%	34%	44%	40%
Volunteerism	20% ▲	16%	20%	22%	28%	44%
In-kind giving	10% ▼	12%	4%	20%	14%	14%



Guided by the passion of people, powerful partnerships and a commitment to making an intentional impact, Dow focuses on creating positive and enduring change in Dow communities. Volunteers in Pennsylvania help address food insecurity with the United Way.

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

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

	2024	2023	2022*
Diversity and inclusion	68% ▼	70%	62%
Employee engagement	64% ▼	68%	62%
Supplier diversity	64% ▲	60%	58%
Marketing/PR	54%	54%	50%
Purchasing	46% ▼	48%	40%
Health and wellness	42%	42%	34%
Recruitment	40% ▲	32%	26%
Stakeholder relations	32% ▲	30%	22%
Skill development	28% ▼	38%	34%
Sales	26% ▲	22%	22%
Research and development/innovation	26% ▲	22%	20%



# Focus on Social Justice

Advocacy

Policies, Practices and Programs

Voting and Civic Engagement

Tracking and Measurement



**Percentage of  
The Civic 50  
applying a  
social justice  
advocacy  
practice**

## Advocacy

PROGRAMS AND PRACTICES	2024	2023	2022	2021
Supporting community organizers and coalitions	96%	96%	92%	86%
Education and awareness campaigns	90% ▲	88%	92%	86%
Funding advocacy organizations	88% ▼	90%	86%	82%
Public statements and letters	86% ▼	96%	94%	96%
Conducting or supporting research	82% ▲	76%	72%	68%
Lobbying	50% ▲	42%	40%	36%
Public hearings or testimonies	26% ▲	20%	22%	22%
Litigation	4% ▼	6%	8%	6%

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

## Policies, Practices and Programs

	2024	2023	2022	2021
Have employee resource groups (ERGs) that support Black, Indigenous, people of color (BIPOC)*	98% ▼	100%	100%	98%
Offers racial justice training to employees (e.g., unconscious bias training)	98% ▼	100%	100%	98%
CEO used their voice internally regarding racial justice	94% ▼	100%	100%	100%
CEO used their voice externally regarding racial justice	90% ▲	88%	90%	92%
Delivered racial justice training to at least 75% of employees	66% ▼	68%	72%	62%

### \*SPECIFICALLY, BIPOC ERGS SERVE AS:

Community engagement partners	96%	96%	100%	94%
Advisors to leadership on relevant policies, practices and decisions	96% ▼	98%	90%	88%
Partners to leadership on relevant policies, practices and decisions	84% ▼	90%	82%	86%
External voices on the company's diversity, equity and inclusion approach, policies and practices	84% ▼	90%	78%	78%
Decision makers on relevant policies, practices and decisions	44% ▼	50%	52%	50%



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

# Voting and Civic Engagement

PROGRAMS AND PRACTICES	2024	2023	2022	2021
Time off/schedule flexibility to vote	90%	90%	84%	88%
Voting and registration communications for employees	68% ▼	80%	78%	78%
Company political action committee (PAC)	66% ▼	70%	74%	74%
Informational events/town halls	56% ▼	62%	64%	72%
Census promotion	26% ▼	34%	44%	40%
Issue workshops and training	24% ▼	34%	32%	26%
Poll worker resources/support	14%	14%	14%	16%
Voting and registration communications for customers	10%	10%	16%	20%
Polling location events	6% ▼	8%	10%	8%

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

## Tracking and Measurement

	2024	2023	2022	2021
Formally consider the diversity demographics of the beneficiaries in selecting nonprofits that receive an investment of financial resources, volunteer time or in-kind contributions	86% ▲	82%	84%	78%
Track diversity demographics of the beneficiaries receiving an investment of financial resources, volunteer time or in-kind contributions	80% ▼	88%	80%	78%
Track diversity of the board and staff of nonprofits receiving an investment of financial resources, volunteer time or in-kind contributions	62% ▲	58%	44%	38%
Formally consider the diversity of board and staff in selecting nonprofits to support with financial resources, volunteer time or in-kind contributions	60% ▼	64%	54%	44%
Set public targets for the total amount or percent of financial donations directed to organizations focused on racial justice, equity or diversity and inclusion	28% ▼	30%	38%	34%
Set public targets for the total amount or percent of volunteer hours directed to organizations focused on racial justice, equity or diversity and inclusion	6% ▼	12%	18%	16%
One or more of the above	100%	100%	100%	100%





[pointsoflight.org/the-civic-50](https://pointsoflight.org/the-civic-50)

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