



As part of Schwab Volunteer Week, employees process vegetables for a local farm that provides fresh food to community members. In 2024, 12,000 employees nationwide dedicated 157,000 hours to local causes.



2025

HONOREE INSIGHTS & BENCHMARKING REPORT

The Civic 50: A Roadmap for Good Corporate Citizenship



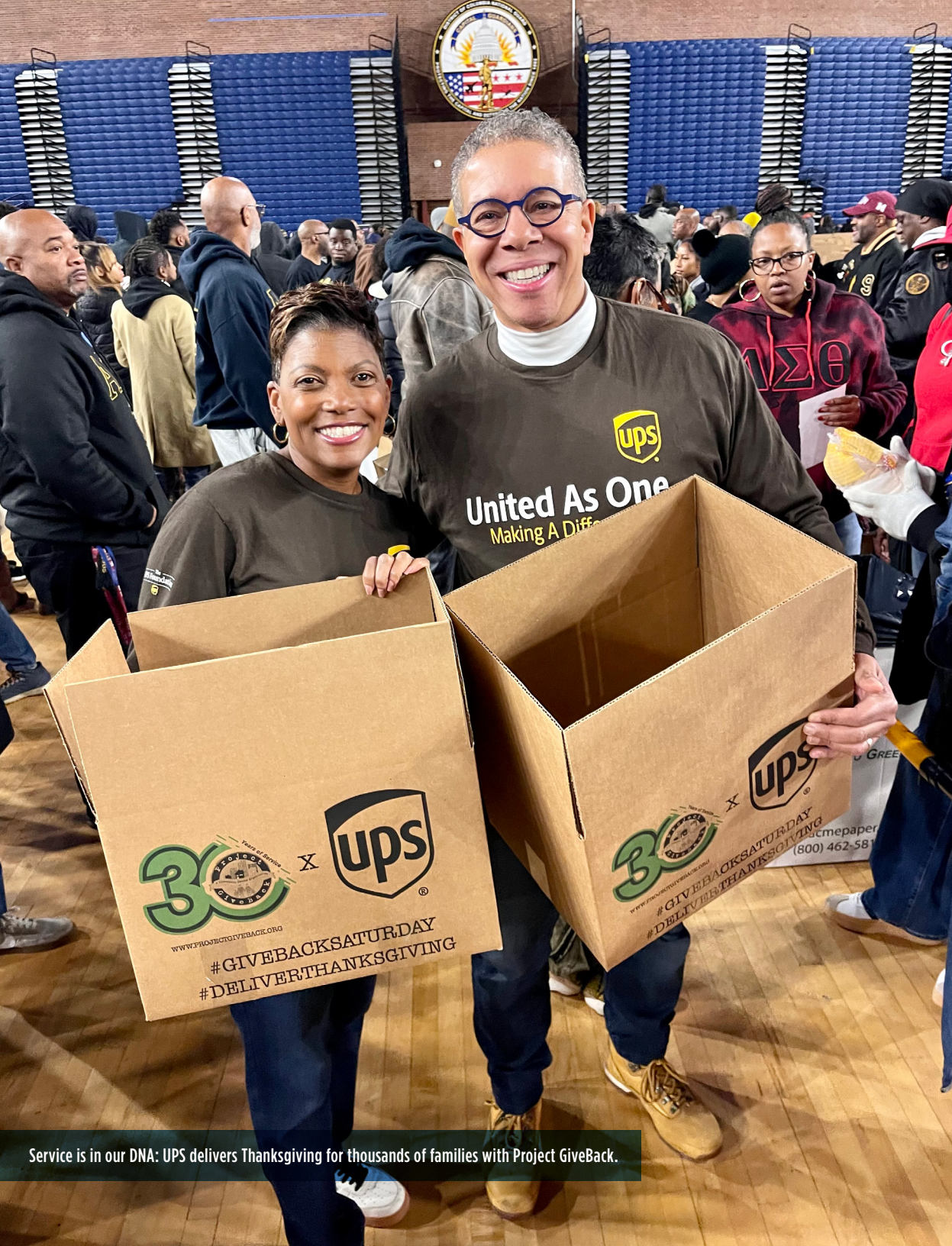


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About Points of Light

Points of Light is a nonpartisan, global nonprofit organization that inspires, equips and mobilizes millions of people to create positive change through volunteering and civic engagement. Through work with nonprofits, companies and social impact leaders, the organization galvanizes volunteers to meet critical needs in support of healthier, thriving communities. As the world's largest organization dedicated to increasing volunteer service, Points of Light engages more than 3.8 million volunteers across 32 countries.

Companies, along with their employees, vendors and customers, can be transformative drivers of social change in communities around the world. One of the many ways Points of Light champions the work of companies is by studying how people are asked, engaged and supported in delivering innovative community solutions. The organization also works to educate and convene the sector on trends, leading practices and evidence-based strategies for civic engagement, including leadership of The Civic 50®, and offers consulting and volunteer activation services to advance corporate social impact.

For more information, visit pointsoflight.org.

Service is in our DNA: UPS delivers Thanksgiving for thousands of families with Project GiveBack.



Pacific Life has a strong commitment to improving ocean health and protecting marine life. As part of this commitment, employee volunteers unite in key cities around the world every year to clean beaches and waterways.

Foreword

In turbulent times, one thing we know to be true is that strong communities thrive because of strong connections. This past year, everyone — individuals, nonprofits and companies — had to meet the evolving demands of key stakeholders and respond to shifts in the social impact sector. As companies evaluate what that means for them, the leading companies took steps to lean into their values and support the communities where they live and work.

This year's honorees of The Civic 50 collectively empowered 460,000 employees to volunteer, contributing 6.5 million hours of service across communities. To deepen their support, they also provided \$1.3 billion in financial contributions and donated \$4.8 billion in in-kind goods and services.

And it's not just communities and nonprofits they aim to support. With employee wellness as a topic on every leader's mind, The Civic 50 companies used volunteering as a tool to support their employees, knowing that volunteering positively impacts the individuals who serve with improved mental and physical health. It also builds deeper connection to the community and supports employee passions.

On average, 41% of employees at Civic 50 companies participated in external volunteering — double the U.S. average.¹ Perhaps

part of this success stems from how these companies approach engagement: 96% have integrated service into their employee engagement strategy, and 86% offer paid time off to volunteer.

What sets this group of 50 companies apart is their understanding that volunteering benefits their workforce, their community partnerships and their company. Our honorees understand that volunteering is just as critical to strengthening our civic society as other civic actions, like voting, and work to make it part of their culture. And the results speak for themselves.

Congratulations to all of The Civic 50 honorees and thank you for your commitment to strengthening communities and our society through corporate citizenship.

Yours in service,

JENNIFER SIRANGELO
PRESIDENT & CEO

¹ CECIP, *Giving in Numbers*, 2024

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 13th 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 2025 honorees were identified based on their community involvement in the United States during the 2024 reporting year.

2025 Honorees of The Civic 50



Sector Leaders

Consumer Discretionary: **Hasbro, Inc.**

Consumer Staples: **General Mills, Inc.**

Energy: **Constellation**

Financial: **KeyBank**

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

Industrials: **Delta Air Lines**

Information Technology: **Hewlett Packard Enterprise**

Materials: **Dow, Inc.**

Utilities: **Entergy Corporation**

Volunteer Awards

VOLUNTEER LEADER AWARD

Entergy Corporation

This award recognizes the company for having the 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 through pro bono and skills-based volunteer initiatives.

DELTA AIR LINES
INDUSTRIALS SECTOR LEADER



Delta Air Lines has partnered with KABOOM! since 2013, and Delta volunteers have helped build 43 playgrounds in 16 cities across the U.S., to help end play space inequity.

2025 Key Insights

The 2025 Honorees of The Civic 50:

1

Empowered more than 460,000 employees to volunteer 6.5 million hours in their communities.

2

Engaged 41% of employees, on average, in external volunteering, almost twice the median for U.S. companies (23%), and nearly all offered volunteer time off to employees (86%).¹

3

Engaged 42% of employees, on average, in internal company volunteer activities, such as employee resource groups and company-sponsored educational initiatives on societal issues.

4

Donated \$1.3 billion in financial resources and \$4.8 billion in in-kind goods and services to support charitable causes. This equates to contributions of, on average, 0.75% of revenue, substantially more than the median for U.S. companies (0.12%).²

5

Integrated community engagement activities with employee engagement strategies (96%) and marketing/PR strategies (90%).

6

Almost universally offered employees skills-based/pro bono volunteer opportunities (92%).

7

Most often focused their community engagement on the causes of education (56%) and environment (50%).

¹ CECF, *Giving in Numbers*, 2024

² CECF, *Giving in Numbers*, 2024

2025 Key Trends

Analyzing The Civic 50 data from leading companies over the years illustrates the evolving corporate social impact and employee volunteering practices shaping the field:



The bar on giving continues to rise. Most honoree cohorts since 2020 have raised, and all have at least matched, the level of financial and in-kind contributions of their prior-year peers. The cumulative effect is that this year's honorees gave almost twice as much as 2019 honorees did (.75% of revenue versus .39%).



The practice of volunteer time off* has grown. The percentage of honorees who offer volunteer time off has increased from 72% in 2019 to 86% this year.



External volunteer hours have not fully rebounded to pre-pandemic levels. Although there has been an increase in the average hours employees volunteered with external organizations — currently up to 4.6 this year from its pandemic-era low of 2.9 — the current level still falls short of the 2019 high of 7.1.



Honorees have returned to their pre-pandemic focus areas: education, environment, health and workforce development. The most common causes of The Civic 50 2019 cohort were education, environment, health and workforce development. In 2022, however, the cause area of civil/human rights climbed to the top of the list (from #8) and stayed there through 2024. This year, however, civil/human rights has dropped to 9th priority and the top cause areas are once again those of 2019 (with a different ranking).



Honorees are shifting civic engagement efforts.

While honorees remain committed to civic engagement, they appear to be adapting their approaches, potentially in response to changing priorities and operating environments. In 2024 data, 52% of honorees reported taking leadership roles in six or more public education or awareness initiatives, compared to 68% in 2019.



Measuring impact is still not standard practice.

Fewer than two-thirds of honorees measure the societal outcomes for each of the key components of community engagement: grants, volunteering, social-cause leadership and in-kind giving. Similarly, fewer than two-thirds of honorees measure the impact of community engagement programs on business functions including marketing/PR, sales, skill development, recruiting, external stakeholder and investor relations, health and wellness, research and development, employee engagement and purchasing.



Community engagement is increasingly considered a tool that drives innovation. From 2022 to 2025, the percentage of The Civic 50 that align their program with research and development/innovation has increased from 44% to 64%.

* Read more about implementing a VTO policy [here](https://www.pointsoflight.org/volunteer-time-off-vto/) (https://www.pointsoflight.org/volunteer-time-off-vto/).



Benchmarking Data

This section includes benchmarking data comparing key metrics from the 2019-2025 honoree companies.

Top Ten Cause Areas of The Civic 50

2025	2024	2023	2022	2021	2020
Education	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
Environment and sustainability	Health and wellbeing	Education	Education	Education	Education
Employment and workforce development	Education	Health and wellbeing	Environment and sustainability	Environment and sustainability	Health and wellbeing
Health and wellbeing	Environment and sustainability	Environment and sustainability	Health and wellbeing	Health and wellbeing	Employment and workforce development
Employee-driven issues and causes	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
Food, hunger, agriculture and nutrition	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	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
Children and youth development	Community development and revitalization	Public safety, disaster preparedness, resiliency and relief	Community development and revitalization	Community development and revitalization	Community development and revitalization
Civil/human rights, equality, equity and inclusion	Economic development and entrepreneurship	Community development and revitalization	Children and youth development	Children and youth development	Economic development and entrepreneurship
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

	2025	2024	2023	2022	2021	2020	2019
Total cash contributions (billions)	\$1.3 ▼	\$1.5	\$1.7	\$2.0	\$2.5	\$2.1	\$2.3
Total value of cash given for employee matches and Dollars-for-Doers grants (millions)	\$140 ▲	\$131	\$118	\$161	\$173	\$164	\$152
Total in-kind giving (billions)*	\$4.8 ▲	\$2.6	\$9.7	\$1.8	\$8.2	\$5.6	\$3.5
Average cash and in-kind contributions as a percentage of revenue	.75% ▲	.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	55% ▼	56%	52%	51%	45%	43%	49%

EMPLOYEE TIME AND TALENT

Total volunteer hours (millions)	6.5 ▼	6.9	6.3	5.8	7.1	11.4	10.5
Average percent of skills-based volunteer hours	19% ▼	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)	41% ▲	40%	31%	22%	23%	43%	40%
Average percent of employees participating in internal company volunteering for efforts such as employee resource groups, company-sponsored issue education, training and awareness building	42% ▼	49%	54%	48%	48%	42%	33%
Average volunteer hours per employee supporting external organizations/efforts (excluding internal company volunteering)	4.6	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	52% ▼	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		2025	2024	2023	2022*
Employee engagement		96% ▲	94%	96%	96%
Marketing/PR		90% ▼	94%	82%	80%
Employee recruitment		74% ▼	76%	72%	68%
Purchasing		74% ▼	84%	84%	80%
Employee health and wellness		72% ▼	84%	82%	80%
Employee skill development		72%	72%	68%	66%
External stakeholder relations		68% ▼	84%	76%	70%
Research and development/innovation		64%	64%	60%	44%
Sales		62% ▼	70%	58%	58%

* 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		2025	2024	2023	2022	2021	2020	2019
	Volunteer recognition	100%	100%	98%	100%	96%	98%	96%
	Remote volunteering	98% ▼	100%	100%	100%	98%	NA	NA
	Direct service (hands-on volunteering)	96% ▼	98%	98%	96%	94%	NA	NA
	Skills-based/pro bono volunteering	92%	92%	98%	98%	94%	NA	NA
	Matching grants	88% ▲	86%	86%	86%	96%	92%	84%
	Volunteer time off	86% ▲	84%	82%	84%	82%	86%	72%
	Issue workshops and training	80% ▼	92%	90%	92%	88%	NA	NA
	Department goals for community engagement	74% ▼	84%	82%	82%	92%	88%	86%
	Include community engagement in performance reviews	62% ▼	68%	72%	66%	76%	74%	62%
	Volunteer grants	60% ▼	64%	68%	68%	70%	68%	66%
	Board training	64% ▲	62%	68%	70%	62%	NA	NA
	Service sabbaticals or externships	20% ▲	18%	22%	20%	22%	NA	NA

EXECUTIVE AND C-SUITE LEADERSHIP SUPPORT

Leadership presents the company's community engagement to its board at least once per year	78% ▼	80%	98%	90%	84%	82%	86%
Leadership participates in U.S. company community activities at least 12 times per year	72% ▼	86%	72%	70%	74%	70%	74%
Leadership encourages employee participation in community activities at least 12 times a year	66% ▼	74%	72%	72%	74%	64%	76%



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 have a regularly implemented data collection process to measure the societal outcomes of their community engagement:

	2025	2024	2023	2022	2021	2020	2019
Grants	60% ▲	54%	44%	48%	62%	54%	66%
Volunteerism	20%	20%	16%	20%	22%	28%	44%
Social cause leadership/advocacy	14% ▼	24%	36%	22%	34%	44%	40%
In-kind giving	8% ▼	10%	12%	4%	20%	14%	14%



The Limerick Clean Energy Center ECO-Team partnered with the Perkiomen Watershed Conservancy to clean up the streams surrounding the Limerick Clean Energy Center.

Percentage of The Civic 50 that have a regularly implemented data collection process to measure the business outcomes of their community engagement. Outcome measurement as a percent of all honorees:

	2025	2024	2023	2022*
Employee engagement	62% ▼	64%	68%	62%
Marketing/PR	48% ▼	54%	54%	50%
Employee health and wellness	32% ▼	42%	42%	34%
Employee skill development	32% ▲	28%	38%	34%
Sales	28% ▲	26%	22%	22%
External stakeholder relations	28% ▼	32%	30%	22%
Purchasing	26% ▼	46%	48%	40%
Employee recruitment	26% ▼	40%	32%	26%
Research and development/innovation	26%	26%	22%	20%

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



pointsoflight.org/the-civic-50

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