



# The Civic 50: 2026 Survey Workbook

*Updated: 12.23.25*

**How to Use This Workbook:** This workbook is designed to help you organize responses and data for completing The Civic 50 survey. Use it as a central place to gather your information before entering answers into the online survey platform.

**What Companies are Eligible:** Public and private companies with U.S. operations and revenues of \$1 billion or more are eligible to participate in the survey.

**What Data is Kept Private:** Points of Light publicly recognizes the top 50 honoree companies and award recipients, but does not disclose any company-specific data. The Honoree Benchmarking and Insights Report features only aggregate benchmarking data from the 50 honorees. Companies that participate but do not qualify as honorees remain confidential.

**Additional Information & Support:** For program and survey details, visit the [Applicant Information Page](#). If you have additional questions or need support, email [civic50@pointsoflight.org](mailto:civic50@pointsoflight.org).

**What Questions are Scored:** Questions in this workbook that are marked with a star (★) will be scored. Applicants do not need to fill out auto-calculated fields – these will be generated in the benchmarking reports.

*Use this page to capture internal comments, clarifications and supporting details that won't be submitted with the survey. It's ideal for documenting data sources, team decisions, and follow-up actions for future reference.*

# Table of Contents

Company Profile .....	4
Company .....	4
Causes .....	5
Contacts.....	5
Employee Volunteering .....	7
Volunteering.....	7
Skills-Based/Pro Bono .....	7
Board Service.....	7
Volunteer Ambassadors .....	8
Giving & Philanthropy .....	10
Financial Contributions .....	10
Gift Matching.....	10
Dollars-for-Doers/Volunteer Grants .....	10
In-Kind Contributions .....	11
Grantmaking .....	11
Integration & Culture.....	13
Volunteer Recognition .....	13
Volunteer Time Off.....	13
Voting Time Off.....	14
HR Collaboration.....	14
Planning & Evaluation .....	16
Strategic Planning .....	16
Impact Measurement .....	17
CSR Communications .....	19
Sector Insights.....	20
Awards & Recognition .....	23
Daily Point of Light Award (Employee Volunteer) .....	24
Support & Reports .....	26
Verification & Feedback .....	27

# Company Profile

Questions in the Company Profile section are required, but not scored.

## Company

- **Official company name** (as you would like to see it displayed on published materials if your company ranks in the top 50): \_\_\_\_\_
- **Headquarters City:** \_\_\_\_\_
- **Headquarters State:** \_\_\_\_\_
- **Which of the following best describes the geographic scope of your company's operations?**
  - Local or regional (primarily within a specific city, state, or region)
  - National (primarily across multiple states within the country)
  - Global (significant operations outside the US)
- **Annual US revenue:** \_\_\_\_\_
- **Total US employees (including part-time):** \_\_\_\_\_
- **Benchmarking size category based on US employees (including part-time):**
  - Fewer than 2,000
  - 2,000–9,999
  - 10,000–29,999
  - 30,000–99,999
  - 100,000 or more
- **Approximately what percentage of your employees would you consider “deskless” (e.g., frontline workers, field staff, retail employees, manufacturing, drivers, etc.)?**

<input type="checkbox"/> 0%	<input type="checkbox"/> 1-25%	<input type="checkbox"/> 26-50%	<input type="checkbox"/> 51-75%	<input type="checkbox"/> 76-100%
-----------------------------	--------------------------------	---------------------------------	---------------------------------	----------------------------------

- **Select your company's Industry Group**

*(Note: View the [Global Industry Classification Standard Methodology for more details.](#))*

<u>Energy</u> <input type="checkbox"/> Energy	<u>Consumer Staples</u> <input type="checkbox"/> Consumer Staples Distribution & Retail <input type="checkbox"/> Food, Beverage & Tobacco <input type="checkbox"/> Household & Personal Products	<u>Information Technology</u> <input type="checkbox"/> Software & Services <input type="checkbox"/> Technology Hardware & Equipment <input type="checkbox"/> Semiconductors & Semiconductor Equipment
<u>Materials</u> <input type="checkbox"/> Materials	<u>Health Care</u> <input type="checkbox"/> Health Care Equipment & Services <input type="checkbox"/> Pharmaceuticals, Biotechnology & Life Sciences	<u>Communication Services</u> <input type="checkbox"/> Telecommunication Services <input type="checkbox"/> Media & Entertainment
<u>Industrials</u> <input type="checkbox"/> Capital Goods <input type="checkbox"/> Commercial & Professional Services <input type="checkbox"/> Transportation	<u>Financials</u> <input type="checkbox"/> Banks <input type="checkbox"/> Financial Services <input type="checkbox"/> Insurance	<u>Utilities</u> <input type="checkbox"/> Utilities
<u>Consumer Discretionary</u> <input type="checkbox"/> Automobiles & Components <input type="checkbox"/> Consumer Durables & Apparel <input type="checkbox"/> Consumer Services <input type="checkbox"/> Consumer Discretionary Distribution & Retail		<u>Real Estate</u> <input type="checkbox"/> Equity Real Estate Investment Trusts (REITs) <input type="checkbox"/> Real Estate Management & Development

- **12-month reporting end date:** \_\_\_\_\_  
*Note: This is the reporting period that you should use consistently throughout your responses.*
- **Approximate number of Full-Time Equivalent (FTE) employees that are directly responsible for your volunteering and giving programs:** \_\_\_\_\_
- **Does your company have a corporate foundation?**  Yes  No

- **What volunteer or giving platform(s) do you currently use? Check all that apply:**

- Benevity
- CyberGrants/Bonterra
- Deed
- GivePulse
- Groundswell
- Submittable
- YourCause/Blackbaud
- We do not use a volunteer or giving platform
- Other (please specify): \_\_\_\_\_

## Causes

- **What are your top 5 nonprofit partners by most volunteer hours?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

- **What are your top 5 nonprofit partners by giving?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

- **What are your top US cause and program focus areas? Select up to 5.**

<input type="checkbox"/> Economic Development <input type="checkbox"/> Financial Wellness <input type="checkbox"/> Job Training & Workforce Development <input type="checkbox"/> Early Childhood Education <input type="checkbox"/> K-12 Education <input type="checkbox"/> Higher Education <input type="checkbox"/> STEM <input type="checkbox"/> Youth Development	<input type="checkbox"/> Food Insecurity & Nutrition <input type="checkbox"/> Environmental Sustainability <input type="checkbox"/> Disaster Response & Recovery <input type="checkbox"/> Military & Veteran Support <input type="checkbox"/> Mental Health & Wellness <input type="checkbox"/> Community Development & Revitalization <input type="checkbox"/> Health & Wellbeing	<input type="checkbox"/> Poverty & Homelessness <input type="checkbox"/> Social Innovation & Entrepreneurship <input type="checkbox"/> Gender Equality <input type="checkbox"/> Equity & Racial Justice <input type="checkbox"/> Employee-Driven Issues <input type="checkbox"/> Arts & Culture <input type="checkbox"/> Other (please specify): _____
--	--	--

## Contacts

- Primary applicant first name: \_\_\_\_\_
- Primary applicant last name: \_\_\_\_\_
- Primary applicant title: \_\_\_\_\_
- Primary applicant email: \_\_\_\_\_
- Alternative applicant first name: \_\_\_\_\_
- Alternative applicant last name: \_\_\_\_\_
- Alternative applicant title: \_\_\_\_\_
- Alternative applicant email: \_\_\_\_\_

- **Media contact first name:** \_\_\_\_\_
- **Media contact last name:** \_\_\_\_\_
- **Media contact email:** \_\_\_\_\_
- **Media contact title:** \_\_\_\_\_
- **CEO first name:** \_\_\_\_\_
- **CEO last name:** \_\_\_\_\_
- **CEO assistant first name:** \_\_\_\_\_
- **CEO assistant last name:** \_\_\_\_\_
- **CEO assistant email:** \_\_\_\_\_

# Employee Volunteering

## Volunteering

- **Total number of US employees engaged in company-sponsored volunteering (including hands-on and skills-based/pro bono):** \_\_\_\_\_
- **Total hours US employees contributed through company-sponsored volunteering:** \_\_\_\_\_
- ★ Auto-calculated: volunteering participation rate
- ★ Auto-calculated: average volunteer hours per employee
- ★ Auto-calculated: average volunteer hours per volunteer

***Note: Applicants do not need to fill out auto-calculated fields – these will be generated in the benchmarking reports.***

## Skills-Based/Pro Bono

- **Total number of US employees engaged in company-sponsored skills-based/pro bono volunteering:** \_\_\_\_\_
- **Total hours US employees contributed through company-sponsored skills-based/pro bono volunteering:** \_\_\_\_\_
- ★ Auto-calculated: skills-based/pro bono participation rate
- ★ Auto-calculated: average skills-based/pro bono volunteer hours per skills-based/pro bono volunteer

## Board Service

- ★ **Does your company offer a nonprofit board training and/or placement program for employees?**  
*Select the option that best describes your current approach.*
  - Yes (full) – We have a formal program that includes all of the following: board governance training, placement services and financial support
  - Yes (partial) – We have a formal program that includes two of the following: board governance training, placement services and financial support
  - Yes (partial) – We have a formal program that includes one of the following: board governance training, placement services and financial support
  - Yes (informal) – We offer informal or ad hoc support for board service
  - No, but we are currently developing a program
  - No, we do not currently offer this type of support
- ★ **Which type of employees are eligible for nonprofit board matching and/or placement support?**  
*Select all that apply.*
  - Senior executives/C-suite
  - VPs/mid-level directors/senior managers
  - Early career professionals
  - Employee or business resource group (ERG/BRG) members
  - High-potential or leadership development program participants
  - Any employee who expresses interest
  - None of the above

- ★ **Which type of employees are eligible for nonprofit board governance training or support? Select all that apply.**
  - Senior executives/C-suite
  - VPs/mid-level directors/senior managers
  - Early career professionals
  - Employee or business resource group (ERG/BRG) members
  - High-potential or leadership development program participants
  - Any employee who expresses interest
  - None of the above
- ★ **Which type of employees are eligible for board service grants and/or multiplier gift matches? Select all that apply.**
  - Senior executives/C-suite
  - VPs/mid-level directors/senior managers
  - Early career professionals
  - Employee or business resource group (ERG/BRG) members
  - High-potential or leadership development program participants
  - Any employee who expresses interest
  - None of the above

- **Number of employees serving on boards in company-supported roles:** \_\_\_\_\_
- ★ *Auto-calculated: board service participation rate*
- **Number of employees serving on boards in company-supported roles who participated in or received nonprofit board governance training:** \_\_\_\_\_
- ★ *Auto-calculated: board service training rate*

## Volunteer Ambassadors

**Note:** For the purposes of this survey, employee ambassador programs include employee champions, volunteer councils and committees.

- ★ **Does your company have an employee volunteer ambassador program that supports the planning, promotion and/or management of your US volunteer initiatives? Select the option that best describes your current program.**
  - Yes – We have a formal program (defined roles with responsibilities) with broad representation across our U.S. workforce (includes employees from multiple departments, career levels, and/or geographic locations)
  - Yes – We have a formal program (defined roles with responsibilities) with limited representation (primarily concentrated in a few departments, career levels, and/or geographic areas)
  - Yes – We have an informal program with broad representation across our US workforce (includes employees from multiple departments, career levels, and/or geographic locations)
  - Yes – We have an informal program with limited representation across our US workforce (primarily concentrated in a few departments, career levels, and/or geographic areas)
  - No, but we are currently developing a program
  - No, we currently do not have a program
- **Does your company have a global volunteer ambassador program?  Yes  No**

- **★ In what ways do your volunteer ambassadors support your programs? Select all that apply.**
  - Organizing volunteer events and activities
  - Recruiting employees to participate in volunteering
  - Educating employee volunteers on the purpose and impact of their work
  - Advising on volunteer event design and feedback
  - Advising on nonprofit partnerships and community needs
  - Contributing input on volunteering program strategy and development
  - Not applicable, we currently do not have a program
- **How many US employees were engaged as volunteer ambassadors in your reporting year?**

---

  - *Auto-calculated: percent of employees utilized as volunteer ambassadors*
- **★ Do you provide trainings or learning opportunities to volunteer ambassadors during the reporting year?**  Yes  No
- **Approximately how many trainings or learning opportunities did you provide to volunteer ambassadors during the reporting year?**

<input type="checkbox"/> 12+	<input type="checkbox"/> 6-11	<input type="checkbox"/> 3-5	<input type="checkbox"/> 1-2	<input type="checkbox"/> 0	<input type="checkbox"/> Not tracked/can't disclose
------------------------------	-------------------------------	------------------------------	------------------------------	----------------------------	---

# Giving & Philanthropy

## Financial Contributions

- **Total contributions.** Total value of financial charitable grants and contributions your company and foundation provided to support US causes and nonprofit organizations during your reporting year (including matching-gifts and dollars-for-doers grants, but excluding donations given by employees themselves): \_\_\_\_\_
- *★ Auto-calculated: US contributions as percent of annual US revenue*
- **Number of grant contributions.** Total number of financial charitable grants and contributions your company and foundation provided to support US causes and nonprofit organizations during your reporting year (excluding employee matching gifts and dollars-for-doers grants): \_\_\_\_\_
- *★ Auto-calculated: average grant size*
- **10 largest grant contributions.** Total combined value of 10 largest financial charitable grants and contributions your company and foundation provided to support US causes and nonprofit organizations during your reporting year: \_\_\_\_\_
- *Auto-calculated: average grant size of 10 largest contributions*

## Gift Matching

- *★ Does your company have a gift matching policy?*  Yes  No
- **Number of US employees who requested/directed at least one matching gift during reporting year:** \_\_\_\_\_
- *★ Auto-calculated: percent of employees using matching gifts*
- **Total value of company provided gift matching funds during reporting year:** \_\_\_\_\_
- **Briefly describe your company's gift matching policy** (optional, will not affect scoring)  
\_\_\_\_\_

## Dollars-for-Doers/Volunteer Grants

- *★ Does your company have a dollars-for-doers or volunteer grants program?*  Yes  No
- **Number of US employees who received dollars-for-doers or volunteer grant funding during reporting period:** \_\_\_\_\_
- *★ Auto-calculated: percent of employees receiving dollars-for-doers/volunteer grants*
- **Total value of company-provided dollars-for-doers and volunteer grants during reporting year:** \_\_\_\_\_
- **Briefly describe your company's dollars-for-doers or volunteer grant program** (optional, will not affect scoring)  
\_\_\_\_\_

## **In-Kind Contributions**

- **Total value of in-kind goods and services contributed to support US causes and nonprofit organizations during your reporting year:** \_\_\_\_\_
- **★ Auto-calculated: in-kind goods and services as percent of annual US revenue**

## **Grantmaking**

- **★ Which of the following support activities did you provide to three or more (i.e., more than 50%) of your five largest grantees (by total funding awarded in your reporting period)?**
  - Employee volunteering (hands-on activities)
  - Employee volunteering (skills-based or pro bono)
  - In-kind goods or services (e.g., products, services, space, etc.)
  - A company employee serves on the board
  - Public recognition or promotion (e.g., spotlighting the nonprofit in company communications, social media, events, or press?)
  - None of the above
- **★ Which of the following types of funding did you provide to three or more (i.e., more than 50%) of your five largest grantees (by total funding awarded in your reporting period)?**
  - Multi-year grant commitments
  - Unrestricted/general operating funding
  - Funding specifically for capacity building (e.g., technology, staffing, strategic planning, etc.)
  - None of the above
- **★ Which of the following does your company or foundation publicly share on a corporate or foundation website? Select all that apply.**
  - Grant application and reporting guidelines
  - Eligibility criteria for grant-seeking organizations
  - Description of the grant submission process
  - Decision-making timeline
  - Sample list of organizations or projects funded in a current or recent reporting year
  - Complete list of organizations or projects funded in a current or recent reporting year
  - None of the above
- **★ Do you use a screening process to help determine whether a grant-seeking organization is a good fit before accepting a full proposal (e.g., letter of inquiry, eligibility quiz, discovery call)?**
  - Yes – We use a formal, structured screening process that requires organizations to share preliminary information and we research all publicly available information for the organization (website, reports, 990s, etc.).
  - Yes – We research all publicly available information for the organization (website, reports, 990s, etc.).
  - Yes – We use an informal screening process.
  - No – We do not currently use a screening process.

- ★ **For the top 50% of your grantees (by total funding awarded), do you collect feedback on your company's or foundation's support?**
  - Yes – We have a formal, proactive process for collecting feedback (ex., scheduled check-ins, surveys, anonymous feedback tools) and use this feedback to continuously improve how we support grantees.
  - Yes – We have a formal, proactive process for collecting feedback (ex., scheduled check-ins, surveys, anonymous feedback tools), but we are not yet fully leveraging the feedback.
  - Yes – We collect feedback informally when it is shared voluntarily and document it.
  - No – We do not currently collect grantee feedback.
- ★ **Which of the following stakeholders have been formally engaged in the past three years to provide guidance on the company's philanthropic focus areas or grantmaking processes? Select all that apply.**
  - Employees
  - External subject matter experts
  - Community leaders
  - Current or past grantees
  - None of the above

# Integration & Culture

## Volunteer Recognition

- **★ Does your company have an employee volunteer recognition program? Select the option that best describes your current approach.**
  - Yes (formal/broad)** – We have a formal, structured recognition program with clear criteria that is actively promoted and aligned with our company's culture and values
  - Yes (formal/limited)** – We have a formal program with clear criteria, but it is not widely promoted or integrated into our broader culture
  - Yes (informal/broad)** – We have a consistent recognition approach, but it is informal or decentralized (e.g., recognition handled at the team, department, or regional level)
  - Yes (informal/limited)** – We offer informal or ad hoc recognition (e.g., manager shout-outs, thank-you emails, team acknowledgements)
  - No, but we are currently developing a program.**
  - No, we currently do not have a program**
- **How does your company recognize employee volunteers? Select all that apply.**
  - Employee volunteer appreciation events (in-person or virtual)
  - Employee volunteer awards (ex., most volunteer hours)
  - Communications from senior leaders or executives
  - Communications from employee supervisors
  - Companywide communications (ex., newsletters, intranet posts)
  - Recognition at company events (in-person or virtual)
  - Longer form employee spotlights (internal)
  - Longer form external spotlights (external)
  - Corporate social media posts
  - Physical awards or certificates
  - Branded gifts or merchandise
  - Financial grants or donations to nonprofits selected by employees
  - Inclusion in employee performance review or HR records
  - None of the above
  - Other (please specify): \_\_\_\_\_

## Volunteer Time Off

- **★ Does your company have a formal volunteer time off (VTO) policy? Yes No**
- **★ Are part-time employees eligible for volunteer time off (VTO)? Yes No N/A**
- **How many hours per year are provided through the VTO policy? (enter 0 if no policy)**
- **★ Does your policy cover nonprofit board service as an eligible VTO activity? Yes No N/A**
- **★ Do you track how many US employees take volunteer time off? Yes No N/A**
- **How many US employees used your volunteer time off policy in your reporting year? (enter 0 if no policy)**
- *Auto-calculated: percent of US employees that utilized volunteer time off*
- **Briefly describe your VTO policy and how utilization is tracked (optional-will not affect scoring)**

## Voting Time Off

- ★ **Does your company have a policy that provides employees with time off to vote in local, state, or national elections? Select the option that best describes your current approach.**
  - Yes – We have a formal, company-wide policy that provides paid time off to vote.
  - Yes – We offer unpaid time off or allow schedule flexibility for voting.
  - No formal policy, but managers are encouraged to allow time for voting.
  - No – We do not currently have a policy or practice in place.
- ★ **How does your company communicate its voting time off policy and encourage employee participation in elections? Select all that apply.**
  - Information is shared in employee handbooks or onboarding materials.
  - Reminders are sent ahead of major elections (e.g., via email, intranet, newsletters).
  - Managers are trained or encouraged to support employees' ability to vote.
  - We partner with external organizations to promote participation.
  - We host internal campaigns or events to raise awareness about voting.
  - We do not currently promote or communicate our policy.
  - We do not currently have a policy.

## HR Collaboration

- ★ **How would you describe the level of collaboration between your CSR and HR functions? Select the option that best describes your collaboration.**
  - Fully integrated — CSR and HR operate as strategic partners with joint planning, metrics, and accountability for shared outcomes.
  - Formal collaboration — CSR and HR have defined roles, shared goals, and structured processes for working together.
  - Regular collaboration — CSR and HR communicate consistently and coordinate specific programs or initiatives.
  - Informal collaboration — CSR and HR occasionally coordinate or share information, but efforts are ad hoc.
  - No collaboration — CSR and HR operate independently with little or no interaction.
- ★ **In which of the following areas does your CSR team formally collaborate or integrate efforts with HR? Select all that apply.**
  - Recruitment efforts (e.g., highlighting CSR work and volunteering programs in recruitment materials)
  - New employee onboarding (e.g., including CSR, volunteering, and community impact in orientation or training)
  - Leadership development or talent programs (e.g., using community engagement as a skill-building or growth opportunity)
  - Senior leader performance reviews (e.g., acknowledging employee volunteerism, board service or civic leadership)
  - Employee performance reviews (e.g., recognizing participation in volunteering and community engagement programs)
  - Individual or team goal setting (e.g., including CSR or community engagement goals in performance plans)
  - Policy making and usage (e.g., paid volunteer time off)
  - None of the above

- **★ Does your company's HR department formally track employee participation in volunteering programs or roles such as volunteer champions/ambassadors?**
  - Participation is tracked and integrated into HR systems (e.g., performance systems, talent dashboards).
  - Participation is tracked by the CSR team, but not formally integrated with HR systems.
  - We do not currently track this type of participation.

# Planning & Evaluation

## Strategic Planning

- ★ **Do you have a CSR or social impact strategic plan that was developed or significantly updated within the last 3 years?**
  - Yes – We have a formal strategic plan that details goals, evaluation methods and alignment with business priorities.
  - Yes – We have a formal strategic plan that helps guide our work, but does not fully detail goals, evaluation methods and alignment with business priorities.
  - Yes, we have an informal or evolving strategy documents that help guide our CSR work.
  - No, we do not currently have a formal strategic plan, or our existing plan has not been updated in the past 3 years.
- ★ **Which stakeholders were formally involved in developing or significantly updating your company's most recent CSR strategic plan? Select all that apply.**
  - CSR or social impact team
  - Senior leadership
  - Business unit or department leaders
  - Companywide employees
  - Volunteer champions or ambassadors
  - Employee or business resource groups
  - Community and nonprofit partners
  - Customers or clients
  - We do not have a CSR strategic plan
- ★ **Does your company have a strategy to engage remote employees in your volunteering programs?**
  - Yes – formal, written strategy
  - Yes – informal approach
  - No current strategy
  - Not applicable
- ★ **Does your company have a strategy to engage frontline/deskless employees in your volunteering programs?**
  - Yes – formal, written strategy
  - Yes – informal approach
  - No current strategy
  - Not applicable
- ★ **Does your company have a strategy to engage hourly/part-time employees in your volunteering programs?**
  - Yes – formal, written strategy
  - Yes – informal approach
  - No current strategy
  - Not applicable
- **Does your company have a strategy to engage contract workers in your volunteering programs?**
  - Yes – formal, written strategy
  - Yes – informal approach
  - No current strategy
  - Not applicable

- **Does your company have a strategy to engage unionized workers in your volunteering programs?**
  - Yes – formal, written strategy
  - Yes – informal approach
  - No current strategy
  - Not applicable

## **Impact Measurement**

- **Volunteering Impact Measurement.** *Volunteerism creates social value when it strengthens nonprofit organizations' ability to fulfill their mission. Specifically, the outcomes of successful volunteerism include:*
  - *Efficiency (e.g., helping systems or services run with fewer resources)*
  - *Effectiveness (e.g., improving success rates among beneficiaries, such as more tutored students raising their grades)*
  - *Reach (e.g., enabling nonprofits to serve more people)*
- **★ Please identify the primary method (used for over 50% of your US employee volunteering activities, by hours) of measuring the social value generated by your company's volunteerism.**
  - Quantified outcomes** (e.g., # of people that gained housing, increased income, graduated high school, or other life improvement) that you can claim as a direct result of your support based on a contribution or attribution calculation. If selected, you will be required to provide examples of your outcome indicators to validate your response.

- Qualitative outcome measures** (i.e., success stories) and/or predefined satisfaction metrics that are part of a standardized and regularly implemented data collection process.
- Quantitative outputs** (i.e., drivers of outcomes) that are part of a regularly implemented data collection process (e.g., capturing the number of hours or people served and/or the monetary value of those services).
- Anecdotal, non-quantitative information** (e.g., success stories) collected informally or periodically.
- Not currently measured**
- Cannot share this information**

- **Grants Impact Measurement.** *Grants create social value when they help nonprofits advance their mission, build capacity, and deliver services that improve wellbeing or address social issues. Specifically, successful outcomes of grants include:*
  - *Efficiency (e.g., helping systems or services run with fewer resources)*
  - *Effectiveness (e.g., improving success rates among beneficiaries, such as more tutored students raising their grades)*
  - *Reach (e.g., enabling nonprofits to serve more people)*

- ★ Please identify the primary method (used for over 50% of your US grants, by value) of measuring the social value generated by your company's grants.
  - Quantified outcomes** (e.g., # of people that gained housing, increased income, graduated high school, or [other life improvement]) that you can claim as a direct result of your support (based on a contribution or attribution calculation). If selected, you will be required to provide examples of your outcome indicators to validate your response.
  - Qualitative outcome measures** (i.e., success stories) and/or predefined satisfaction metrics that are part of a standardized and regularly implemented data collection process
  - Quantitative outputs** (i.e., drivers of outcomes) that are part of a regularly implemented data collection process (ex., capturing the number and value of grants distributed and number of beneficiaries served)
  - Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
  - Not currently measured**
  - Cannot share this information**
- ★ **Impact Measurement Approach.** In the past reporting year, how has your company defined and measured the community impact of its volunteering and/or giving programs? Select all that apply.
  - We use established sector standards or frameworks (e.g., national, global, or issue-area benchmarks) to define success.
  - We work with nonprofit partners or grantees to identify and track meaningful outcome measures.
  - We review external research or data (e.g., academic studies or government reports) to guide how we assess impact.
  - We align our reporting and measurement with our partners' impact goals or shared frameworks.
  - We collect and review outcome data or impact reports directly from partners or grantees to understand results.
  - We have not defined and measured the community impact of our volunteering and/or giving programs.
- ★ **Employee Feedback.** In the past reporting year, how has your company collected feedback from employees about company-sponsored volunteering and community engagement programs? Select all that apply.
  - Post-event surveys to gather feedback after volunteering activities.
  - Surveys on employee volunteering interests and preferences.
  - Surveys on employees' social or community issue area priorities.
  - Focus groups or structured discussions with employees.
  - Focus groups or structured discussions with employee/business resource group (ERG/BRG) members.
  - Informal or anecdotal feedback collected through conversations, emails, or other non-structured channels.
  - We have not collected employee feedback on volunteering or giving programs in the past reporting year.

- **★ Employee Impact. In the past reporting year, has your company surveyed employees to better understand how volunteering or community engagement programs impact any of the following? Select all that apply.**

- Skill development
- Career development or advancement opportunities
- Sense of purpose or belonging at work
- Relationships with coworkers or team cohesion
- Pride in the company or sense of loyalty
- Retention or intent to stay
- Mental health or wellbeing
- We have not surveyed employees about these areas

## CSR Communications

- **In the past two years, has your company conducted any type of review of its CSR or corporate citizenship-related communications (e.g., social impact reports, campaign messaging, storytelling, grant-related materials, employee messaging) to assess and improve inclusivity and representation? This could include reviewing for inclusive language, community voice, asset-based framing, or equitable representation.**

- Yes – We had a formal review conducted by an external organization.
- Yes – We conducted a formal internal review using predefined criteria.
- Yes – We conducted an informal review (e.g., internal team discussions, spot checks, selective analysis, etc.)
- No, we have not conducted this type of review.
- We cannot provide this information.

## Sector Insights

Questions in the Sector Insights section are required, but not scored.

- Is your company using AI in any way to increase the effectiveness or efficiency of its corporate social impact work? Select all that apply.

- To analyze program related data and generate insights
- To support grantmaking processes (e.g., proposal review, due diligence, fund distribution)
- To draft or optimize communications (e.g., storytelling, reports, internal messaging)
- To streamline employee engagement (e.g., personalized volunteer recommendations, chatbots, scheduling)
- To match employees with volunteer opportunities
- To support research and benchmarking (e.g., policy trends, peer practices, issue area landscapes)
- To assist with learning and professional development (e.g., summarizing resources, generating training materials)
- We are exploring potential use cases but have not implemented AI yet
- We are not currently using AI for our social impact work
- None of the above
- Other (please specify): \_\_\_\_\_

- Does your company have any particularly innovative or effective uses of AI in its corporate social impact work that you would be willing to spotlight or share with others?

- Does your company have specific strategies to engage employees from different generations (e.g., Gen Z, Millennials, Gen X, Baby Boomers) in its volunteering and giving programs? Select the option that best describes your current approach.

- Yes – We have formal strategies tailored to engage multiple generations of employees
- Yes – We have informal or ad hoc approaches to engage different generations
- No – We do not currently have generational engagement strategies

- What are the top internal challenges your corporate social impact team is currently facing? Select up to 5.

- Limited staff capacity or bandwidth
- Limited budget or resources
- Competing or shifting internal priorities
- Difficulty securing leadership buy-in or visibility
- Difficulty scaling social impact work nationally
- Difficulty scaling social impact work globally
- Lack of integration or collaboration with other business units
- Insufficient data or measurement tools to evaluate impact and outcomes
- Aligning the volunteer program with evolving company priorities and employee engagement trends
- Lack of clarity or consistency in CSR strategy across teams and geographic regions
- Challenges demonstrating business value or ROI of programs
- Limited access to employee feedback or engagement data
- Difficulty aligning with business priorities
- Balancing corporate social impact priorities with local office and community interests
- Barriers for employee participation due to work setting (e.g., front line, deskless, remote)
- Difficulty sunsetting programs or partnerships.
- Organizational restructuring (team, department or companywide)
- Other (please specify): \_\_\_\_\_

- **What are the top external challenges your corporate social impact team is currently facing? Select up to 3.**

- Navigating shifting political or regulatory environments
- Responding to rising public or stakeholder expectations
- Difficulty identifying or maintaining strong nonprofit partnerships
- Perceived potential reputational or PR risks associated with social impact work
- Economic uncertainty affecting business and philanthropic priorities
- Increasing number of disasters and crises that require responses
- Shifting ESG reporting standards
- Other (please specify): \_\_\_\_\_

- **What learning topics would be most valuable for you to advance your corporate social impact work?**

Select up to 10.

- Companywide volunteer events and activations
- Volunteer champion and ambassador programs
- Skills-based/pro bono volunteering
- Virtual and remote volunteering
- Global volunteering
- Engaging harder to reach employees (ex., front line, deskless, hourly)
- Volunteering policies
- Strengthening board-level social impact metrics and analytics
- How to quantify how peoples' lives improved as a result of your grants or volunteerism
- How to determine which community investments are most cost-effective at improving society (i.e., generate the greatest social ROI)
- Engaging younger generations in volunteering
- Trust-based philanthropy
- Effective grantmaking strategies
- Workplace giving campaigns
- Matching grants and dollars-for-doers
- Impact measurement and evaluation
- Disaster response and recovery
- Employee recognition programs
- ERG/BRG engagement
- Nonprofit board training and placement
- Social impact storytelling
- Collaboration with HR
- Making the business case and proving ROI
- Strategic alignment to business goals and priorities
- Building effective nonprofit and community partnerships
- Leveraging technology (giving and volunteering platforms, AI, etc.)
- Other (please specify): \_\_\_\_\_

- **Points of Light has a goal to double the rate of volunteering in the US by 2035 ([learn more](#)). What specific resources, support, or changes would your company need in order to double the number of employees actively participating in your volunteer programs? Select up to 5.**

- Increased executive sponsorship and buy-in
- More flexible volunteer time off (VTO) policies
- Better tracking and recognition systems
- Stronger partnerships with nonprofits
- Internal communications or awareness campaigns
- New programs to engage harder to reach employees (ex., front line, deskless, remote)
- More team capacity and upskilling
- More robust volunteer ambassador or champion program
- Support from external groups to plan and manage volunteer events
- Program assessments
- Development of a phased scaling roadmap
- Team goal setting/prioritization
- Other (please specify): \_\_\_\_\_

# Awards & Recognition

Award nominations are **optional and do not affect the scoring**. All eligible companies that complete a survey application can be considered for the awards. Additional space is provided at the end of this document for your nominations (note: space is provided for 3 nominations, though there is no limit on the number of nominations your company can submit).

## Volunteering with Purpose Awards (Company)

- **Volunteer Ambassador & Champion Program** - Honors programs that cultivate and support employee leaders who inspire, organize, and advocate for volunteerism within their teams and across the company.
- **Companywide Volunteering Activation** - Recognizes a companywide volunteer activation that meaningfully engages employees across locations, functions, and levels to drive community impact.
- **Global Volunteering Program** - Recognizes a volunteer program that meaningfully engages employees in other countries and showcases cultural adaptability while advancing the company's social impact goals.
- **Employee Volunteer Recognition Program** - Highlights programs that meaningfully celebrate and honor employees' volunteer contributions and inspire others to become more engaged.
- **Corporate-Nonprofit Partnership** - Recognizes a strategic, trust-based collaboration between a company and nonprofit partner that drives measurable impact and supports community-driven solutions.
- **Impact Measurement & Evaluation** - Recognizes excellence in tracking, analyzing, and communicating the social and business outcomes and value of volunteering and community engagement efforts.
- **Innovative Social Impact Program** - Celebrates bold, creative, or experimental approaches to corporate social impact that challenge the status quo and deliver impactful results.

### Nomination Guidelines:

**Length:** less than 500 words

We intend to use award nominations as mini-case studies that showcase effective, replicable practices. Your submission should clearly explain what was done, why it worked, and how it created impact across your business, employees, and community. Below is the criteria that will be used to evaluate each submission.

- **Solution Focus** - The initiative clearly addresses a specific community-identified challenge, need, or opportunity and demonstrate a thoughtful understanding of the issue.
- **Practical Insights** - The initiative showcases effective approaches and practical learnings that inspire similar efforts by other companies and advance the field of corporate social impact.
- **Employee Impact** - The initiative meaningfully engages and empowers employees, fostering a strong sense of purpose and supporting the development of skills and/or knowledge.
- **Community Impact** - The initiative delivers tangible and measurable benefits for the community and strengthens nonprofit partnerships through authentic collaboration and sustained engagement.
- **Business Impact** - The initiative aligns with and advances business goals and values while demonstrating the strategic value of community and employee engagement.

## Volunteering with Purpose Awards (CSR Leader)

- **C-Suite or Executive Sponsor** - Honors a senior leader who champions volunteering and social impact as strategic business priorities, mobilizing organizational resources and influence to drive meaningful change.
- **CSR Leader** - Recognizes a corporate social responsibility leader whose vision, strategy, and leadership have significantly advanced their company's volunteer and community engagement efforts.
- **Volunteer Ambassador or Champion** - Honors an employee volunteer leader who inspires peers, strengthens participation, and builds a culture of service through their passion, leadership, and commitment to community.

## **Nomination Guidelines:**

**Length:** less than 500 words

We intend to use award nominations as spotlights that showcase how individuals are making a meaningful impact on their company's social impact and community engagement programs. Your submission should clearly explain why this person is passionate about the work and how they have had an impact on the success of your programs. Below is the criteria that will be used to evaluate each submission.

- **Impact Amplification** – Uses their role, influence, or expertise to scale and strengthen social impact programs or partnerships.
- **Sustained Commitment** – Shows long-term dedication to community engagement and civic engagement within and beyond the workplace.
- **Inspiration & Advocacy** – Champions programs, advocates for resources and serves as a catalyst for motivating colleagues to participate in programs.
- **Connections & Collaboration** – Builds meaningful partnerships across teams and connections with employees.

## **Daily Point of Light Award (Employee Volunteer)**

The [Daily Point of Light Award](#), presented by Points of Light, honors individuals who demonstrate exceptional civic engagement through volunteering. Awardees are recognized not just for their impact, but also for inspiring others to take action.

### **Eligibility:**

- **Residency:** Award nominees must be legal U.S. residents.
- **Service:** All volunteer activities must be unpaid and cannot include court-ordered community service. Nominees who receive a nominal stipend for their service or receive paid time off to volunteer are eligible.
- **Timeline:** Volunteer service must last for six uninterrupted months and still be ongoing (except disaster relief work).
- **Impact:** Work should demonstrate real impact from the activity. Examples include number of people served, money raised, etc.
- **Community need:** Activity must meet a community need or concern. Nominee must have sustainability plans for their activity (ex. working with community organizations to continue their work, empowering service recipients to continue their work, etc.).

### **Nomination:**

- **Nominator first name:** \_\_\_\_\_
- **Nominator last name:** \_\_\_\_\_
- **Nominator email address:** \_\_\_\_\_
- **Nominator phone number:** \_\_\_\_\_
- **Nominator company:** \_\_\_\_\_
- **Nominee first name:** \_\_\_\_\_
- **Nominee last name:** \_\_\_\_\_
- **Nominee email address:** \_\_\_\_\_
- **Nominee phone number:** \_\_\_\_\_
- **Nominee age range:** \_\_\_\_\_

Under 18    18-24    25-34    35-44    45-54    55-64    65+    Unknown

- **Nominee city:** \_\_\_\_\_
- **Nominee state:** \_\_\_\_\_
- **Nominee organization:** \_\_\_\_\_

- **Please describe the nominee's volunteer service and why you think it would be inspiring to others. If available, include examples of the nominee's impact. *Limit of 1,000 characters.***

# Support & Reports

## Additional Support

- **Which of the following Points of Light programs or services would your company be interested in receiving more information about? Select all that apply.**
  - Corporate Service Council (CSC) membership for your CSR team
  - Consulting, facilitation and strategic planning services
  - Employee engagement toolkits, playbooks and other turnkey resources
  - Employee volunteer champion and ambassador program design and implementation
  - Employee volunteer training
  - Recognition and awards program design and management
  - Regional/national employee volunteer activation planning and implementation
  - Internal team upskilling
  - Strategies for interdepartmental collaboration
  - Virtual volunteering program design
  - Community grant program design and management
  - Other (please specify): \_\_\_\_\_
- **Which of the following True Impact services would your company be interested in receiving more information about? Select all that apply.**
  - Technical assistance to your nonprofit partners to improve their measurement and reporting capabilities
  - Measuring the impact of your grants, volunteerism, or in-kind donations (including SROI, leverage, goal alignment, and data quality)
  - Board reporting and analytics
  - Impact measurement integrations with Benevity, Blackbaud, Bonterra/Cybergrants, Deed, Submittable, Salesforce, or other third party or in-house grants/volunteer management systems
  - Other (please specify): \_\_\_\_\_
- **If a lightweight, peer-based Community of Practice were offered in one of your company's signature cause areas — designed to help your nonprofit partners strengthen their in-house impact measurement, reporting, and storytelling capabilities — would you like to be contacted about supporting or participating in it?**
  - Yes
  - Maybe
  - No

## Local Civic 50 Expansion

- **Are you interested in receiving more information about The Civic 50 local recognition opportunities currently offered in the below regions? Select all that apply.**
  - Orange County (California), managed by OneOC
  - Greater Philadelphia, managed by The Chamber of Commerce for Greater Philadelphia
  - Hampton Roads, managed by VOLUNTEER Hampton Roads
- **As we consider expansion of this program, are there other cities or regions where you would be interested in recognition opportunities?**

## Benchmarking Reports

All eligible companies that submit a completed The Civic 50 survey will receive a free Individual Scorecard, which lists the company's individual score and ranking in each dimension. Additional reports, with greater detail to support more detailed corporate reporting and continuous improvement efforts, are available for a fee.

- Individual Scorecard (free): Ranking only for each category
- Industry Scorecard (\$1,500): Ranking, benchmarking, and best practice highlights by dimension (full population and sector-specific results)
- Comprehensive Scorecard (\$3,500): Question-level ranking, benchmarking, and best practice highlights (full population and sector-specific results)

If you have any questions about these scorecard options, please email [Civic50@trueimpact.com](mailto:Civic50@trueimpact.com).

## **Verification & Feedback**

- **The answers provided within this application are true to the best knowledge of the corporation and its employees. Companies found to intentionally falsify information will be banned from participating in The Civic 50 for a period of no less than 5 years.**  Agree
- **What motivated your company to participate in The Civic 50 this year? Select up to 3.**
  - To benchmark our social impact performance against other companies
  - To gain recognition for our corporate social impact work
  - To strengthen our brand or reputation
  - To evaluate our work and identify areas of strength and for improvement
  - Encouraged by leadership and internal stakeholders
  - Other (please specify): \_\_\_\_\_
- **How easy or difficult was it to complete this survey?**
  - Very easy
  - Somewhat easy
  - Neither easy nor difficult
  - Somewhat difficult
  - Very difficult
- **Please upload a vector or EPS logo that can be used for promotion/publication purposes if your company appears on The Civic 50.**
- **Please indicate where you learned about The Civic 50.**

- **Points of Light will keep all identifiable information in your submission confidential and will not publicly share company-specific data without your explicit permission. Benchmarking, research, and reporting will use only anonymized, de-identified data, and will be conducted by Points of Light and its partners. By submitting this survey, you confirm you are authorized to provide this information and agree to these uses. You also authorize Points of Light to use your company's name and logo in public communications if your company is selected as a Civic 50 honoree and agree to receive volunteering and corporate social impact-related communications from Points of Light and True Impact (you may unsubscribe at any time).**

- Agree

- **Additional feedback and comments.**

A large, empty rectangular box with a thin black border, occupying the majority of the page below the list item. It is intended for the user to provide additional feedback or comments.

# Award Nominations

*Note: There is no limit on the number of nominations your company can submit.*

## **Company Awards**

- Volunteer Ambassador & Champion Program
- Companywide Volunteering Activation
- Global Volunteering Program
- Employee Volunteer Recognition Program
- Corporate-Nonprofit Partnership
- Impact Measurement & Evaluation
- Innovative Social Impact Program

## **Individual Awards**

- C-Suite or Executive Sponsor
- CSR Leader
- Volunteer Ambassador or Champion
- Daily Point of Light Award

## **Nomination**

# Award Nominations

*Note: There is no limit on the number of nominations your company can submit.*

## **Company Awards**

- Volunteer Ambassador & Champion Program
- Companywide Volunteering Activation
- Global Volunteering Program
- Employee Volunteer Recognition Program
- Corporate-Nonprofit Partnership
- Impact Measurement & Evaluation
- Innovative Social Impact Program

## **Individual Awards**

- C-Suite or Executive Sponsor
- CSR Leader
- Volunteer Ambassador or Champion
- Daily Point of Light Award

## **Nomination**

# Award Nominations

*Note: There is no limit on the number of nominations your company can submit.*

## **Company Awards**

- Volunteer Ambassador & Champion Program
- Companywide Volunteering Activation
- Global Volunteering Program
- Employee Volunteer Recognition Program
- Corporate-Nonprofit Partnership
- Impact Measurement & Evaluation
- Innovative Social Impact Program

## **Individual Awards**

- C-Suite or Executive Sponsor
- CSR Leader
- Volunteer Ambassador or Champion
- Daily Point of Light Award

## **Nomination**