

2026

The Civic 50 Benchmark & Insights Report

Practical Insights & Leading Practices
Shaping Corporate Social Impact

Points of Light Overview

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 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.

In support of this mission, The Civic 50 reflects Points of Light's commitment to helping companies understand, strengthen, and advance their role in supporting community-driven change. In addition to this initiative, Points of Light offers a range of programs and services to deliver end-to-end corporate social responsibility (CSR) support from strategy through implementation.

- **Social Impact Consulting:** Customized support helps companies evaluate, design, and scale employee volunteer and social impact programs and policies that align business priorities, workforce expectations, and community needs.
- **Employee Volunteer Activation:** Through our Global Network of 120 affiliates across 32 countries, Points of Light connects companies and employees with meaningful volunteer experiences informed by local expertise and community needs, from regional and national activations to global programs.
- **Corporate Service Council:** This CSR membership community brings together corporate social impact leaders to learn, exchange best practices, and navigate emerging challenges through in-person and virtual convenings, peer-learning opportunities, and advisory support.
- **Thought Leadership & Sponsorships:** Companies can elevate executive and brand visibility, share expertise, and amplify their social impact through thought leadership opportunities and sponsorship of Points of Light programs, events, and strategic initiatives.

Together, The Civic 50 and Points of Light's broader corporate offerings provide companies with benchmarking, strategic expertise, peer learning and on-the-ground activation to build and evolve programs that engage employees and create meaningful community impact.

Points of Light is ready to help your team achieve its social impact goals. Contact us to start the conversation.

POINTS OF LIGHT
THE CIVIC 50

Foreword

Earlier this year, Points of Light launched the U.S. National Volunteer Strategy. It's a shared roadmap with three clear priorities: strengthen the ecosystem for volunteering to thrive, create meaningful engagement, and generate transformative impact.

This year's Civic 50 honorees show us what those priorities look like in action, and why companies are essential to bringing the strategy to life.

At a time when division and isolation are straining our society, businesses are stepping forward as community leaders and bridge builders. They are focused on employee belonging and well-being, and how to strengthen the communities where they live and work.

Volunteering has the power to address all three.

Employee volunteering creates deep connections with colleagues, builds authentic connections with their communities, and experiences their company's values in action. The Civic 50 companies understand this. This year's report shows they are building the policies and partnerships necessary to make volunteering part of how they do business.

Among this year's honorees, 74% offer a formal volunteer time off policy, and 68% extend that benefit to part-time employees. These policies are helping make service accessible to more of the workforce. And it's producing a measurable impact. Employee volunteering among Civic 50 companies has returned to pre-pandemic levels, with an average participation rate of 45% in company-sponsored volunteering, compared with 25% across U.S. companies overall.

But the most effective companies understand that success is more than increasing the number of volunteer hours. It is about creating experiences that are meaningful to employees, nonprofit partners, and communities.

This year, 88% of Civic 50 companies worked alongside nonprofits or grantees to identify and track meaningful outcomes. That reflects a fundamental shift from transactional service to true partnership: listening to communities, investing in nonprofit capacity and aligning employee engagement with the outcomes communities say they need most.

This is the future envisioned by the National Volunteer Strategy: a thriving ecosystem in which companies, nonprofits, philanthropy and communities work together to make volunteering more accessible, more meaningful and more powerful.

The corporate social impact field is helping define how we meet this moment—and showing what becomes possible when volunteering is an essential part of building stronger workplaces, more connected communities and a healthier society.



Jennifer Sirangelo
President & CEO
Points of Light

POINTS OF LIGHT
THE CIVIC 50

Table of Contents

The Civic 50 Overview

2026 Honorees & Award Winners

Executive Summary

2026 Honoree Snapshot

Key Benchmarking Indicators

Insights – Employee Volunteering

Insights – Philanthropy & Giving

Insights – Integration & Culture

Insights – Planning & Evaluation

Insights – CSR Sector



POINTS OF LIGHT
THE CIVIC 50

The Civic 50 Overview

Now in its 14th year, The Civic 50® is the nation's premier corporate social impact recognition program, honoring the 50 most community-minded companies in the United States. The program evaluates employee volunteering, community investment, and social impact strategies.

The Civic 50® evaluation offers companies a practical framework to assess, strengthen, and scale their social impact programs. Points of Light partners with True Impact to analyze and score survey results and provide complimentary benchmarking scorecard reports with actionable insights into each company's strengths and opportunities for growth. Participation is free and open to U.S. public and private companies with annual revenues of $1 billion or more.

Why Participate?
The Civic 50® is more than a recognition program:

- **Benchmark performance:** Gain insights into strengths and opportunities for improvement through a proven self-assessment and benchmarking process.
- **Receive actionable insights:** Receive a complimentary benchmarking scorecard and consultation to support internal evaluation, strategic planning, and continuous improvement.
- **Gain sector recognition:** Top-performing companies are recognized as honorees, with additional opportunities to earn sector distinctions and Volunteering with Purpose Awards.
- **Learn from leading practices:** Gain insights into best practices, effective strategies, and emerging approaches that can help strengthen your company's social impact programs.
- **Strengthen your business case:** Use benchmarking data, insights, and recognition to demonstrate the value of CSR work and build a stronger business case.

Interested in The Civic 50® 2027 Program?
Email civic50@pointsoflight.org to receive the 2027 survey questions, key dates, eligibility information, and support materials.

true impact®

True Impact is the authority on measuring corporate philanthropy. For 22 years, funders have relied on True Impact's platform and measurement experts to turn grants, volunteerism, and in-kind giving into validated outcomes and decision-ready insights, all without burdening nonprofit partners. To date, its work spans 200 funders and 10,000 nonprofit programs representing 314 million lives improved.

POINTS OF LIGHT
THE CIVIC 50

POINTS OF LIGHT

THE CIVIC 50

Congratulations to The Civic 50 of 2026!

Adobe
Allianz
APOLLO
ARES
Associated Bank
BDO
MASSACHUSETTS
Blue Cross Blue Shield of Rhode Island
CARMAX
charles SCHWAB
Constellation
AAA
CSAA Insurance Group, a AAA Insurer
DELTA
DOW
Elevance Health
entergy
experian
FREEPORT-McMoRan
gm
Hasbro
HCSC Health Care Service Corporation
HPE
Horizon Healthcare Services
Janus Henderson INVESTORS
KeyBank
KPMG
Liberty Mutual INSURANCE
LOUISIANA BLUE
LUMEN
MetLife
MillerKnoll
PACIFIC LIFE
NORTHERN TRUST
OLD NATIONAL BANK
PDS Health
PHILLIPS 66
PIMCO
Harvard Pilgrim Health Care
TUFTS Health Plan
Point32Health companies
Prudential
REGENERON SCIENCE TO MEDICINE
RTX
standard chartered
Steelcase
THE Campbell's COMPANY
HERSHEY
TQL TOTAL QUALITY LOGISTICS
unumGROUP
ups
USAA
Wynn RESORTS

Additional Awards & Recognition

Category Leaders

Highest-scoring company in each survey section

- Employee Volunteering - Unum Group
- Giving & Philanthropy - Adobe, Inc.
- Integration & Culture - PDS Health
- Planning & Evaluation - Total Quality Logistics

Sector Leaders

Highest-scoring company in each sector as defined by the Global Industry Classification Standard

- Information Technology - Adobe, Inc.
- Healthcare - Blue Cross Blue Shield of Massachusetts
- Energy - Constellation
- Utilities - Entergy Corporation
- Materials - Freeport-McMoRan
- Communication Services - Lumen Technologies
- Consumer Discretionary - MillerKnoll
- Financials - Old National Bank
- Consumer Staples - The Hershey Company
- Industrials - Total Quality Logistics

Volunteering with Purpose Company Awards

- Employee Volunteer Recognition Program Award – Louisiana Blue
- Companywide Volunteering Activation Award – Blue Cross Blue Shield of Rhode Island
- Impact Measurement & Evaluation Award – Charles Schwab & Co., Inc.
- Corporate-Nonprofit Partnership Award – KPMG LLP
- Volunteer Ambassador & Champion Program Award – Tata Consultancy Services
- Innovative Social Impact Program Award – UPS
- Global Volunteering Program Award – MetLife and MetLife Foundation

Volunteering with Purpose Individual Awards

- C-Suite or Executive Sponsor Award – Mark Lashier (Phillips 66)
- CSR Leader Award – Cathy Scott (UPS)
- Volunteer Ambassador or Champion Award – Eric Kaufman (General Motors, LLC)

POINTS OF LIGHT
THE CIVIC 50

Executive Summary

Corporate civic engagement has reached a new stage of maturity. The Civic 50 honorees demonstrate that many of the foundations of corporate civic engagement are firmly established and the next stage of corporate leadership is emerging as companies turn infrastructure and policies into stronger participation, community outcomes, and business value. **Employee volunteering among honoree companies now reaches 45% of employees, well above the 25%[1] U.S. company average.**

Other benchmarks also show meaningful signs of greater sophistication. Companies are centering nonprofit expertise more deeply in philanthropy and measurement, with **88% working with nonprofit partners to identify and track meaningful outcomes**. CSR is also becoming more connected to the employee experience through closer HR collaboration, expanded listening, and increasingly strategic volunteer ambassador networks. Yet important gaps remain. Volunteering still relies more heavily on outputs and qualitative measures than grantmaking, and only 38% of companies integrate volunteer participation into HR systems.

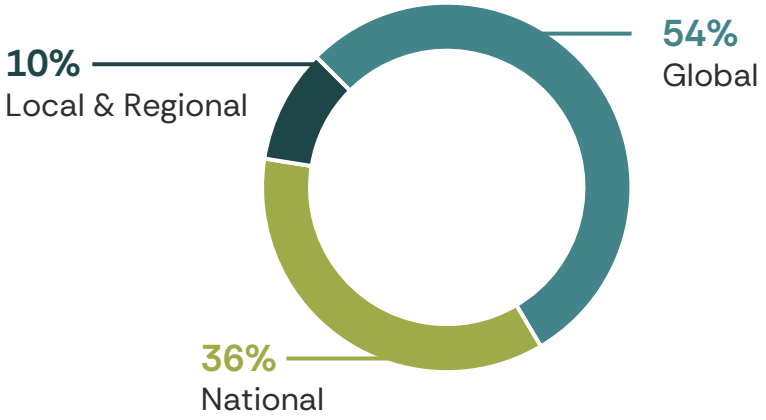
These opportunities are emerging as 80% of CSR teams cite limited staff capacity and 66% navigate shifting political or regulatory environments. **Honoree companies are not simply adding more programs but are making existing efforts work more efficiently**. By leveraging employee and community voice, strong external partnerships, empowered ambassadors, better measurement, and a compelling business case, they are moving from access to activation and from activity to sustained impact.

[1] U.S. data from Giving in Numbers, 2025 by CECP.



2026 Honoree Snapshot

GEOGRAPHIC OPERATING SCOPE

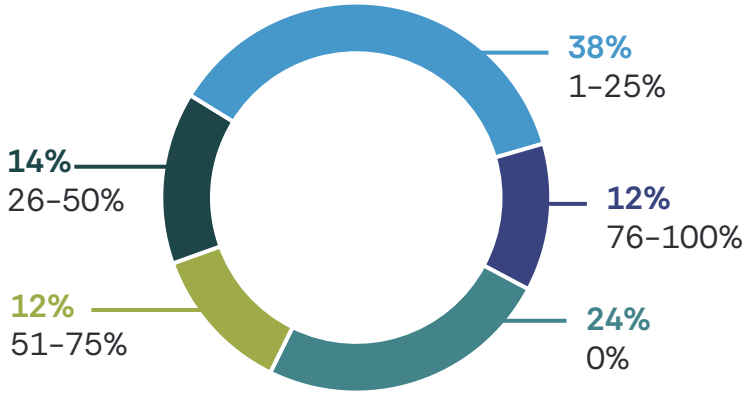


U.S. EMPLOYEES

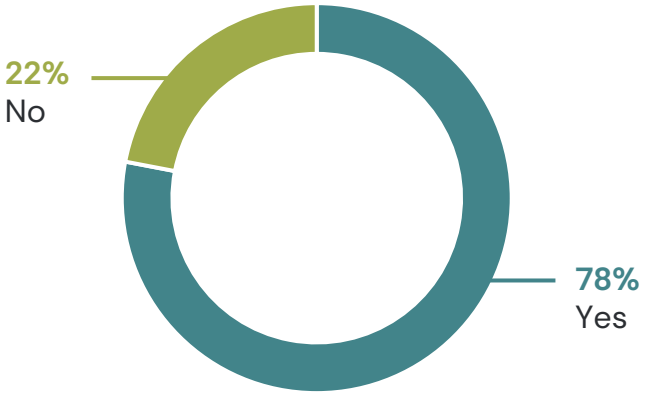


"DESKLESS" EMPLOYEES

(approximate)



CORPORATE FOUNDATION



POINTS OF LIGHT
THE CIVIC 50

Note: Data in this report reflects the 2026 Civic 50 honoree companies and their U.S.-based programs and activities from their most recent reporting year. Averages presented throughout the report are calculated as means.

2026 Honoree Snapshot

26,151
Average number of US employees

$21,959,691,402
Average annual US revenue

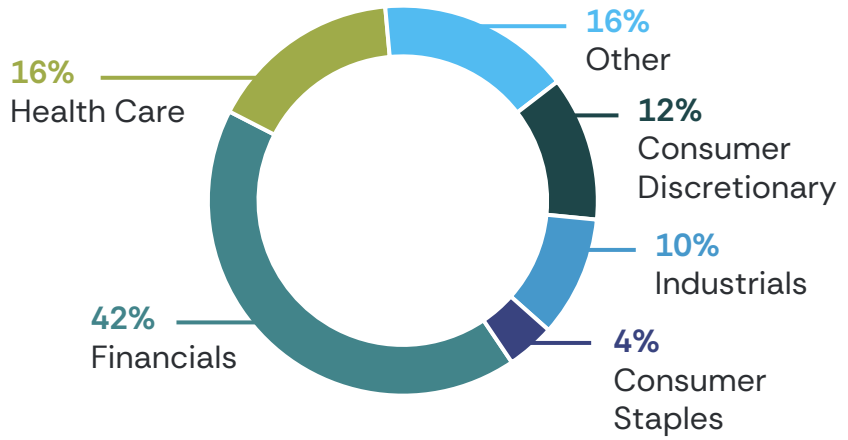
6.2
Average Full-Time Equivalent (FTE) employees that are directly responsible for volunteering and giving programs

Number of US Employees	Avg. FTE employees responsible for volunteering and giving programs
Fewer than 2,000	2.3
2,000–9,999	4.9
10,000–29,999	5.0
30,000–99,999	9.8
100,000 or more	18.5

Top 10 US Cause and Program Focus Areas	
1 - Food Insecurity and Nutrition (50%)	**6** - K-12 Education (24%)
2 - Job Training and Workforce Development (42%)	**7** - Community Development and Revitalization (24%)
3 - Health and Wellbeing (40%)	**8** - Employee-Driven Issues (24%)
4 - Environmental Sustainability (36%)	**9** - Poverty and Homelessness (20%)
5 - Disaster Response and Recovery (30%)	**10** - STEM (18%)

TOP SECTORS REPRESENTED

(Global Industry Classification Standard)



POINTS OF LIGHT
THE CIVIC 50

Note: Data in this report reflects the 2026 Civic 50 honoree companies and their U.S.-based programs and activities from their most recent reporting year. Averages presented throughout the report are calculated as means.

Key Benchmarking Indicators

EMPLOYEE VOLUNTEERING	2026
Avg. volunteer participation rate	45%
Avg. volunteer hours per employee	4.7
Avg. volunteer hours per volunteer	12.5
Skills-based volunteering participation rate	7%
Avg. percent of total volunteering hours that are skills-based	16%
Formal nonprofit board service program	66%
Formal volunteer ambassador program	78%
GIVING & PHILANTHROPY	
Total financial contributions as percent of annual U.S. revenue	0.22%
Total in-kind contributions as percent of annual U.S. revenue	0.09%
Avg. size of grant contributions	$75,305
Top 10 grants as percent of total contributions	34%
Unrestricted/general operating funding provided to 3+ of top 5 grantees	68%
Gift matching policy	86%
Gift matching employee participation rate	21%
Dollars-for-doers/volunteer grants program	88%
Dollars-for-doers/volunteer grants employee participation rate	12%

INTEGRATION & CULTURE	2026
Employee recognition program (formal and broad representation)	64%
Formal volunteer time off (VTO) policy	74%
VTO policy utilization rate	24%
CSR-HR collaboration level (fully integrated as strategic partners)	42%
Formally track volunteering in HR systems	38%
PLANNING & EVALUATION	
Volunteer strategy for engaging remote employees (formal)	54%
Volunteer strategy for engaging frontline/deskless employees (formal)	46%
Volunteer strategy for engaging hourly/part-time employees (formal)	58%
Measure quantitative outcomes for volunteering activities	14%
Measure quantitative outcomes for grants	48%

This report features a sample of the benchmarking data and insights from this year's Civic 50 survey. We invite you to connect with Points of Light to explore additional benchmarks, discuss the findings and identify actionable ways to apply these insights to advance your social impact goals.

POINTS OF LIGHT
THE CIVIC 50

Employee Volunteering Insights



2026 CATEGORY LEADER

"At Unum, helping people is at the heart of who we are. Our employees bring that commitment to life every day by sharing their time, skills, and passion in the communities we serve. This recognition reflects our colleagues' commitment to giving back and strengthening those communities."

– Cary Olson Cartwright, AVP, Corporate Social Responsibility

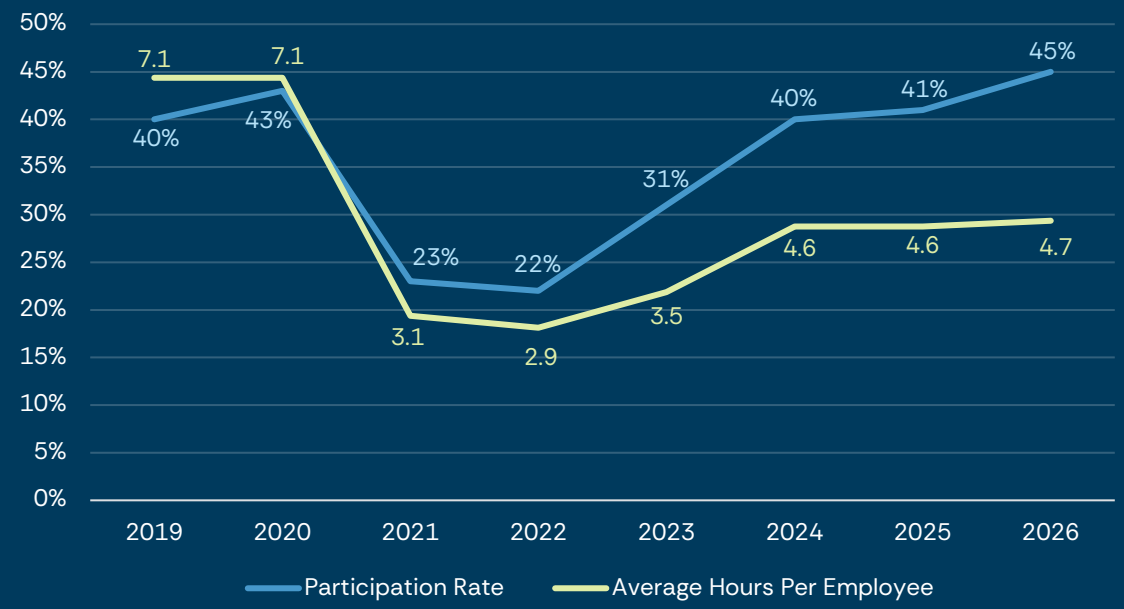
POINTS OF LIGHT
THE CIVIC 50

Corporate Employee Volunteering

The reach of corporate volunteering is growing faster than the depth of employee engagement

KEY FINDINGS

- **45%** of employees engaged in company-sponsored volunteering
- Employees averaged **4.7** volunteer hours; those who volunteered averaged **12.5** hours
- **58%** of companies have formal strategies for engaging hourly/part-time employees, **54%** for remote employees, and **46%** frontline/deskless workers
- **84%** of companies use post-event surveys to gather feedback from volunteer activities
- **50%** of companies survey employees on their volunteering interests and preferences



KEY TAKEAWAY

Average employee volunteering participation among honoree companies reached 45% in 2026, the highest level in the 2019–2026 series and above pre-pandemic rates and well above the 25%[1] U.S. company average. Yet average volunteer hours per employee have remained relatively flat in recent years at 4.7 hours, suggesting that reach is expanding faster than depth. Deepening engagement requires understanding what enables—or limits—participation. While 84% of companies gather post-event feedback, only 50% survey employees about their volunteering interests and preferences. And a significant percentage of companies still do not have formal strategies for harder-to-reach employees. ***For CSR teams, the opportunity is to leverage community interests and community input to remove barriers and design flexible, community-driven pathways from initial and ad hoc participation to more purposeful and sustained engagement year-round.***

POINTS OF LIGHT
THE CIVIC 50

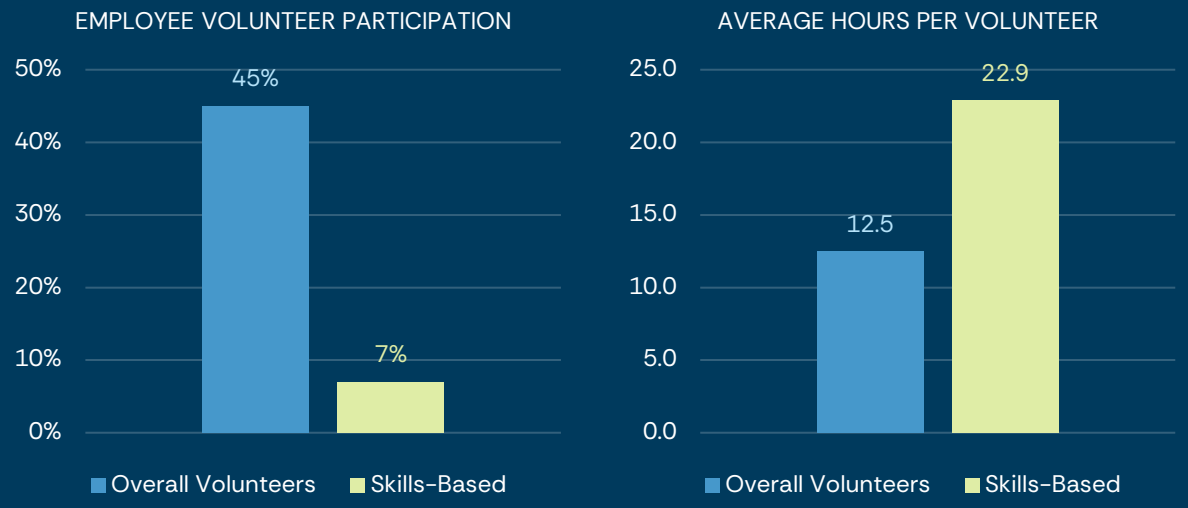
[1]U.S. data from Giving in Numbers, 2025 by CECP.

Skills-Based & Pro Bono Volunteering

Skills-based volunteers contribute nearly twice the average hours of volunteers overall

KEY FINDINGS

- On average, **16%** of company volunteer hours were for skills-based/pro bono service
- On average, **7%** of employees participated in skills-based/pro bono volunteering
- On average, skills-based/pro bono volunteers contributed **22.9** hours of service annually



KEY TAKEAWAY

Among The Civic 50 honorees, skills-based volunteering stands out for its depth rather than its reach. While 45% of employees participate in company-sponsored volunteering, just 7% participate in skills-based service on average. Yet skills-based volunteers contribute 22.9 hours annually—nearly twice the 12.5 hours contributed by volunteers overall. With skills-based service representing 16% of volunteer hours in 2026, the data points to significant potential to engage more employees in applying their professional expertise to community needs. ***For CSR teams, the opportunity is to broaden access to skills-based service while preserving the deeper engagement these experiences can offer.***

POINTS OF LIGHT
THE CIVIC 50

Nonprofit Board Service

Signs of broader board service access highlight the opportunity for stronger employee training and support

KEY FINDINGS

- **66%** have formal nonprofit board service programs and **28%** offer informal board service support
- Of companies with programs, **23%** of their employees on average serving on boards received governance training
- **92%** of companies with volunteer time off policies (VTO) cover nonprofit board service as a volunteer activity

EMPLOYEE ELIGIBILITY	MATCHING OR PLACEMENT SUPPORT	GOVERNANCE TRAINING	FINANCIAL SUPPORT
Senior executives/C-suite	58%	42%	46%
VPs/mid-level directors/senior managers	58%	44%	42%
Early career professionals	28%	28%	30%
Employee or business resource group (ERG/BRG) members	30%	30%	30%
High-potential or leadership development program participants	38%	32%	32%
Any employee who expresses interest	66%	68%	72%
None of the above	6%	20%	10%

KEY TAKEAWAY

Nonprofit board service has often centered on more senior employees, but Civic 50 benchmarks point toward shifting efforts to broaden access across the workforce. Companies are extending board matching, placement, training, and financial support beyond senior leadership, creating pathways for employees at different career stages to contribute their skills through board service. Yet expanding access is only part of the opportunity: on average, just 23% of employees serving on boards received governance training. ***For CSR teams, this presents an opportunity to continue expanding access to board service as a purposeful form of community engagement while investing in the training and resources employees need to serve effectively and deliver meaningful value to nonprofit organizations.***

POINTS OF LIGHT
THE CIVIC 50

Volunteer Ambassadors & Champions

Volunteer ambassadors are becoming a distributed leadership layer—not just an event-support network

KEY FINDINGS

- **78%** of companies have formal volunteer ambassador programs
- **3%** of U.S. employees on average serve in a volunteer ambassador or champion role
- **50%** provide 6+ trainings and learning opportunities per year for their ambassadors
- **54%** formally engaged volunteer ambassadors in developing their company's most recent CSR strategic plan

WAYS VOLUNTEER AMBASSADORS SUPPORT THE COMPANY'S PROGRAMS	% OF RESPONDENTS
Organizing volunteer events and activities	58%
Recruiting employees to participate in volunteering	58%
Educating employee volunteers on the purpose and impact of their work	28%
Advising on volunteer event design and feedback	30%
Advising on nonprofit partnerships and community needs	38%
Contributing input on volunteering program strategy and development	66%

KEY TAKEAWAY

Among honoree companies, volunteer ambassador programs are utilized at more than twice the national average (34%)[1] and appear to be evolving from event support into a distributed leadership layer. Ninety percent report broad U.S. workforce representation, while 76% involve ambassadors in both nonprofit/community advising and volunteering strategy. Nearly all (98%) provide ambassador training, suggesting companies are investing in these roles as capabilities, not simply titles. ***For CSR teams, the opportunity is to equip ambassadors to bring community insight, employee voice, and engagement leadership deeper into the organization—extending the reach and impact of volunteer programs. For deeper learning, download Points of Light's Advancing Social Impact Brief.***

POINTS OF LIGHT
THE CIVIC 50

[1]*U.S. data from Giving in Numbers, 2025 by CECP.*

Blue Cross Blue Shield of RI – Companywide Volunteering

VOLUNTEERING WITH PURPOSE: COMPANYWIDE VOLUNTEERING ACTIVATION PROGRAM AWARD

Recognizes a companywide volunteer activation that meaningfully engages employees across locations, functions, and levels to drive community impact.

OPPORTUNITY

Blue Cross & Blue Shield of Rhode Island seeks to create volunteer experiences that engage employees across the organization while delivering meaningful, coordinated support to nonprofit partners. The goal is to strengthen community health by making participation accessible to employees in every role and ensuring volunteer projects address real community needs and contribute to healthier communities in Rhode Island.

APPROACH

Blue across RI is an annual, companywide day of service that unites employees across departments, functions, and leadership levels in coordinated volunteer projects benefiting more than a dozen community nonprofits. The program is driven by employees from start to finish: a volunteer committee reviews and selects nonprofit partners based on community impact and organizational need while employee team captains work alongside nonprofits for months to plan meaningful, high-impact projects. Volunteer opportunities are intentionally designed to accommodate a wide range of interests, abilities, and schedules, helping to foster broad participation across the workforce. To extend the impact, each nonprofit also receives a $5,000 grant.

IMPACT

Since launching in 2012, Blue across RI has generated meaningful impact for communities across the state, supporting more than 80 nonprofit organizations through 140 volunteer projects. Employees have contributed 40,000+ volunteer hours, benefiting more than 200,000 Rhode Islanders. In 2025 alone, more than 550 employees completed over 3,000 volunteer hours in a single day, supporting 14 nonprofit partners and reaching more than 33,000 community members. Nonprofit partners reported saving an average of 200 staff hours through completed projects, allowing organizations to redirect valuable resources to their missions. Feedback was overwhelmingly positive, with 100% of survey respondents rating the overall experience as excellent.

KEY TAKEAWAY

Companywide volunteer programs create greater impact when employees help shape the experience, nonprofit partners co-design projects, and volunteer service is paired with financial support. This approach strengthens employee engagement while delivering meaningful, measurable value to community organizations.



During Blue across Rhode Island 2025, BCBSRI volunteers helped Gotta Have Sole Foundation, Inc. sort and pack new shoes that help kids stay healthy, active, and confident. The company will celebrate its 14th year partnering with the organization on this meaningful initiative.

POINTS OF LIGHT
THE CIVIC 50

Tata Consultancy Services – Volunteer Ambassador & Champion Program

VOLUNTEERING WITH PURPOSE: VOLUNTEER AMBASSADOR & CHAMPION PROGRAM AWARD

Honors programs that cultivate and support employee leaders who inspire, organize, and advocate for volunteerism within their teams and across the company.

OPPORTUNITY

Tata Consultancy Services (TCS) sought to create a volunteer program that could sustain skilled employee engagement while building nonprofit capacity. The company also saw an opportunity to connect community involvement with leadership development, business values, and measurable outcomes—giving employees the structure and training to contribute beyond one-time service activities.

APPROACH

TCS Leaders with Purpose is a nine-month civic leadership program that prepares TCS associates in North America to lead social and environmental volunteer engagement initiatives. Following a competitive application process, participants complete five instructor-led sessions and five online learning modules focused on nonprofit management, governance, and sector challenges. They also receive mentoring from corporate social responsibility leaders and program alumni.

After completing the classwork, each participant completes a self-directed community project that reflects their interests and professional skills. Projects may involve program delivery related to TCS' social impact initiatives, engagement with nonprofit partners, and the recruiting of colleagues outside the program for individual efforts or to serve on cross-functional teams. After graduation, alumni serve as volunteer ambassadors by promoting volunteerism, coordinating events, enabling virtual participation, and championing longer-term initiatives.

IMPACT

Since launching in 2019, Leaders with Purpose has graduated more than 340 U.S. associates, and participation has increased 165% from the program's first cohort. Participants have completed more than 340 long-term community projects, many focused on poverty, hunger, and educational access. Alumni remain active in corporate social responsibility efforts, strengthening peer engagement and continuity with nonprofit partners. The program is also expanding to other TCS geographies.

KEY TAKEAWAY

Volunteer programs can create sustained value when leadership development is paired with practical community work. Training, mentoring, and defined post-program roles help employees remain engaged while building nonprofit capacity over time.



TCS Leaders with Purpose alumni continue volunteering in TCS' communities long after program graduation, finding meaningful opportunities, recruiting other employee volunteers in support of local nonprofits, and really "living their purpose."

POINTS OF LIGHT
THE CIVIC 50

Giving & Philanthropy Insights



2026 CATEGORY LEADER

"At Adobe, our mission is to empower everyone to create. We believe creativity can transform lives, strengthen communities, and drive progress. Through Adobe for Nonprofits, employee giving and investments in our local communities, we work to expand access to the technology, resources, and opportunities that help people and organizations create lasting impact. This recognition reflects our commitment to expanding opportunity and helping communities thrive for generations to come."

– Amy White, Global Head of Corporate Social Responsibility and Social Impact Communications

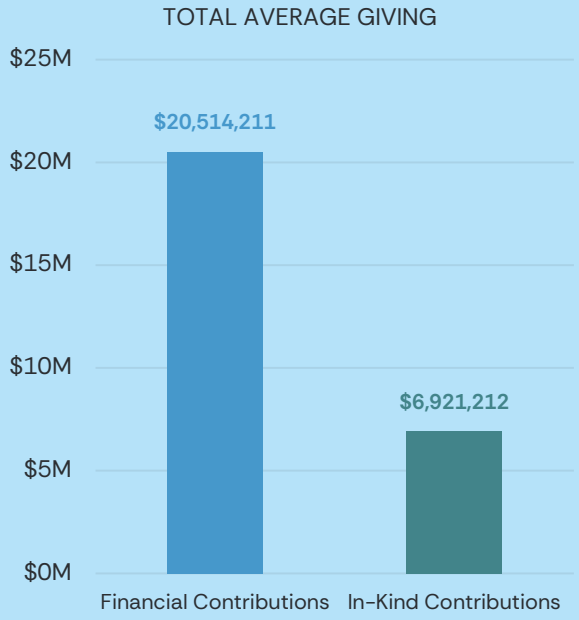
POINTS OF LIGHT
THE CIVIC 50

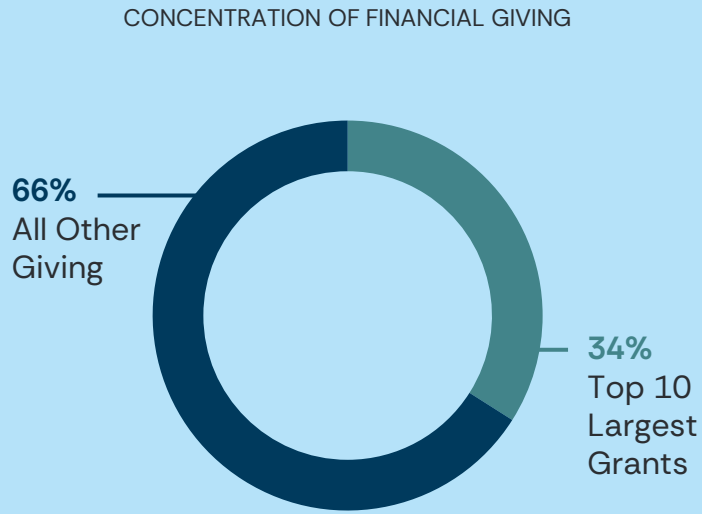
Financial & In-Kind Contributions

Major grants account for one-third of corporate giving, underscoring the importance of strategic allocation

KEY FINDINGS

- Companies contributed on average **$20.5M** annually through financial contributions, with total giving across the honorees amounting to **$1.0B**
- Companies on average contributed **0.22%** of their annual U.S. revenue in financial contributions, with 2 companies giving more than **1.0%**
- On average, the **top 10** largest grants represented **34%** of a company's total giving
- Companies made in-kind contributions valued on average of **$6.9M**, with total giving across the honorees valued at **$346M**
- Companies on average contributed **0.09%** of their annual U.S. revenue through in-kind contributions





KEY TAKEAWAY

Companies' financial contributions averaged 0.22% of U.S. revenue, offering a benchmark for the scale of giving relative to company size. At the same time, companies directed an average of 34% of their financial contributions to their 10 largest grants. Together, these measures highlight two dimensions of corporate giving strategy: how much companies invest relative to their economic footprint and how they allocate those resources. ***For CSR teams, the benchmark raises a strategic question—not simply how much to give, but how to balance the breadth of community support with deeper investments capable of advancing priority outcomes.***

POINTS OF LIGHT
THE CIVIC 50

Gift Matching & Volunteer Grants

Widespread employee giving and volunteer grant programs leave room for deeper employee participation

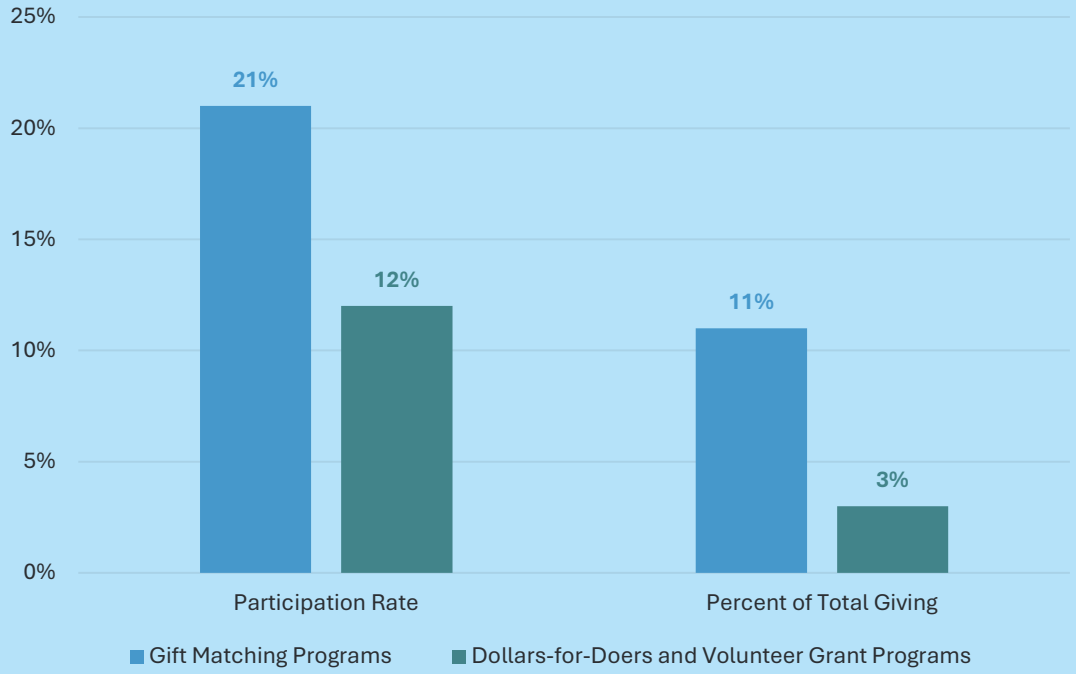
KEY FINDINGS

Gift Matching

- **86%** of companies have gift matching policies, and on average **21%** of their employees requested at least one matching gift annually
- Companies provided on average, **$2,355,434** in matching gifts, which represented **11%** of their total annual financial contributions
- A 1:1 match remains the standard model, while enhanced match ratios are increasingly used to support strategic priorities or time-sensitive campaigns such as disaster relief

Dollars-for-Doers & Volunteer Grants

- **88%** of companies have dollars-for-doers or volunteer grant programs, and on average **12%** of their employees received or directed funding annually
- Companies provided on average, **$417,959** in volunteer grants, which represented **3%** of their total annual financial contributions
- Most organizations provide between **$10** and **$25** for each verified volunteer hour with funding limits most commonly ranging from **$250** to **$1,000**



KEY TAKEAWAY

Gift matching and volunteer grants are already widespread among companies, but employee participation suggests substantial room for deeper activation. While 86% of companies offer gift matching and 88% offer dollars-for-doers or volunteer grants, average participation among companies offering these programs is 21% and 12%, respectively. The benchmark suggests that program availability alone does not translate into broad workforce engagement. ***For CSR teams, the next opportunity is to reduce barriers, strengthen communications, and create more accessible pathways that turn established policies into greater employee participation and community impact.***

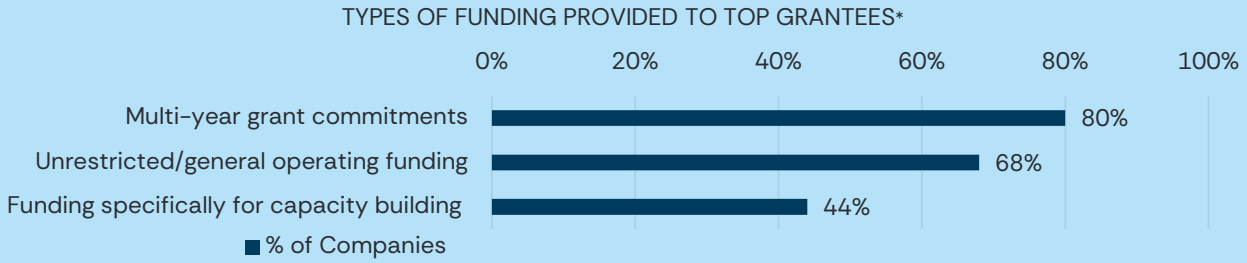
POINTS OF LIGHT
THE CIVIC 50

Grantmaking Practices

Companies are beginning to center nonprofits more deeply in corporate giving and reflect more trust-based philanthropy practices

KEY FINDINGS

- **74%** of companies use a formal, structured screening process that requires organizations to share preliminary information to help determine funding potential
- **66%** have a formal, proactive process for collecting feedback from grantees (at least **top 50%** by total funding) and use this feedback to continuously improve how grantees are supported
- **14%** formally capture the feedback, but don't fully leverage it to improve support for grantees and **18%** only collect feedback informally when it is shared voluntarily
- Companies formally engaged current or past grantees (**78%**) as well as community leaders (**68%**) within the last three years to provide guidance on the company's philanthropic focus areas or grantmaking processes
- On companies and foundations' public websites, **66%** share eligibility criteria for grant-seeking organizations, **60%** provide a sample list of organizations recently funded, and **56%** share information for the grant submission process



*Types of funding provided to three or more (i.e., more than 50%) of the company's five largest grantees (by total funding awarded in your reporting period)

Support activities provided 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)	86%
Public recognition or promotion	86%
Employee volunteering (skills-based or pro bono)	70%
A company employee serves on the board	56%
In-kind goods or services (e.g., products, services, space, etc.)	46%

KEY TAKEAWAY

Companies are increasingly centering nonprofits and grantees in their corporate giving practices. Eighty percent of companies make multi-year commitments to key grantees, and 80% have formal systems to proactively gather grantee feedback, with 66% using that feedback to continuously improve their support. Companies are also engaging nonprofits beyond funding—seeking their expertise as strategic advisors and providing public information that brings greater transparency to their philanthropy. Together, these practices point toward a more relational approach: one that increasingly recognizes nonprofits not simply as recipients of corporate resources, but as partners whose experience and perspective can help shape more responsive and effective social impact strategies. ***For CSR teams, the opportunity is to build on increasingly common relationship-centered practices by strengthening feedback loops that give nonprofit partners meaningful influence on funding priorities.***

KPMG - Corporate-Nonprofit Partnership

VOLUNTEERING WITH PURPOSE: CORPORATE-NONPROFIT PARTNERSHIP AWARD

Recognizes a strategic, trust-based collaboration between a company and a nonprofit partner that drives measurable impact and supports community-driven solutions.

OPPORTUNITY

Big Brothers Big Sisters of America (BBBSA) works to connect young people with mentors, but lengthy wait times can delay those relationships. KPMG saw an opportunity to pair sustained volunteer and financial support with its technology expertise to help BBBSA create high-quality mentorship matches more efficiently.

APPROACH

KPMG's partnership combines employee volunteering, nonprofit leadership, philanthropy, and pro bono expertise. Since 2020, more than 3,000 employees have participated in over 200 events, contributing more than 5,000 volunteer hours. In 2025, 23 KPMG partners and professionals also served on local BBBS boards and advisory committees.

Building on an earlier pro bono engagement with Big Brothers Big Sisters of Puget Sound, KPMG AI and data scientists collaborated with Microsoft to develop an AI-powered matching solution. Using generative AI and Azure AI services, the tool analyzes compatibility factors to help identify potential mentor-mentee matches in minutes rather than months.

IMPACT

The new approach has reduced reliance on a time-intensive manual matching process while enabling staff to devote more attention to supporting mentor-mentee relationships. According to KPMG, the pilot has also produced higher-quality, more enduring matches. Its success has created a replicable model that is being considered for expansion across the national BBBSA network.

KEY TAKEAWAY

Long-term nonprofit partnerships should evolve from traditional volunteering into deeper collaboration that combines employee engagement, specialized expertise, and strategic leadership.



KPMG is proud to support Big Brothers Big Sisters of America through volunteering, strategic leadership, and innovative solutions to help make a positive impact in the lives of young people across the country.

MetLife and MetLife Foundation – Global Volunteering Program

VOLUNTEERING WITH PURPOSE: GLOBAL VOLUNTEERING PROGRAM AWARD

Recognizes a volunteer program that meaningfully engages employees in other countries and showcases cultural adaptability while advancing the company's social impact goals.

OPPORTUNITY

MetLife and MetLife Foundation sought to address urgent, place-based needs while giving MetLife employees a meaningful role in community investment. The opportunity was to use employees' local knowledge and professional judgment to help inform the Foundation's funding decisions, provide a deeper understanding of community challenges, and widen access for smaller nonprofits.

APPROACH

Launched in 2023, the Community Impact Grant Program supports organizations advancing food security, housing stability, and health and well-being in communities where MetLife operates. Its defining feature is an employee reviewer model. MetLife employee volunteers assess grant applications and provide written feedback using structured onboarding, clear evaluation criteria, and a digital platform.

An open request for proposals makes funding accessible to grassroots and community-based organizations. The application is straightforward and mobile-friendly, reducing barriers for nonprofits with limited experience navigating corporate philanthropy. When the program expanded globally in 2025, MetLife Foundation adapted the model to regional priorities, cultural norms, and local nonprofit ecosystems. MetLife employees reviewed applications from their own communities and other regions, encouraging cross-cultural learning, and shared ownership.

IMPACT

Since its launch, 114 MetLife employees across 13 countries have contributed 798 volunteer hours. As of December 31, 2025, the program had committed more than $5 million to 115 nonprofit organizations. It has also expanded the Foundation's partner network and created a global group of employees with greater understanding of local needs and philanthropic support.

KEY TAKEAWAY

Employee participation can strengthen grantmaking when volunteers receive clear criteria, appropriate training, and accessible review tools. Adapting the model to local contexts helps companies scale participation while maintaining rigor, transparency, and community relevance.



Volunteers with MetLife Foundation Community Impact Grant Program partner Farmer Foodshare in Durham, North Carolina.

Integration & Culture Insights



2026 CATEGORY LEADER

"Service is a part of who we are at PDS Health. By embedding it into our culture and creating opportunities for team members to contribute their time, talent, and expertise, we connect our work to a greater purpose. This recognition reflects the thousands of team members and community partners who bring that commitment to life every day, helping expand access to care and create healthier, happier communities."

- Stephen E. Thorne IV, Founder and CEO of PDS Health

Volunteer Recognition

Volunteer recognition is visible among companies, but there is significant opportunity to make programs more strategic, integrated, and aligned with company values

KEY FINDINGS

- **64%** of companies have a formal, structured recognition program with clear criteria that is actively promoted and aligned with the company's culture and values
- **18%** of companies have a consistent recognition approach, but it is informal or decentralized (e.g., recognition handled at the team, department, or regional level)
- **6%** of companies only provide informal or ad hoc recognition (e.g., manager shout-outs, thank you emails, team acknowledgements)

TOP EMPLOYEE VOLUNTEER RECOGNITION METHODS	
Companywide communications (e.g., newsletters, intranet posts)	**96%**
Communications from senior leaders or executives	**88%**
Recognition at company events (in-person or virtual)	**78%**
Financial grants or donations to nonprofits selected by employees	**76%**
Employee volunteer awards (e.g., most volunteer hours)	**74%**

KEY TAKEAWAY

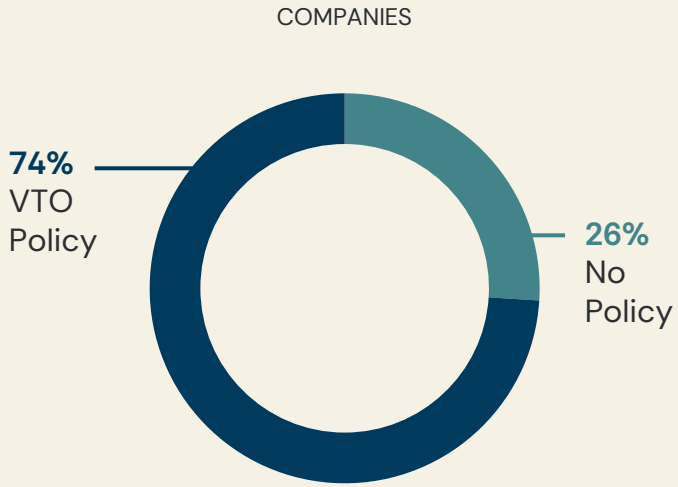
Employee volunteer recognition is nearly universal among companies, but the benchmark points to an opportunity to make it more intentional and embedded. While nearly all companies recognize employee volunteers in some form, only 64% report a formal, structured program that is actively promoted and aligned with company culture and values. ***For CSR teams, formalizing recognition can help move it from a collection of activities to a strategic lever for advancing volunteering and employee engagement goals while tangibly building a culture in which service and its connection to the business are visible, valued, and reinforced.***

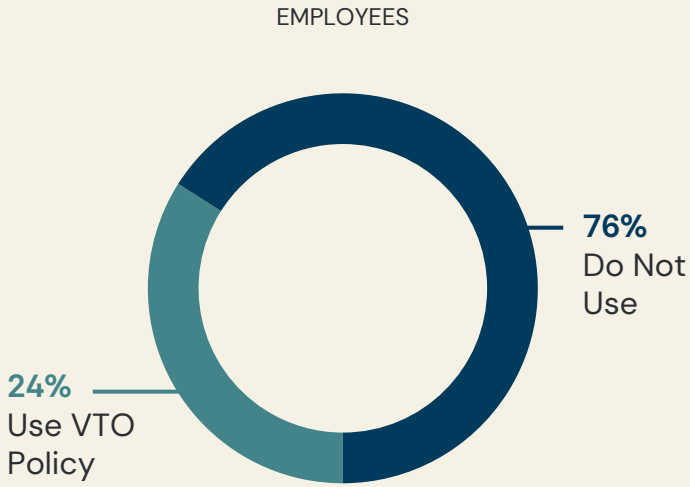
Volunteer Time Off (VTO) Policies

Current VTO usage suggests opportunity to engage more employees in volunteering and tactics that make it easier to capture existing service

KEY FINDINGS

- **74%** of companies have a formal volunteer time off (VTO) policy, with **68%** covering part-time employees and **92%** covering nonprofit board service as a volunteer activity
- On average, **24%** of employees use volunteer time off in accordance with their company's policy
- On average, companies provided **17 hours** of volunteering time off through their policy
- **92%** of companies track how many employees use their VTO policy





KEY TAKEAWAY

VTO is well established among Civic 50 honorees: 74% offer a formal policy, exceeding the national average of 63%* and provide 17 hours per year on average. Importantly, among honoree companies with VTO that track participation, nearly one in four U.S. employees use the benefit on average, demonstrating meaningful uptake across the workforce while leaving room to engage even more employees. Realizing the full potential of VTO requires accessible opportunities, encouragement to serve, and communications and technology that simplify participation and reporting. ***For CSR teams, the opportunity is twofold: understand what may be limiting VTO use and remove barriers that keep employees from recording service they already contribute. For deeper learning, download Points of Light's VTO Brief.***

POINTS OF LIGHT
THE CIVIC 50

*U.S. data from Giving in Numbers, 2025 by CECP.

CSR-HR Collaboration

Volunteering is becoming part of the employee experience, creating new opportunities for measurement and collaboration with HR

KEY FINDINGS

- **42%** of companies' CSR and HR operate as strategic partners with joint planning, metrics, and accountability for shared outcomes
- **38%** of companies formally track employee participation in volunteering programs or roles as ambassadors/champions and integrate this data into HR systems
- Companies surveyed employees to better understand the impact of volunteering – **80%** asked about their sense of purpose/belonging, **78%** about their sense of pride/loyalty, **54%** about skill development, **46%** about retention/intent to stay, and **34%** about their mental health/well-being

AREAS WHERE CSR TEAM FORMALLY COLLABORATES WITH HR	
New employee onboarding (e.g., including CSR, volunteering, and community impact in orientation or training)	**96%**
Recruitment efforts (e.g., highlighting CSR work and volunteering programs in recruitment materials)	**92%**
Leadership development or talent programs (e.g., using community engagement as a skill-building or growth opportunity)	**84%**
Policy making and usage (e.g., paid volunteer time off)	**74%**
Senior leader performance reviews (e.g., acknowledging employee volunteerism, board service, or civic leadership)	**54%**
Employee performance reviews (e.g., recognizing participation in volunteering and community engagement programs)	**52%**
Individual or team goal setting (e.g., including CSR or community engagement goals in performance plans)	**48%**

KEY TAKEAWAY

CSR–HR collaboration is broad among companies: 78% describe the relationship as formal or fully integrated, and they are actively examining employee outcomes associated with volunteering. Yet only 38% integrate volunteer participation tracking into HR systems. This suggests that civic engagement is increasingly connected to the employee experience, and the infrastructure for measurement and accountability is becoming more mature. ***For CSR teams, the opportunity is to deepen measurement and collaboration with HR—continuing to assess volunteering's impact on employees while better integrating participation data into talent systems and the broader employee experience.***

POINTS OF LIGHT
THE CIVIC 50

Louisiana Blue – Employee Volunteer Recognition Program

VOLUNTEERING WITH PURPOSE: EMPLOYEE VOLUNTEER RECOGNITION PROGRAM AWARD

Highlights programs that meaningfully celebrate and honor employees' volunteer contributions and inspire others to become more engaged.

OPPORTUNITY

Louisiana Blue sought to recognize employees whose service improves the lives of children while reinforcing a broader culture of service and community involvement. The challenge was to make that recognition credible and meaningful without separating employees from the community members serving alongside them.

APPROACH

The company's Foundation integrated the Blue Angel employee honor into The Angel Award, a statewide recognition program established more than 30 years ago. Through one open nomination process, nominators indicate whether a candidate is a Louisiana Blue employee. Employee nominees are then evaluated in a dedicated category using the same standards applied to community candidates. Each year, eight community Angels and one Blue Angel are selected. Recognition is based on measurable community impact beyond the workplace rather than job performance. The Blue Angel receives a $30,000 grant for a nonprofit of their choice. A professionally produced video shares the honoree's service and the nonprofit's mission, and the employee is recognized alongside community recipients at The Angel Award Gala.

IMPACT

The program directs financial support and visibility to organizations serving Louisiana children while elevating employee-led service. Internally, sharing the honoree's story provides a concrete example of community leadership and encourages broader participation in volunteering and giving. Embedding the award within an established statewide program also gives employee recognition the rigor and visibility of the longstanding community honor.

KEY TAKEAWAY

Companies do not always need to create a separate platform for employee recognition. Adding an employee category to a community program can provide broader visibility and build a stronger connection to meaningful service.



Matthew Vicknair, Louisiana Blue employee and 2025 Blue Angel honoree, with youth he mentors through Front Yard Bikes, a nonprofit that empowers youth to build confidence, skills, and community through bikes.

POINTS OF LIGHT
THE CIVIC 50

UPS – Innovative Social Impact Program

VOLUNTEERING WITH PURPOSE: INNOVATIVE SOCIAL IMPACT AWARD

Celebrates bold, creative, or experimental approaches to corporate social impact that challenge the status quo and deliver impactful results.

OPPORTUNITY

Human trafficking affects more than 50 million people worldwide and often relies on transportation networks to operate. With nearly 500,000 employees across more than 200 countries, UPS saw an opportunity to equip its workforce to recognize trafficking indicators and support prevention, reporting, and survivor services.

APPROACH

Through The UPS Foundation's counter-trafficking strategy, UPS integrates employee engagement into its day-to-day operations. More than 235,000 UPS employees have been trained to recognize and report signs of trafficking. Employees also participate in awareness events, educational sessions, and community outreach alongside nonprofit partners.

One example is UPS's partnership with Truckers Against Trafficking and its Freedom Drivers Project, a mobile educational exhibit. UPS employees support the exhibit through volunteering and in-kind transportation, hauling it more than 32,000 miles to communities and UPS hubs across the U.S. and Canada. The strategy also extends to survivor recovery. Through Atlanta-based Wellspring Living, UPS supports apprenticeship pathways designed to help survivors build skills and transition to employment.

IMPACT

UPS employees have led more than 40 counter-trafficking awareness events, while the Freedom Drivers Project has brought prevention education to tens of thousands of people. Since 2016, UPS and its employees have contributed more than $12 million to combat human trafficking, helping nearly 24,000 survivors access prevention or restorative services. Since 2020, 75% of Wellspring Living program graduates have secured full-time employment within 90 days.

KEY TAKEAWAY

Embedding a social issue into employee training and volunteer opportunities can turn a company's existing workforce and core expertise into infrastructure for community impact. Effective programs give employees multiple ways to contribute, from learning and awareness-building to hands-on volunteering and longer-term support.



UPS is helping combat human trafficking through awareness, education, and action. By training employees to recognize the signs and supporting organizations working to protect survivors, UPS is leveraging its global reach to help create safer communities worldwide.

Planning & Evaluation Insights



2026 CATEGORY LEADER

"We believe the greatest community impact starts with giving employees a choice in how they give back. In our latest Annual Giving Campaign, 75% of employees supported causes they care about. Their choices help us understand what matters most, allowing TQL to support those passions through matching gifts, volunteer grants, and paid time off to serve. This recognition reflects the giving mentality that defines TQL and our commitment to strengthening communities."

- Kerry Byrne, CEO of Total Quality Logistics

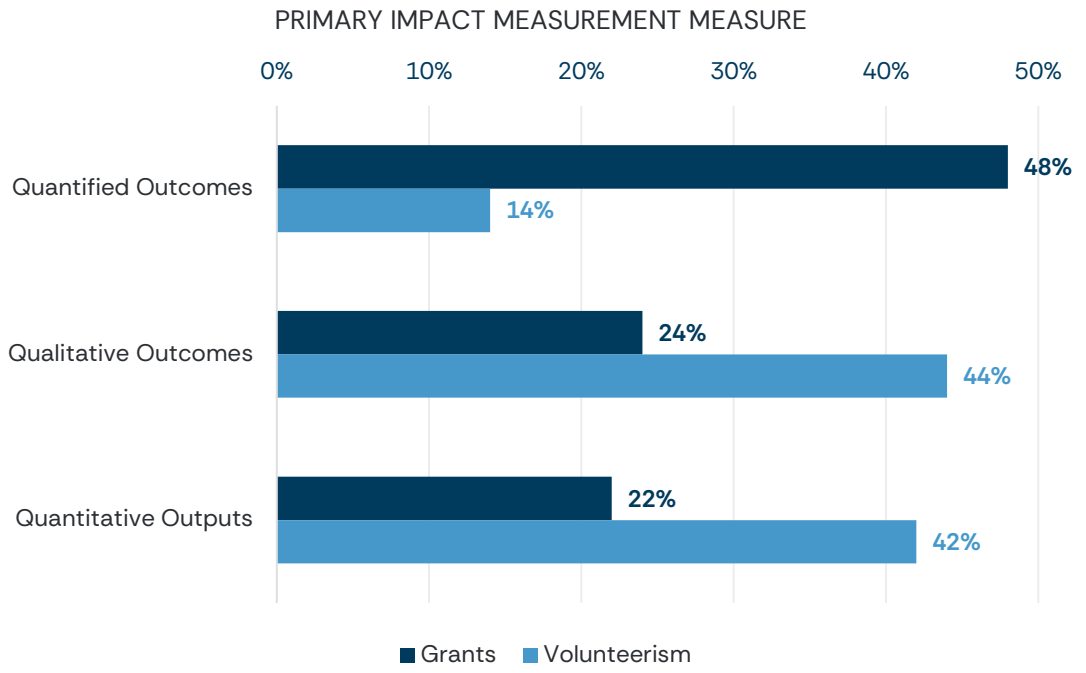
POINTS OF LIGHT
THE CIVIC 50

Impact Measurement

Strong nonprofit partnerships are helping close the gap in measuring volunteer impact

KEY FINDINGS

- **58%** of companies use quantified or qualified outcomes to measure the social value generated by their company's volunteerism (for over **50%** of U.S. employee volunteering activities, by hours)
- **72%** of companies use quantified or qualified outcomes to measure the social value generated by their company's grants (used for over **50%** of your U.S. grants, by value)
- **88%** of companies work with nonprofit partners or grantees to identify and track meaningful outcome measures
- **72%** of companies use established sector standards or frameworks (e.g., national, global, or issue-area benchmarks) to define success
- **64%** of companies align their reporting and measurement practices with their partners' impact goals or shared frameworks



KEY TAKEAWAY

Companies are increasingly grounding impact measurement in nonprofit expertise: 88% work with nonprofit partners or grantees to identify and track meaningful outcomes, and 64% align measurement with partners' impact goals or shared frameworks. Yet measurement sophistication differs between grants and volunteering. Nearly half (48%) primarily measure grants using quantified outcomes, compared with just 14% for volunteering; volunteering instead relies more heavily on qualitative outcomes (44%) and outputs (42%). ***For CSR teams, deeper collaboration with nonprofit partners offers an opportunity to strengthen volunteering measurement and better understand how employee engagement contributes to community and business outcomes.***

POINTS OF LIGHT
THE CIVIC 50

Charles Schwab – Impact Measurement & Evaluation

VOLUNTEERING WITH PURPOSE: IMPACT MEASUREMENT & EVALUATION AWARD

Recognizes excellence in tracking, analyzing, and communicating the social and business outcomes and value of volunteering and community engagement efforts.

OPPORTUNITY

Charles Schwab identified limited awareness as a barrier to participation in its community programs. Employees, community members, and nonprofits could not engage with opportunities they did not know existed. Leaders also lacked business-relevant evidence showing how community investment influenced trust, engagement, and organizational priorities.

APPROACH

Schwab developed a measurement and evaluation framework using RepTrak, an enterprise reputation tool already used elsewhere in the business. Working with RepTrak, the company added community engagement metrics, custom questions about awareness of financial literacy initiatives, and campaign-level evaluations.

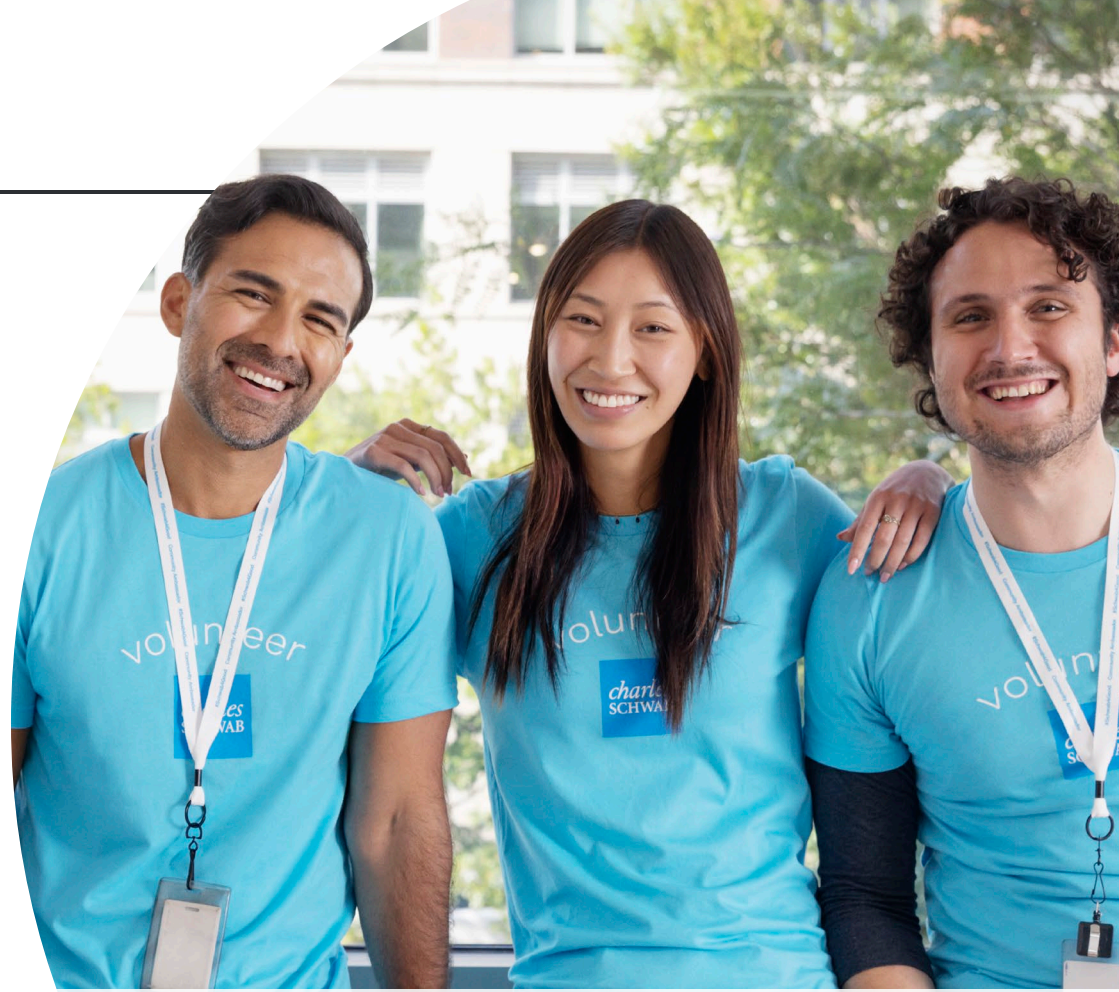
The framework expanded measurement beyond volunteer hours and grants to include awareness, perception shifts, participation intent, and business relevance. Findings helped identify awareness gaps, determine which initiatives resonated, and direct resources toward programs with greater potential to build engagement and trust. Schwab also embedded financial literacy volunteer training in its HR learning platform and integrated community engagement into its employee engagement strategy.

IMPACT

Over three years, Schwab's Citizenship reputation score increased by more than five points. Awareness of its financial literacy work was associated with an almost 20-point increase in overall reputation, while awareness of Season of Giving corresponded with an eight-point lift. Employee perceptions of Schwab as a good corporate citizen increased six points. Participation in Schwab Volunteer Week and Season of Giving rose 8% over the same period, creating thousands of skill-building opportunities.

KEY TAKEAWAY

Adding community metrics to existing enterprise systems can limit administrative burden while giving leaders comparable data to improve programs, allocate resources, and connect social impact with business objectives and priorities.



Charles Schwab employees participate in community engagement programs that create meaningful opportunities to give back, build skills, and strengthen connections. Schwab's measurement and evaluation approach helps identify what drives awareness, participation, and lasting community impact.

POINTS OF LIGHT
THE CIVIC 50

CSR Sector Insights



POINTS OF LIGHT
THE CIVIC 50

CSR Sector Challenges

Capacity—not just funding—is emerging as a defining constraint on corporate civic engagement

KEY FINDINGS

TOP CURRENT CHALLENGES FOR CSR TEAMS	
INTERNAL	**EXTERNAL**
80% - Limited staff capacity or bandwidth	**66% -** Navigating shifting political or regulatory environments
52% - Limited budget or resources	**44% -** Economic uncertainty affecting business and philanthropic priorities
40% - Barriers for employee participation due to setting (e.g., frontline, deskless, remote)	**28% -** Increasing number of disasters and crises that require responses
36% - Competing or shifting internal priorities	**22% -** Perceived potential reputational or PR risks associated with social impact work
28% - Organizational restructuring (team, department, or companywide)	**18% -** Responding to rising public or stakeholder expectation
22% - Insufficient data or measurement tools to evaluate impact and outcomes	**10% -** Shifting ESG reporting standards

KEY TAKEAWAY

Among companies, the most common challenge is not funding but capacity: 80% cite limited staff bandwidth, compared with 52% citing limited budget. At the same time, 40% report barriers to employee participation tied to work setting, while 66% are navigating shifting political or regulatory environments. Together, these benchmarks suggest social impact teams are being asked to sustain broad employee engagement amid tighter internal capacity and greater external complexity. ***For CSR teams, the opportunity is to extend capacity through strong external partnerships and effective volunteer ambassador networks, while building a compelling business case that reinforces the value of employee and community engagement***

AI in the CSR Sector

Early AI usage is influencing social impact operations more than the employee experience

KEY FINDINGS

AI USE CASES BY CSR TEAMS	
New employee onboarding (e.g., including CSR, volunteering, and community impact in orientation or training)	88%
Recruitment efforts (e.g., highlighting CSR work and volunteering programs in recruitment materials)	58%
Leadership development or talent programs (e.g., using community engagement as a skill-building or growth opportunity)	54%
Policy making and usage (e.g., paid volunteer time off)	50%
Senior leader performance reviews (e.g., acknowledging employee volunteerism, board service, or civic leadership)	28%
Employee performance reviews (e.g., recognizing participation in volunteering and community engagement programs)	22%
Individual or team goal setting (e.g., including CSR or community engagement goals in performance plans)	14%
We are exploring potential use cases but have not implemented AI yet	10%
We are not currently using AI for our social impact work	2%

KEY TAKEAWAY

Among companies, AI use is concentrated in knowledge work rather than employee activation. While 88% use AI to draft or optimize communications and 58% use it to analyze program data, only 22% use it to streamline employee engagement. The gap suggests that AI's near-term value has been clearest in helping social impact teams work more efficiently; applying it to how employees discover and participate in civic opportunities remains an emerging frontier. ***For CSR teams, the opportunity is to explore employee-facing applications while preserving intentional, community-centered program design.***

POINTS OF LIGHT
THE CIVIC 50

POINTS OF LIGHT

THE CIVIC 50

Interested in learning more about The Civic 50 or how Points of Light can support your company's employee engagement and social impact goals?

Contact us at partnerships@pointsoflight.org to start a conversation.