



DECEMBER 13, 2023

THE CIVIC 50: SURVEY LAUNCH WEBINAR

A Roadmap for Good Corporate Citizenship



Points of Light Overview

Mission & Vision

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

Accelerating People-Powered Change

Empowering Millions of Volunteers

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

Equipping Hundreds of Nonprofits

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

Engaging Community-Minded Corporations

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

Quick Facts

30+ years of
experience

Headquartered in
Atlanta, Georgia

Affiliates in 36 states
and 39 countries

60+ full-time
employees

\$22.8 million
annual budget



POINTS OF LIGHT

WEBINAR AGENDA

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



SPECIAL THANKS TO OUR PARTNERS



THE CIVIC 50 2023 HONOREES



SECTOR LEADERS

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

VOLUNTEER AWARDS

Volunteer Leader Award

Blue Cross and Blue Shield of Louisiana

Strategic Volunteering Award

Steelcase



THE CIVIC 50 FRAMEWORK



INVESTMENT

How extensively and strategically your company applies its resources to community engagement, including employee time, skills, cash, in-kind giving, and leadership.



INTEGRATION

How your company's community engagement program supports business interests and integrates into business functions, or how it "does well by doing good."

The Survey Assessment Tool

- The survey is self-administered
- Questions are quantitative and multiple choice
- Scores are normalized for size and revenue
- Only honoree companies made public



INSTITUTIONALIZATION

How your company supports community engagement through its institutional policies, systems and incentives.



IMPACT (Social and Business Value)

How your company measures the social and business impact of its community engagement program.



BUSINESS IMPACT

COMMUNITY IMPACT



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HOW THE CIVIC 50 CAN HELP *YOUR* COMPANY

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

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



SURVEY TIMELINE & SUPPORT



pointsoflight.org/civic50survey

TIMELINE

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

SUPPORT AVAILABLE

- Applicant information page
- Downloadable survey questions
- FAQ and instructions
- civic50@pointsoflight.org



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TRUE IMPACT

FARRON LEVY

Founder & CEO

SCORING METHODOLOGY



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

Survey Dimensions:

- Investment
- Integration
- Institutionalization
- Impact Measurement

Quantitative Entries	Drop Downs	Multi-Selects
<ul style="list-style-type: none">• Top 20% = 100% of points• 2nd 20% = 75% of points• 3rd 20% = 50% of points• 4th 20% = 25% of points• Bottom 20% = 0 points	<ul style="list-style-type: none">• 1st = 100% of points• 2nd = 75% of points• 3rd = 50% of points• 4th = 25% of points• n/a = 0% of points	<ul style="list-style-type: none">• All options = 100% of pts• 3 out of 4 = 75% of points• 2 out of 4 = 50% of points• 1 out of 4 = 25% of points• n/a = 0% of points



SCORECARD REPORTS



Dimension	Score	Overall			Sector	
		Rank	Tier	Medal	Rank	Tier
Overall	#,###	Top 50: Yes			--	
Dimension 1: Investment	###	5	Top 10%		1	Top 10%
Dimension 2: Integration	###	67	Lower 25%		11	Top 50%
Dimension 3: Institutionalization	###	35	Top 25%		2	Top 10%
Dimension 4a. Impact (social)	###	62	Lower 25%		7	Top 50%
Dimension 4b. Impact (business)	###	48	Top 50%		6	Top 25%

REPORT OPTIONS

- Individual (free)
- Sector
- Comprehensive

Scored Questions	Your Entry	Score % tot pts	Overall / [Your Sector]		
			Your Rank	Vs. Avg.	Percentile
Dimension 1: Investment	-	###	5	43%	Top 10%
Q1. Participants	32%	75%	23	47%	Top 25%
Q2. Hours / # employees	13.2	100%	5	45%	Top 10%
Q3. % Skills Based	12%	75%	45	12%	Top 50%
Q4. Value (grants) / revenues	.031%	100%	3	76%	Top 10%
Q4. Value (grants) / Q5. Number	\$52,500	50%	2	65%	Top 10%
Q6. % Multifaceted Investment	13%	25%	61	-38%	Lower 25%

Scored Questions	Your Entry	Score % tot pts	Overall / [Your Sector]				
			Your Rank	Top 10% if more than	Top 25% if more than	Top 50% if more than	Lower 25% if more than
Dimension 1: Investment	-	###	5	###	###	###	###
Q1. Participants	32%	75%	23	38%	30%	23%	12%
Q2. Hours / # employees	13.2	100%	5	12	6.7	4.6	2
Q3. % Skills Based	19%	75%	45	27%	18%	12%	6%
Q4. Value (grants) / revenues	.031%	100%	3	.03%	.024%	.018%	.01%
Q4. Value (grants) / Q5. Number	\$52,500	100%	2	\$45,455	\$38,642	\$27,054	\$18,754
Q6. % Multifaceted Investment	13%	25%	61	38%	30%	23%	12%



PROVING VALUE



VOLUNTEERISM

Highlight your successes by adding context to your performance using either external benchmarks (overall or industry) or internal benchmarks (your previous performance).

EXAMPLE	2024 Results	vs Overall	vs Industry	vs 2023
External volunteerism:	41%	Top 50%	Top 10% ✓	+2%
Internal volunteerism:	18%	Lower 25%	Bottom 25%	-12%
Hours per volunteer:	25.5	Top 25% ✓	Top 50%	+1%
% Skills Based:	15%	Lower 25%	Top 50%	+50% ✓

We have much to be proud of:

- 41% of our employees volunteer (top 10% of our industry)
- 25.5 volunteer hours donated per employee (avg) (top 25% of companies overall)
- 50% increase in skills-based volunteerism”



IMPROVING VALUE



VOLUNTEERISM

Target items that could use improvement AND that you have control over. Set goals for next year.

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





TATA CONSULTANCY SERVICES

BALAJI GANAPATHY

Chief Social Responsibility Officer and Global
Head of Corporate Social Responsibility

THE CIVIC 50 REGIONAL PROGRAMS



LEARN MORE:

- [The Civic 50 Greater Philadelphia](#)
- [The Civic 50 Greater Triangle](#)
- [The Civic 50 Hampton Roads](#)
- [The Civic 50 Orange County](#)



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SURVEY TIMELINE & SUPPORT

POINTS OF LIGHT OUR MISSION WHAT WE DO WHO WE SERVE GET INVOLVED RESOURCES SHOP DONATE SEARCH

THE CIVIC 50: SURVEY & RECOGNITION

A ROADMAP FOR GOOD CORPORATE CITIZENSHIP

The Civic 50, an initiative of Points of Light, recognizes the 50 most community-minded companies in the nation each year as determined by an annual survey administered by True Impact. For more than 10 years, the program has served as a benchmarking tool and platform for shaping best practices in the corporate citizenship sector. The survey is based on Points of Light's Corporate Civic Engagement Framework that provides a roadmap for companies committed to leveraging their time, talent, and resources to drive social impact in their business and communities. The Civic 50 honorees are selected based on the four dimensions of this framework:

THE 2024 SURVEY IS NOW OPEN

The survey consists of quantitative and multiple-choice questions that inform the Civic 50 scoring process. The survey is open now through March 31.

[BEGIN THE SURVEY](#)

SURVEY OVERVIEW & INSTRUCTIONS

TIMELINE & ELIGIBILITY

RECOGNITION & AWARDS

SURVEY INSTRUCTIONS

SURVEY QUESTIONS

RACIAL EQUITY QUESTIONS

SURVEY FEE

ABOUT TRUE IMPACT

ABOUT REWARDS

NECESSARY OF TERMS

CONTACT & SUPPORT

SURVEY TIMELINE

- December 1, 2023 - Survey opens
- December 13, 2023 - Survey informational webinar (12 pm ET)
- March 14, 2024 - Survey submission deadline
- April 2024 - Company status notification
- May 2024 - Public honoree announcement and insights report released

ELIGIBILITY

Public and private companies with U.S. operations and revenues of \$1 billion or more are eligible to participate and the survey. Points of Light reserves the right to not include companies on the Civic 50 list which are not considered to be in good standing during the research year. Basis for not being "in good standing" includes, but is not limited to: the company experiencing official, significant legal sanction; an adverse company event so significant that it deems the Civic 50 practices presented in its application as a misrepresentation of the company's overall community involvement efforts; or any development that puts into question the company's community involvement to the degree that most people would not find it reasonable to find the company on a list of the most community-minded companies in the nation.

pointsoflight.org/civic50survey

TIMELINE

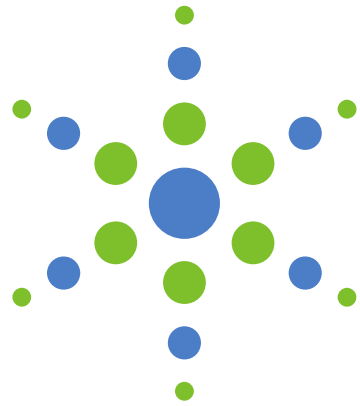
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