



Tata Consultancy Services' purpose-driven programs are supported by employee volunteers like these who participated in the Community Food Bank of New Jersey's 24-hour Annual Pack-a-Thon.



2023

HONOREE INSIGHTS & BENCHMARKING REPORT

The Civic 50: Steadfast Commitment, Growing Breadth





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Annually, the Ares Private Equity team rolls up their sleeves and takes a break from their screens for a 100+ person team-building volunteer event where the groups beautifies their local community. In 2022, the group worked with the West Los Angeles Veterans Medical Center to revitalize and refresh the grounds ahead of winter.

About Points of Light

Points of Light is a nonpartisan, global nonprofit organization that inspires, equips and mobilizes millions of people to take action that changes the world. We envision a world in which every individual discovers the power to make a difference, creating healthy communities in vibrant, participatory societies. Through 145 affiliates across 39 countries, and in partnership with thousands of nonprofits and corporations, Points of Light engages 3.7 million people in 16.7 million hours of service each year. We bring the power of people to bear where it's needed most.

Companies, along with their employees, vendors and customers, can be transformative drivers of social change in communities around the world. Points of Light champions the work of companies by studying how people are asked, engaged and supported in delivering innovative community solutions. We also work to educate and convene the sector on trends, best practices and evidence-based strategies for civic engagement, including leadership of The Civic 50.

For more information, visit pointsoflight.org.



Foreword

Each year poses new challenges to companies to deliver on corporate social responsibility and impact. A global pandemic and increased demands from consumers and employees underscores these challenges. In 2023, we continue to feel the effects of the COVID-19 pandemic in a variety of ways, including the learning loss for students at all levels and the subsequent impact on the talent pipeline, persistent racial inequities and health disparities, an ever evolving workplace landscape and more.

This will mark the third year we've tracked data related to companies' progress on their commitments to racial equity and their communities since we introduced this measurement in 2021. We're proud to say The Civic 50 honorees continue to lean into this area of social impact. Social justice was the number one cause area, and there's been an increased focus on diversity in the nonprofit partners they work with. It's been important to have sustained change from companies' early commitments to addressing racial inequities.

At a higher level, we've seen how the COVID-19 pandemic has continued to drive innovation and accelerated change with employee engagement. Companies have created new and more meaningful opportunities for engagement and learning. There is an increased focus inward on employee engagement, especially when

it comes to taking part in trainings and employee resource groups. Companies are viewing employees as individual agents of change.

Points of Light's Civic Circle® is central to helping companies identify the many ways they and their employees can take action to accelerate positive social change. We saw an increase in companies' multi-faceted investments – up 9 points from 2020 – which shows that companies are realizing that deeper, combined actions can both accelerate and sustain change in the communities where they work and live.

This development is critical, because we know that true systems change to address complex social issues requires companies to invest in partnerships with other companies, community organizations and government. These long-term, multi-faceted investments, driven by the actions on the Civic Circle®, will unlock communities' ability to grow and thrive.

Congratulations to all of the honorees of The Civic 50, and thank you for your leadership. It is an honor to celebrate you and uplift your stories.

Yours in service,

DIANE QUEST
INTERIM PRESIDENT & CEO

KATIE STEARNS
CHIEF GLOBAL CORPORATE
SOLUTIONS OFFICER

The Civic 50 Overview

The Civic 50, an initiative of Points of Light, recognizes the most community-minded companies in the nation each year as determined by an annual survey administered by True Impact. Now in its eleventh year, The Civic 50 recognizes companies with annual U.S. revenues of at least \$1 billion and evaluates them based on four dimensions of their corporate citizenship and social impact programs: investment of resources, integration across business functions, institutionalization through policies and systems, and impact measurement. Since it was launched in 2012, The Civic 50 has provided a roadmap for good corporate citizenship, and showcased how committed companies are moving social impact, civic engagement and community to the center of their business.



INVESTMENT

How the company strategically invests its resources in community engagement and social impact activities through volunteerism, financial giving, in-kind contributions, civic engagement and advocacy.



INTEGRATION

How the company integrates its community engagement and social impact programs throughout its business functions and interests (i.e., “does well by doing good”).



INSTITUTIONALIZATION

How the company institutionalizes its community engagement and social impact programs through organizational policies, systems and incentives.



IMPACT

How the company measures the social and business impact outcomes of its community engagement and social impact programs.

NOTE: Based entirely on responses to numerical and categorical questions, each applicant receives up to a possible 1,000 points in each dimension. The 50 applicants with the highest total score are awarded The Civic 50 honor. In addition, the highest scores in each sector are recognized, and three awards are given for excellence in volunteering. Human judging is not part of the determination. The 2023 honorees were identified based on their community involvement in the United States during the 2022 reporting year.

2023 Honorees of The Civic 50

AbbVie Inc.	Comerica Bank	Hewlett Packard Enterprise	Tapestry, Inc
Adobe	Conagra Brands	John Deere	Tata Consultancy Services*
AFLAC	CSAA Insurance Group	Kellogg Company	TEGNA Inc.*
Altria Group	CVS Health	KeyBank*	The Hershey Company*
Ares Management	Deloitte	KPMG LLP	Toyota North America
Blue Cross and Blue Shield of Louisiana**	Delta Air Lines*	Liberty Mutual Insurance	UnitedHealth Group*
Blue Cross Blue Shield of Massachusetts	Dow, Inc.*	Pacific Life	Unum
Blue Shield of California	DTE Energy	PIMCO	UPS
Caesars Entertainment	Elevance Health	Point32Health	Vertex Pharmaceuticals
Capital One	Entergy Corporation*	Prudential Financial	Wynn Resorts, Limited
Charles Schwab & Co., Inc.	Gen Digital Inc	Regeneron Pharmaceuticals, Inc.	
Citi	General Mills	Standard Chartered Bank	
Comcast NBCUniversal	Hasbro, Inc.*	Steelcase**	
	Health Care Service Corporation	Subaru of America, Inc.	

* Sector Leader

** Volunteer Award

Sector Leaders

Consumer Discretionary: **Hasbro, Inc.**
Consumer Staples: **The Hershey Company**
Financials: **KeyBank**
Healthcare: **UnitedHealth Group**
Industrials: **Delta Air Lines**
Information Technology: **Tata Consultancy Services**
Materials: **Dow, Inc.**
Telecommunications: **TEGNA Inc.**
Utilities: **Entergy Corporation**

Volunteer Awards

VOLUNTEER LEADER AWARD

Blue Cross and Blue Shield of Louisiana

This award recognizes the company for having the leading volunteering culture and embracing volunteerism as a priority for civic engagement.

STRATEGIC VOLUNTEERING AWARD

Steelcase

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

TEGNA Inc.
TELECOMMUNICATIONS SECTOR LEADER



TEGNA employees at KFMB in San Diego came together to prepare meals for those in need. TEGNA employees dedicate nearly 10,000 volunteer hours a year to the greater good of our communities.

The Civic 50: Key Insights

The data in this report suggests that recent pandemic-era disruptions have redefined best-in-class U.S. community engagement, as represented by The Civic 50 honorees, as more financially generous, internally oriented, strategically integrated and focused on social justice.

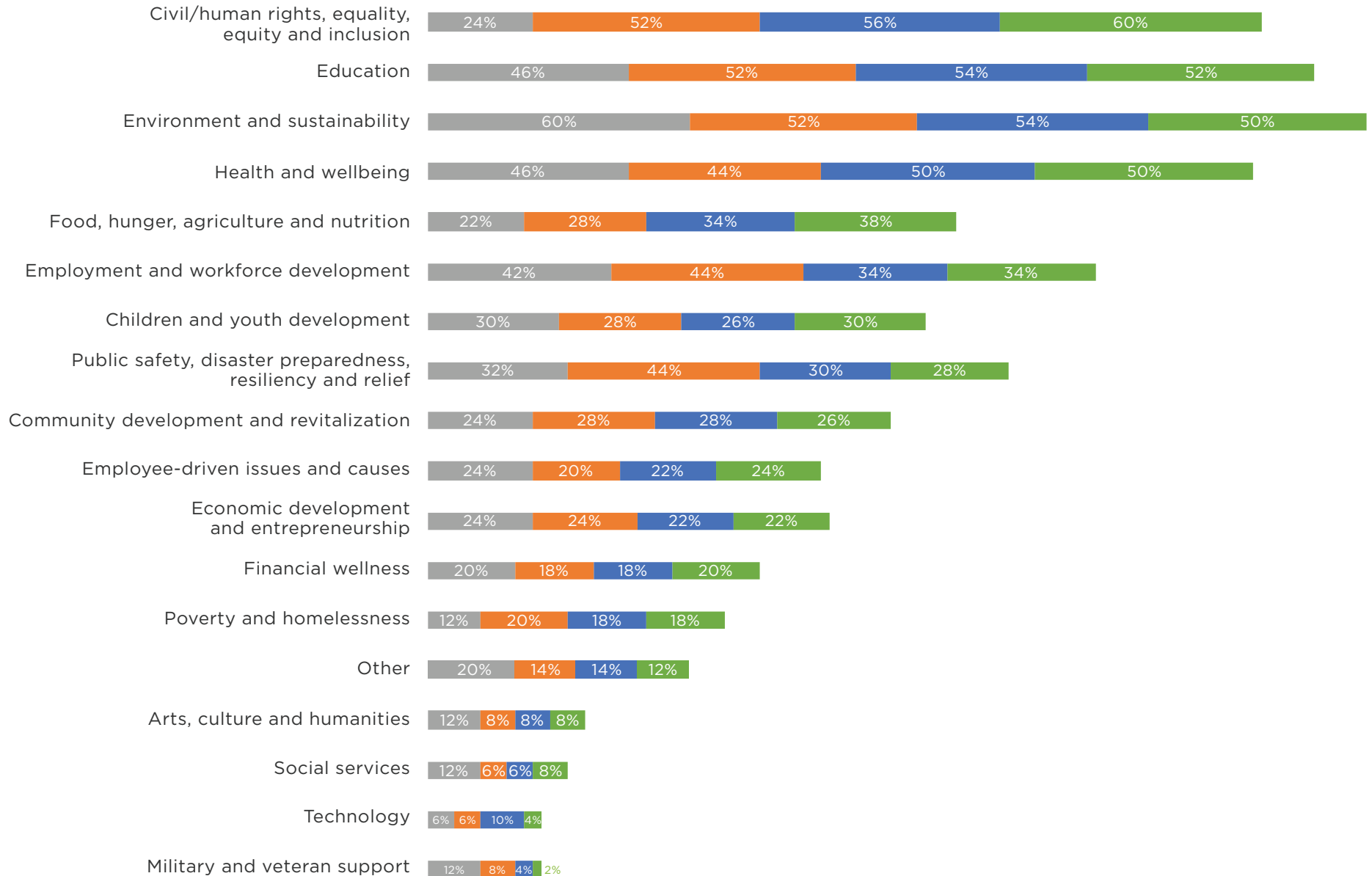
- **Financially generous.** In terms of financial and in-kind donations, the bar set by The Civic 50 has been raised from contributing an average of .34% of revenue in 2019 to .55% in 2023. By comparison, data from CECP¹ finds that most U.S. companies, on average, donate the equivalent of .18% of revenue.
- **Internally oriented.** The Civic 50 have steadily increased the percentage of employees participating in internal company volunteering, such as employee resource groups and issues training, from an average of 33% in 2019 to 54% in 2023. Conversely, lockdown and other factors reduced the average percentage of The Civic 50's employees involved in external volunteering, such as packing meals at a soup kitchen or serving on a nonprofit board, from 40% to 31% during those same five years.
- **Strategically integrated.** Community engagement has become more central to business management. The percentage of The Civic 50 honorees that discuss community engagement in corporate board meetings has steadily increased from 86% in 2019 to 98% in 2023. Similarly, 2023 is the first year in which a majority of The Civic 50 honorees leveraged community engagement to support each of the 11 major business functions, including purchasing, skill development and marketing.

- **Focused on social justice.** The percentage of honorees that focused their community involvement on civil/human rights, equality, equity and inclusion increased from 24% pre-pandemic to 52% in 2021. It's now at 60%, making social justice the number one cause area. Similarly, the percentage of The Civic 50 that formally consider the diversity of board and staff in selecting partner nonprofits increased from 44% in 2021 (the first year this data was available) to 64% this year. If the increased attention to social justice (and disaster response during the pandemic) has reduced focus on other cause areas, it appears to have done so only modestly. The percentage of The Civic 50 honorees that prioritize employment and workforce development, military and veteran support and environmental sustainability have only dropped slightly, and other cause areas haven't maintained similar levels of support.

Despite the highlights above, The Civic 50 experienced declines in several community engagement functions during the past few years, including external volunteering (as presented above). There were also declines in the impact measurement of grants, which dropped from a practice applied by 66% of The Civic 50 in 2019 to 44% in 2023, and the impact measurement of volunteering, which dropped in application from 44% to 16% during that same period. Overall, however, the community engagement of The Civic 50 is stronger today than it was pre-pandemic. **In summary, the historical challenges of the last few years have reshaped but not weakened the country's best-in-class community engagement, as represented by The Civic 50.**

¹ CECP, *Giving in Numbers*, 2022.

Cause Areas of The Civic 50



The Civic 50: Key Metrics



Investment

How the company strategically invests its resources in community engagement and social impact activities through volunteerism, financial giving, in-kind contributions, civic engagement and advocacy.

CASH AND IN-KIND GIVING

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

EMPLOYEE TIME AND TALENT

Total volunteer hours (millions)	6.3	5.8	7.1	11.4	10.5
Average percent of skills-based volunteer hours	20%	25%	27%	25%	28%
Average percent of employees participating in company volunteering supporting external organizations/efforts (e.g., packing meals for soup kitchens, park cleanups and board service)	31%	22%	23%	43%	40%
Average percent of employees participating in internal company volunteering for such efforts as employee resource groups, company-sponsored issue education, training, and awareness building	54%	48%	48%	42%	33%
Average volunteer hours per employee supporting external organizations/efforts (excluding internal company volunteering)	3.5	2.9	3.1	7.1	7.1

PUBLIC LEADERSHIP

Percent taking national leadership positions on six or more public education or policy efforts	62%	60%	54%	62%	68%
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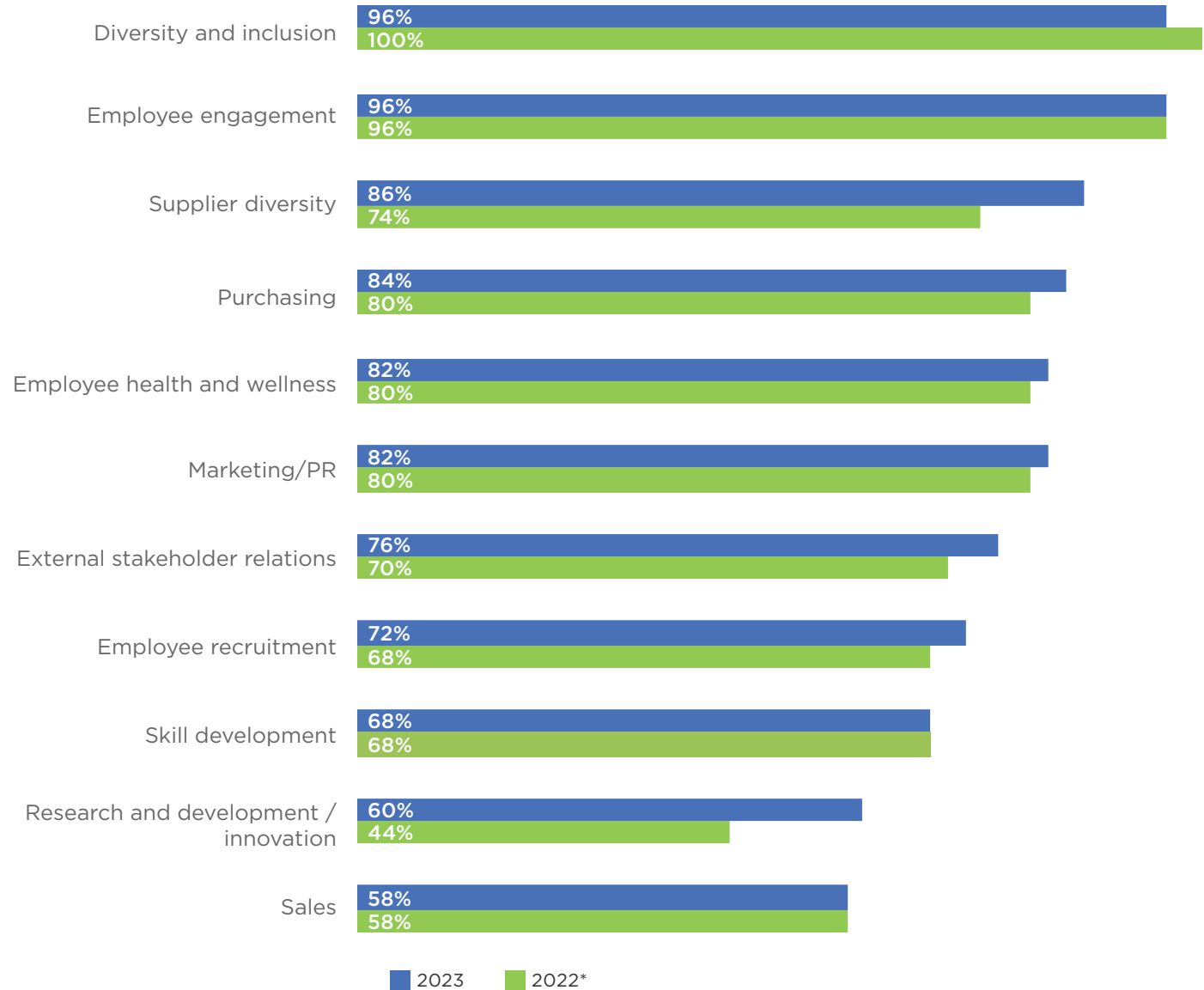
* The monetary value of in-kind gifts varies greatly by industry. Because the industry composition of the Civic 50 changes from year to year, so does this figure.



Integration

How the company integrates its community engagement and social impact programs throughout its business functions and interests (i.e., “does well by doing good”).

The top business functions The Civic 50 companies formally support with community engagement



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



Institutionalization

How the company institutionalizes its community engagement and social impact programs through organizational policies, systems and incentives.

Percentage of The Civic 50 companies applying a policy, program or practice:

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

LEADERSHIP SUPPORT

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



Impact

How the company measures the social and business impact outcomes of its community engagement and social impact programs.

Percentage of The Civic 50 that measure, as part of regularly implemented data collection process, whether the community engagement program results in societal outcomes

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



Each year, Liberty Mutual employees join thousands of their colleagues from around the world to participate in Serve with Liberty, an annual service program that allows for hands-on nonprofit support during the workday.

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

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

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



Focus on Social Justice

Advocacy

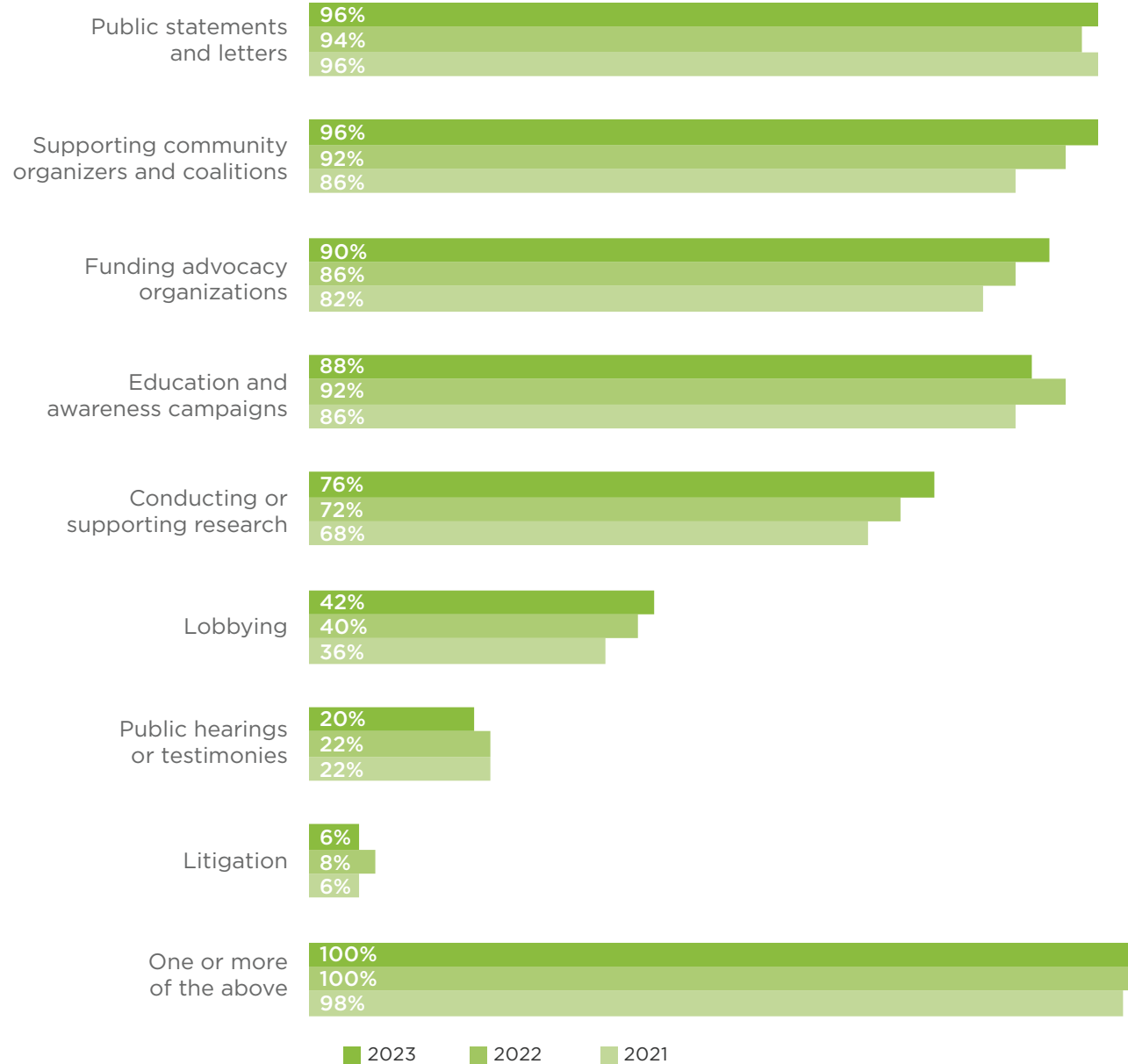
Policies, Practices and Programs

Voting and Civic Engagement

Tracking and Measurement

Percentage of The Civic 50 applying a social justice advocacy practice

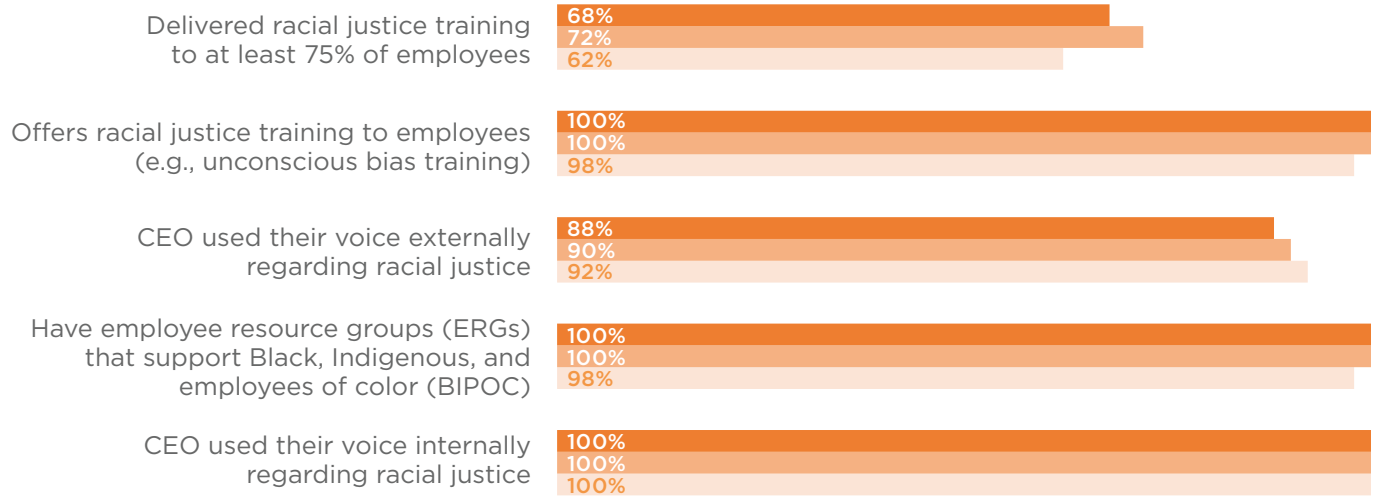
Advocacy



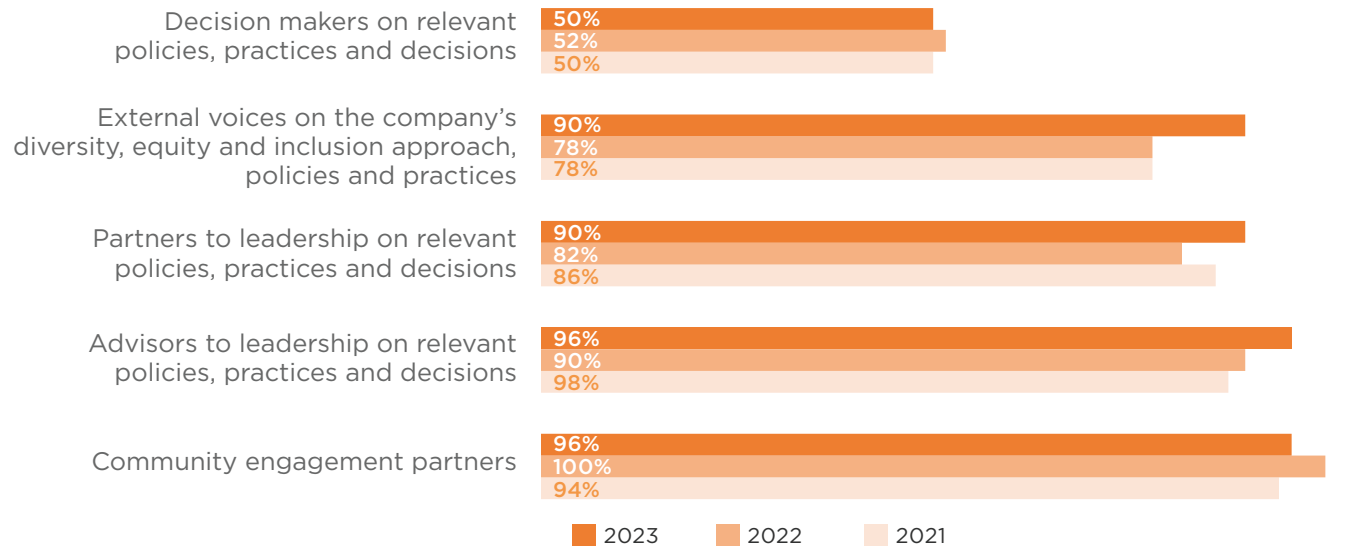
Percentage of The Civic 50 companies applying the social justice policy, program or practice

Policies, Practices and Programs

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

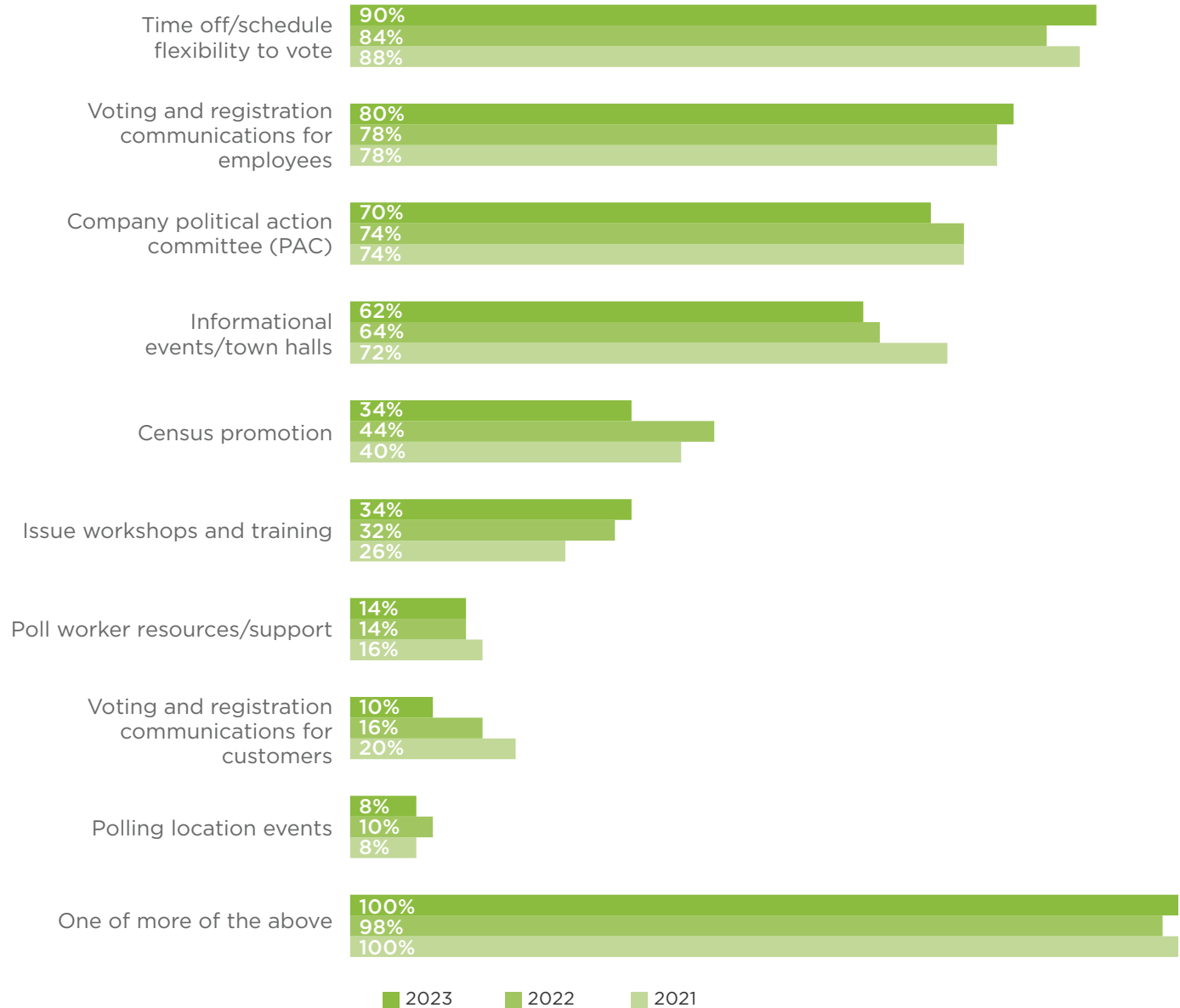


Specifically, BIPOC ERGs serve as:



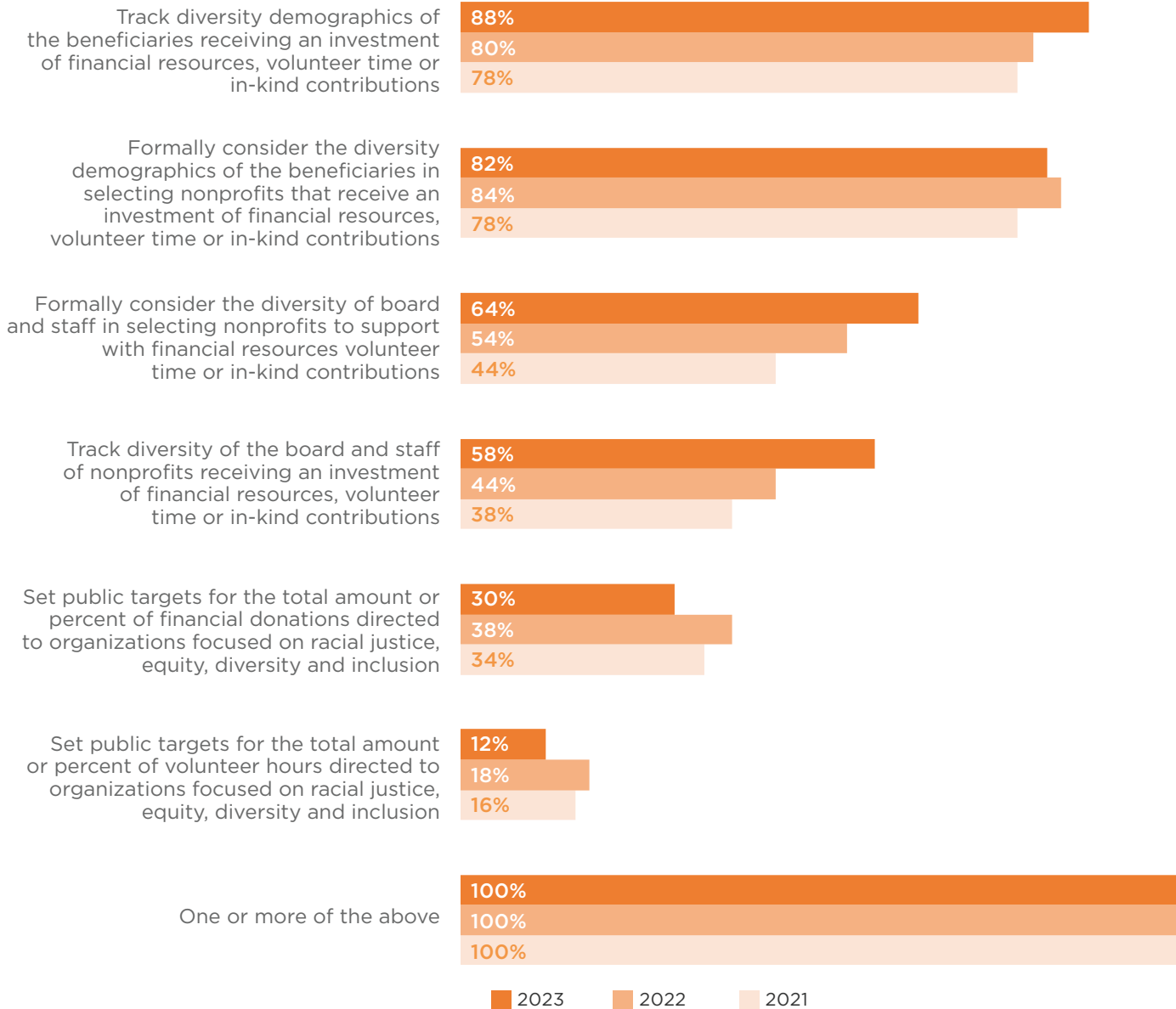
Percentage of The Civic 50 companies applying the voting or civic engagement policy, program or practice

Voting and Civic Engagement



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

Tracking and Measurement



2023 Honorees of The Civic 50





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