



THE CIVIC 50

INSPIRING AND LEADING IN TIMES OF CHANGE:

Insights and Best Practices
from The 2017 Civic 50

Webinar Logistics

- If you are joining via telephone, please make sure “phone call” is selected on your control panel and please enter your Audio Pin. They are located on your control panel.
- If you are using VoIP, we recommend using a headset.
- All lines are muted.
- Have a question? Share it through the “Questions” box or raise your hand to be un-muted.
- This session is being recorded.

Welcome and Opening



Yvonne Siu Turner

Senior Manager, Corporate Resources and Programs
Points of Light Corporate Institute

Agenda

Welcome and Opening

Yvonne Siu Turner, Points of Light

The 2017 Civic 50: Highlights

Yvonne Siu Turner, Points of Light

A Conversation with Honorees

Kim Van Syoc, Director of External Communications, Banfield Pet Hospital
Executive Director, Banfield Foundation

Chris Barnes, Director, Corporate Communications, Dr Pepper Snapple Group

Q&A

Resources

Close

Poll Question

What does it mean to be “community-minded”?

- a) Contributing money and volunteer talent to communities
- b) Create a culture of community involvement
- c) Connecting community relations to business needs
- d) Effectively measuring impact
- e) All of the above

The 2017 Civic 50

What: 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.

How: By benchmarking and celebrating best practices, it provides a framework for good corporate citizenship and showcases how companies can use their time, skills and other resources to improve the quality of life in their communities.

Who: Points of Light. Survey powered by True Impact.

The 2017 Civic 50

Congratulations!

AbbVie
Adobe Systems Inc.
Aetna
Allstate
Altria Group, Inc.
AT&T*
Baker Hughes Inc.
Banfield Pet Hospital
Baxter International Inc.
Caesars Entertainment*
Capital One
Charles Schwab & Co., Inc.
Citigroup, Inc.
Comcast NBCUniversal
Comerica Incorporated
CSAA Insurance Group, a AAA Insurer
CVS Health
Dell

Deloitte
Dr Pepper Snapple Group*
Ecolab
Entergy Corporation
Exelon Corporation*
FedEx Corporation
Food Lion
Freeport-McMoRan Inc.*
General Mills
Hasbro, Inc.
Health Care Service Corporation
The Hershey Company
The Hewlett-Packard Enterprise
Company
IBM Corporation*
KeyBank*
KPMG LLP
MGM Resorts International

Motorola Solutions, Inc.
Pacific Gas and Electric Company
PIMCO
Prudential Financial, Inc.
Raytheon Company*
Regeneron Pharmaceuticals
Steelcase
Symantec Corporation
Tata Consultancy Services
Toyota Financial Services
TSYS
UnitedHealth Group
UPS
Valero Energy Corporation*
WellCare Health Plans, Inc.*

The Civic 50 were selected based on four dimensions of their U.S. community engagement programs.



INVESTMENT

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



INTEGRATION

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



INSTITUTIONALIZATION

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



IMPACT

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

TCS employee volunteers support New York Road Runners year-round youth and community initiatives as part of the TCS NYC Marathon partnership.



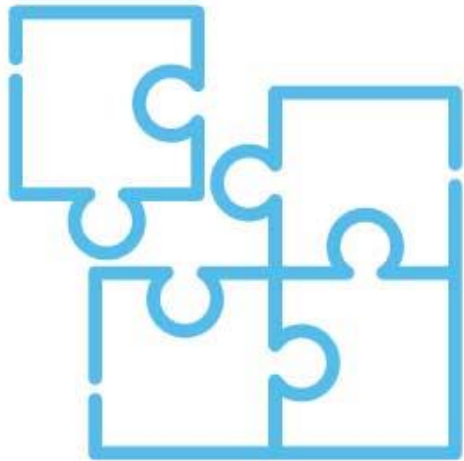
The 2017 Civic 50: Highlights



Investment

Multi-faceted investment is on the rise. Nearly **45%** of grants from Civic 50 companies provide additional support through **volunteers, in-kind goods or multi-year pledges**, an increase from 38% in 2016.

The 2017 Civic 50: Highlights



Integration

Nearly **90%** of Civic 50 companies use community engagement to support employee engagement.

Nearly **85%** of Civic 50 companies use community engagement to support diversity and inclusion efforts.

The 2017 Civic 50: Highlights



Institutionalization

64% of Civic 50 companies offer employees **volunteer time off** to support their service to the community.

The 2017 Civic 50: Highlights



Impact

76% of Civic 50 companies **measure the social outcomes** of their volunteer programs, going beyond measuring outputs.

Inspiring and Leading in Times of Change: A Conversation with Honorees



Chris Barnes

Director, Corporate Communications, Dr Pepper Snapple Group



Kim Van Syoc

Director of External Communications, Banfield Pet Hospital,
Executive Director, Banfield Foundation



Yvonne Siu Turner (moderator)

Senior Manager, Corporate Resources and Programs, Points of Light Corporate Institute



Company Overview

The Leader in Flavored Beverages



50+

BEVERAGE
BRANDS

ESTABLISHED IN 2008

9 of 10

LEADING BRANDS
#1 or #2 IN FLAVOR
CATEGORY

7 of 10 LEADING

NON-COLA SOFT
DRINK BRANDS

**CIVIC 50
MEMBER**



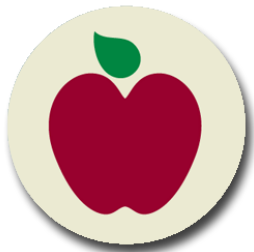
**FORTUNE
500
COMPANY**

\$6.4B
IN SALES
IN 2016

Our Brands



Corporate Social Responsibility



**Health &
Wellness**



**Environmental
Sustainability**



Workplace



**Ethical
Sourcing**



Philanthropy

Doing Good Things with Flavor



Fit & Active Lifestyles



Provided 10 million children active play through playground construction and improvement and sports equipment grants

Environmental Initiatives

KEEP AMERICA BEAUTIFUL

Placed 6,500 recycling bins in parks across the U.S.

CLOSED LOOP fund

\$5 million investment supporting post-consumer recycling infrastructure

The Nature Conservancy 

Supporting conservation of key watersheds in Texas

Hometown Giving



Raised nearly \$17 million raised since 2008



Supporting Alumni & Friends Network



ABOUT BANFIELD PET HOSPITAL

OUR VISION

Thriving communities of healthy pets, people and veterinary professionals.



WELLNESS OF PETS

- + Champion preventive care
- + Elevate the power of the pet-human bond
- + Provide disaster relief for pets



WELLNESS OF COMMUNITIES

- + Strengthen the pet welfare community
- + Promote environmentally responsible operations
- + Be a good neighbor where we live, work and play



WELLNESS OF OUR PEOPLE AND OUR PROFESSION

- + Enhance the well-being of our Banfield community
- + Help safeguard the future of the veterinary profession
- + Increase the overall quality of veterinary care



GOAL :: SERVE 100,000 PETS IN 2017



VOLUNTEERING AT LOCAL SHELTERS



PROVIDING PREVENTIVE CARE TO VULNERABLE PETS



HELPING PEOPLE TOO!





Banfield Foundation
believes *all* pets
deserve access to
veterinary care.

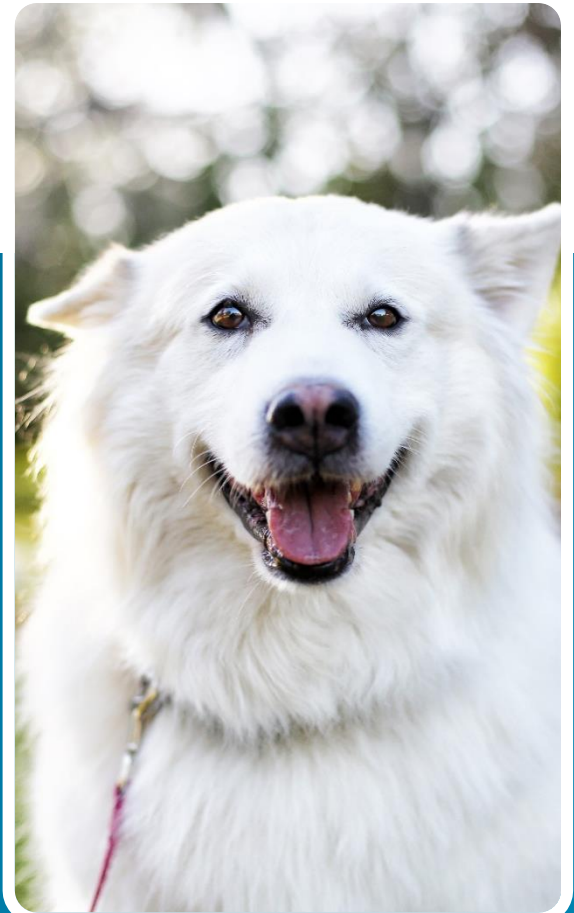
- + Enabling access to veterinary care
- + Elevating the power of the pet-human bond
- + Providing disaster relief for pets and
- + Advancing the science of veterinary medicine through fostering innovation and education



\$3M IN GRANTS



**320 NONPROFITS IN
ALL 50 STATES + D.C.
AND PUERTO RICO**



**300,000 PETS
IMPACTED**



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Q&A

- What are your questions or comments?
- Type them in the Questions box, or raise your hand to be un-muted.

Resources

- Download your copy of the 2017 Civic 50 report at www.civic50.org
- Share the [infographic](#)
- Join part 2 in our webinar series on October 25, 1pm ET, [Register](#)
- Follow the conversation @TheCivic50
- Questions? Email Civic50@pointsoflight.org



civic50.org