

Welcome and Introduction



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Webinar Logistics

- All lines are muted and may open during Q & A period.
- Questions?
 - Use Questions panel to type –or-
 - During Q & A, use the 'raise your hand'
- This session is being recorded and available for post event viewing





Agenda

- Welcome and Introduction
- Overview of the Civic 50
- Why Participate?
- Civic 50 Survey Instrument and Data
- Next Steps and Resources
- Q & A





Built on a Legacy and a Vision



"The solution to each problem that confronts us begins with an individual who steps forward and says 'I CAN HELP'"

President George H. W. Bush



Our mission is needed now more than ever...

INSPIRE





EQUIP

MOBILIZE



Points of Light envisions a society where it is easy for people to support causes they care about to accelerate solving the world's greatest problems





Has your company participated in the Civic 50 survey in the past?





What is the 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. Survey powered by True Impact.

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.

When: The Civic 50 consists of three main programmatic elements:

- survey launch and data collection (Dec 2018 March 2019)
- awards ceremony, announcement, key findings brief (June July 2019)
- sector education and promotion of best practices (July September 2019)





About the Civic 50 Survey

Who is eligible for recognition as a Civic 50 company? Public and private companies with revenue of \$1 billion and above with U.S. operations

Survey: Quantitative and multiple-choice

National and Regional:

- Points of Light administers the national recognition program
- Regional Civic 50
 - Orange County, implemented by OneOC since 2017







































































































POINTS OF LIGHT

2018 Civic 50

Honorees











































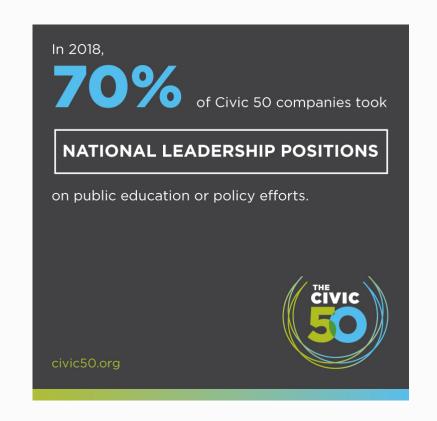


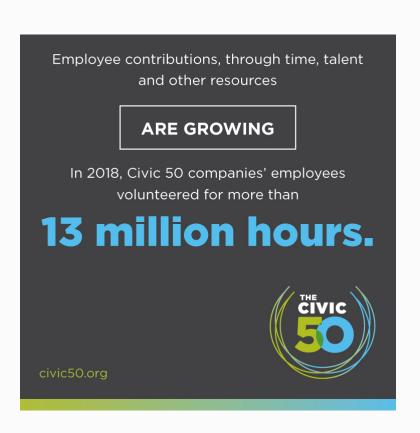






2018 Key Stats









Survey Process

- Self administered online survey
- Quantitative and multiple-choice questions, with optional narratives
- Deadline: 11:59 p.m. EST, Friday, March 15, 2019
- Notification: April 29 May 10, 2019
- Awards ceremony, media announcement and publication of key findings brief: June 2019





Evaluation

We evaluate four dimensions:

- **Investment:** how companies extensively and strategically apply resources to community engagement in the U.S.
- **Integration:** how community engagement programs support business interests and integrate into business functions.
- Institutionalization: how companies support community engagement in the U.S. through policies, systems and incentives
- **Impact**: how companies measure the social and business impact of community engagement programs in the U.S.





Why Participate?

- Recognition and media exposure as one of the nation's most community-minded companies
- Peer engagement and best practice sharing
- Advance corporate citizenship





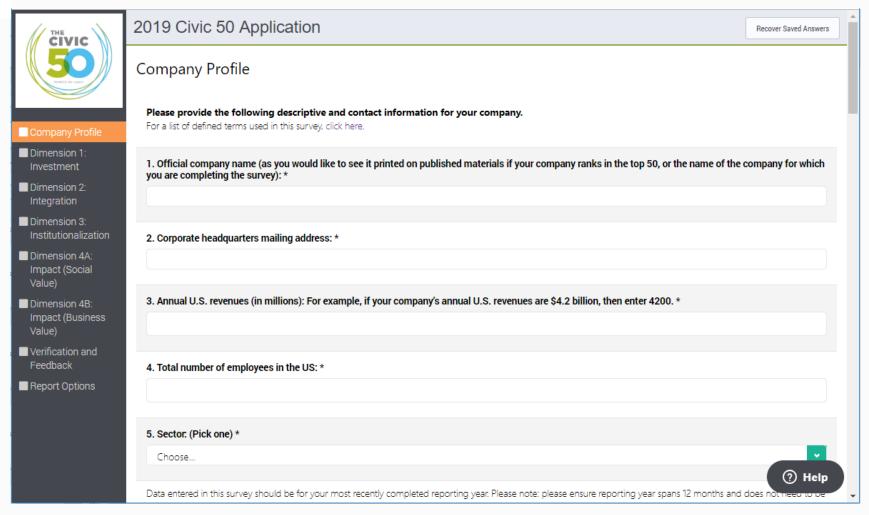
Survey Instrument and Data



Farron Levy
President, True Impact



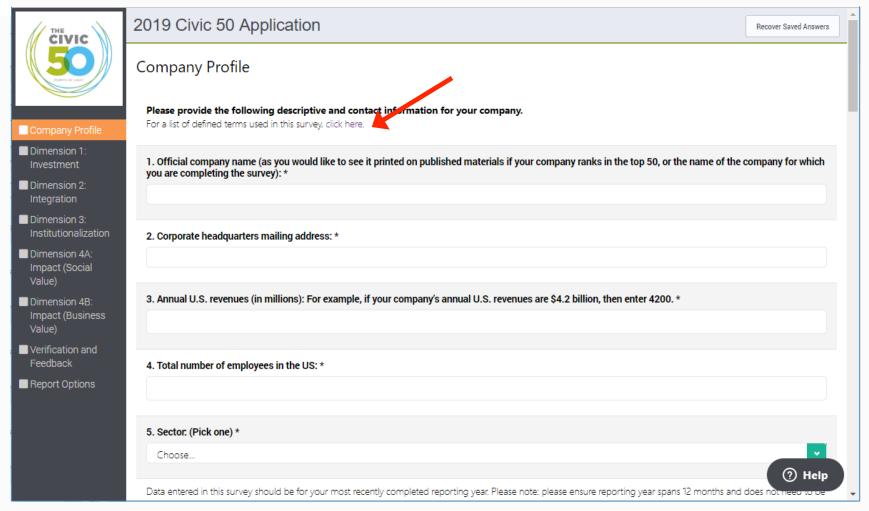
Survey Overview







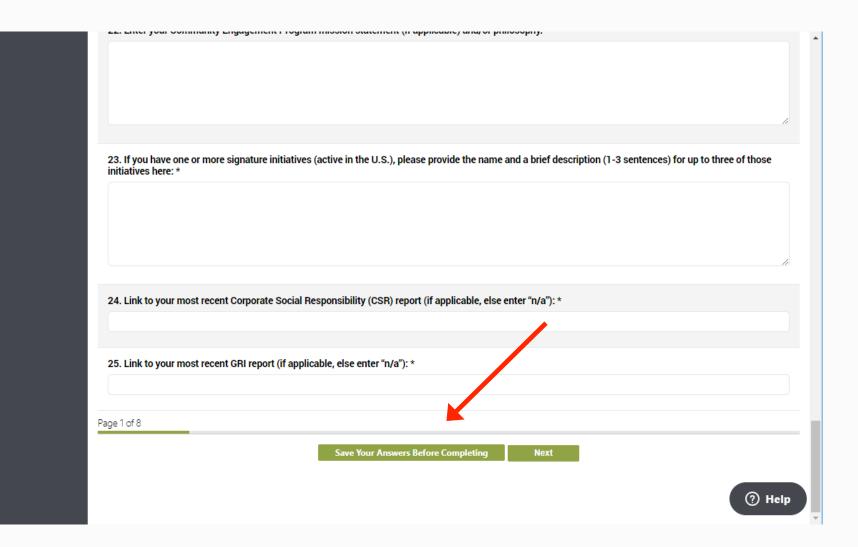
Survey Overview







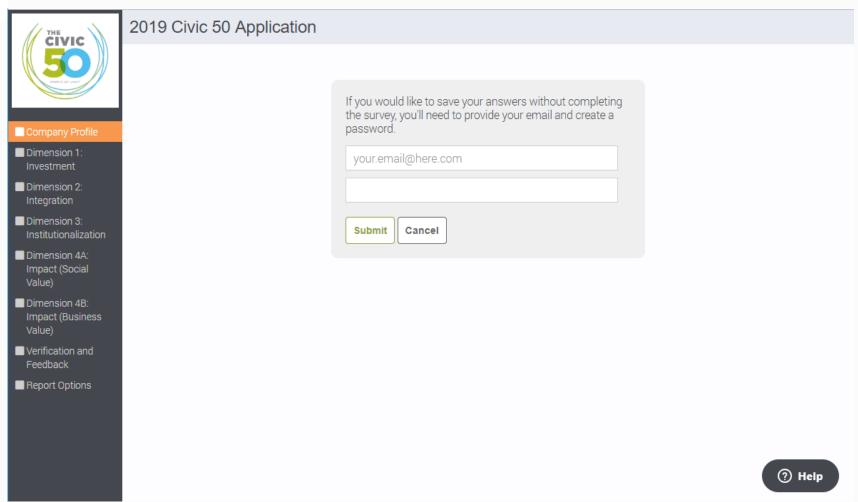
Saving Answers







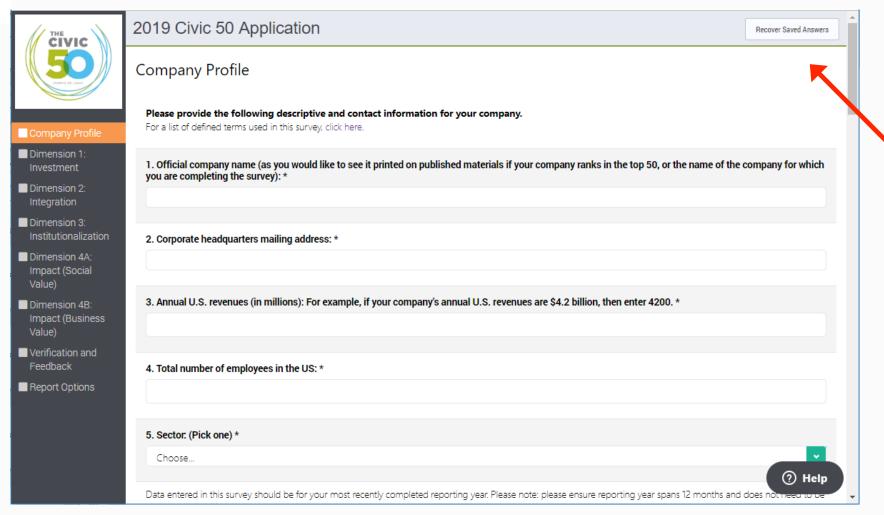
Saving Answers







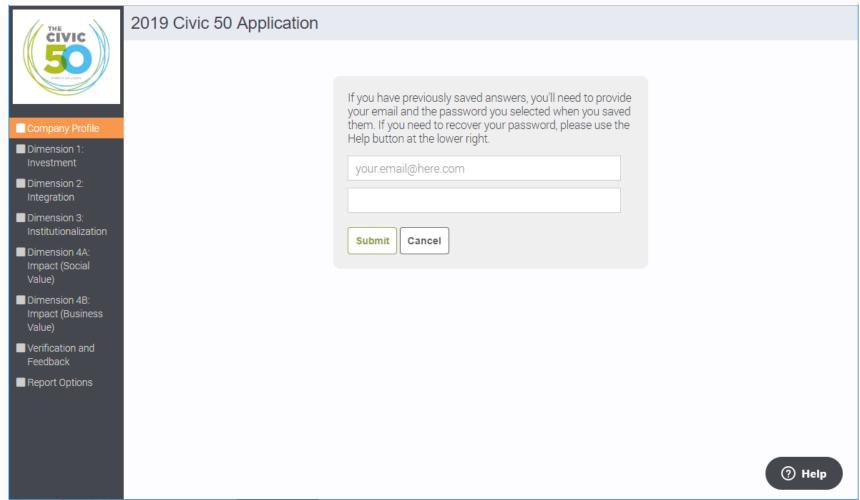
Recovering Answers







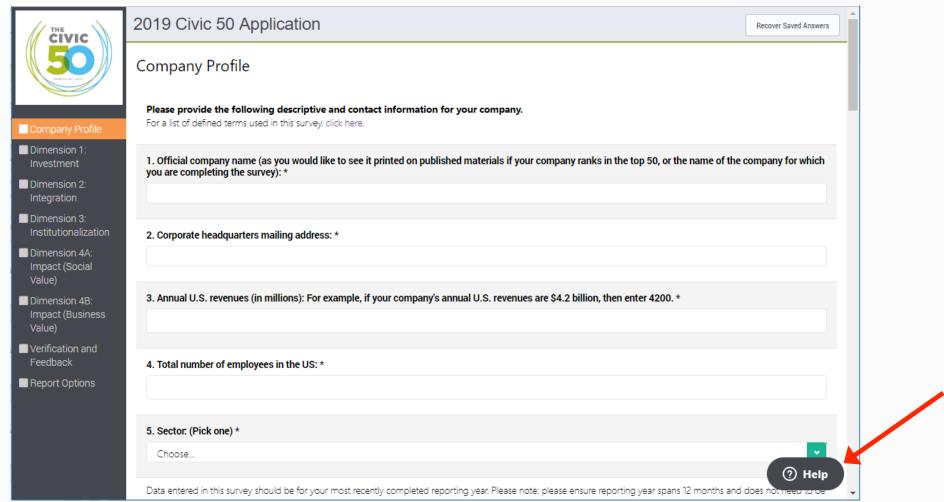
Recovering Answers







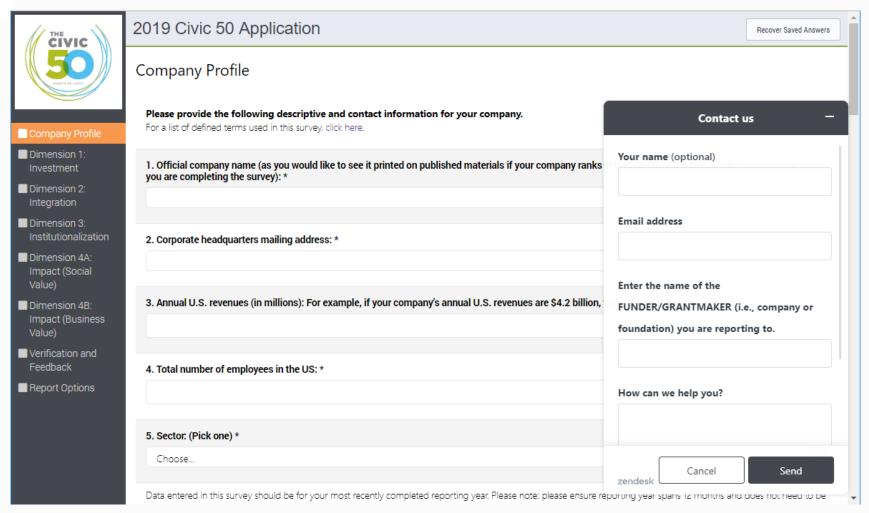
Getting Help







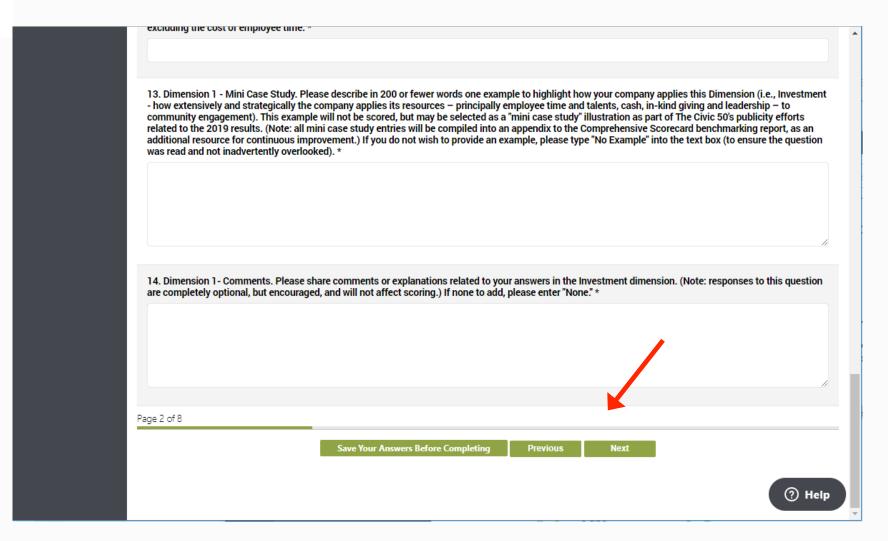
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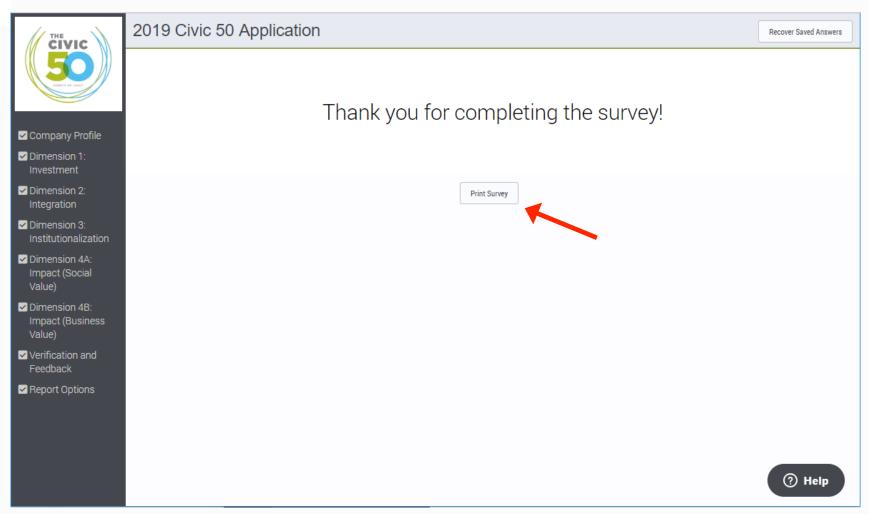
Navigation







Printing







Scorecards

1.Individual

2.Sector

3.Comprehensive

| Dimension | Score | | Overall | Sector | | | |
|-----------------------------------|-------|-------------|-----------|--------|------|---------|--|
| | | Rank | Tier | Medal | Rank | Tier | |
| Overall | #,### | Top 50: Yes | | | | | |
| Dimension 1: Investment | ### | 5 | Top 10% | 9 | 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% | |

| 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 | <u>45%</u> | 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 | | 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% | |

* For illustration only (not actual data or benchmarks)





Resources

- Download the 2018 Report, FAQs and access the survey: www.civic50.org
- 2017 Webinars: Inspiring and Leading in Times of Change series (<u>Download</u>)
- Survey direct link www.trueimpact.com/civic50_survey
- Engage on social media: @TheCivic50 (Twitter, LinkedIn)





Questions?



Gala Sponsorship

Sponsorship opportunities available:

phollahan@PointsofLight.org



Take t



civic50.org

For content or program-related inquiries, contact Civic50@pointsoflight.org.

For technical support with the online survey, contact Civic50@TrueImpact.com.



Good Luck!

