



Welcome and Introduction



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Chief Civic Innovation Officer, Points of Light



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



“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



Poll

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*



2018 Civic 50 Honorees





2018 Key Stats

In 2018,

70% of Civic 50 companies took

NATIONAL LEADERSHIP POSITIONS

on public education or policy efforts.



civic50.org

Employee contributions, through time, talent
and other resources

ARE GROWING

In 2018, Civic 50 companies' employees
volunteered for more than

13 million hours.



civic50.org



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

Company Profile

Dimension 1:
Investment

Dimension 2:
Integration

Dimension 3:
Institutionalization

Dimension 4A:
Impact (Social Value)

Dimension 4B:
Impact (Business Value)

Verification and Feedback

Report Options

2019 Civic 50 Application

Recover Saved Answers

Company Profile

Please provide the following descriptive and contact information for your company.
For a list of defined terms used in this survey, [click here](#).

1. Official company name (as you would like to see it printed on published materials if your company ranks in the top 50, or the name of the company for which you are completing the survey): *

2. Corporate headquarters mailing address: *

3. Annual U.S. revenues (in millions): For example, if your company's annual U.S. revenues are \$4.2 billion, then enter 4200. *

4. Total number of employees in the US: *

5. Sector: (Pick one) *

Choose...

?

Help

Data entered in this survey should be for your most recently completed reporting year. Please note: please ensure reporting year spans 12 months and does not need to be



Survey Overview

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Saving Answers

22. Enter your community engagement program mission statement (if applicable) and/or philosophy.

23. If you have one or more signature initiatives (active in the U.S.), please provide the name and a brief description (1-3 sentences) for up to three of those initiatives here: *

24. Link to your most recent Corporate Social Responsibility (CSR) report (if applicable, else enter "n/a"): *

25. Link to your most recent GRI report (if applicable, else enter "n/a"): *

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Save Your Answers Before Completing Next

Help

A red arrow points from the right side of the form towards the "Save Your Answers Before Completing" button.



Saving Answers



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If you would like to save your answers without completing the survey, you'll need to provide your email and create a password.

Submit

Cancel

?

Help



Recovering Answers



Company Profile

☐ Dimension 1: Investment

☐ Dimension 2: Integration

☐ Dimension 3: Institutionalization

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☐ Verification and Feedback

☐ Report Options

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Recovering Answers



2019 Civic 50 Application

- Company Profile
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- Dimension 4B: Impact (Business Value)
- Verification and Feedback
- Report Options

If you have previously saved answers, you'll need to provide your email and the password you selected when you saved them. If you need to recover your password, please use the Help button at the lower right.

Submit

Cancel

Help



Getting Help

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Getting Help



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Choose...

Contact us

Your name (optional)

Email address

Enter the name of the FUNDER/GRANTMAKER (i.e., company or foundation) you are reporting to.

How can we help you?

zendesk

Cancel

Send

Data entered in this survey should be for your most recently completed reporting year. Please note: please ensure reporting year spans 12 months and does not need to be



Navigation

excluding the cost of employee time. *

13. Dimension 1 - Mini Case Study. Please describe in 200 or fewer words one example to highlight how your company applies this Dimension (i.e., Investment - how extensively and strategically the company applies its resources – principally employee time and talents, cash, in-kind giving and leadership – to community engagement). This example will not be scored, but may be selected as a "mini case study" illustration as part of The Civic 50's publicity efforts related to the 2019 results. (Note: all mini case study entries will be compiled into an appendix to the Comprehensive Scorecard benchmarking report, as an additional resource for continuous improvement.) If you do not wish to provide an example, please type "No Example" into the text box (to ensure the question was read and not inadvertently overlooked). *

14. Dimension 1- Comments. Please share comments or explanations related to your answers in the Investment dimension. (Note: responses to this question are completely optional, but encouraged, and will not affect scoring.) If none to add, please enter "None." *

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[Save Your Answers Before Completing](#) [Previous](#) [Next](#)

[? Help](#)



Printing



- ✓ Company Profile
- ✓ Dimension 1: Investment
- ✓ Dimension 2: Integration
- ✓ Dimension 3: Institutionalization
- ✓ Dimension 4A: Impact (Social Value)
- ✓ Dimension 4B: Impact (Business Value)
- ✓ Verification and Feedback
- ✓ Report Options

2019 Civic 50 Application

Recover Saved Answers

Thank you for completing the survey!

Print Survey

?

Help



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%		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	45%	Top 10%
Q3. % SkillsBased	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. % SkillsBased	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 ([Download](#))
- Survey direct link www.trueimpact.com/civic50_survey
- Engage on social media: [@TheCivic50](#) (Twitter, LinkedIn)



Questions?



Gala Sponsorship

Sponsorship opportunities
available:
phollahan@PointsofLight.org





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!

