



The 50 Most Community-Minded Companies

Participant Briefing Packet: 2015

Table of Contents

I. Program Overview	Page 2
II. Frequently Asked Questions	Page 4
III. Survey Completion Instructions	Page 7
IV. Survey Instrument	Page 9
a. Company Profile	Page 9
b. Dimension 1: Investment	Page 11
c. Dimension 2: Integration	Page 13
d. Dimension 3: Institutionalization	Page 17
e. Dimension 4A: Impact (Social Value)	Page 20
f. Dimension 4B: Impact (Business Value)	Page 23
g. Verification & Feedback	Page 29
h. Report Options	Page 30
V. Glossary of Terms	Page 31
VI. About the Organizers	Page 34

www.Civic50.org



The 50 Most Community-Minded Companies

I. Program Overview

The Civic 50, an initiative of Points of Light honors the 50 most community-minded companies in the nation each year as determined by an annual survey.

Benchmarking and sharing the best practices of community engagement offers companies that participate in *The Civic 50* a roadmap for using their time, skills, and other resources to improve the quality of life in the communities where they do business. *The Civic 50* will help translate good intentions into sound business practices for years to come.

The Civic 50 winners are selected based on four dimensions of their U.S. community engagement program:

- **Investment:** How extensively and strategically the company applies its resources to community engagement in the US, including employee time and skills, cash, in-kind giving and leadership.
- **Integration:** How a company's US 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 in the US through its institutional policies, systems, and incentives.
- **Impact:** How the company measures the social and business impact of its US community engagement program.

Timeline

- *The Civic 50* survey launch (September 22, 2015)
- Survey data collection (September 22, 2015 – January 15, 2016)
- Evaluation and data analysis (February – May 2016)
- Release of *The Civic 50* ranking (June 2016 – stay tuned on the details for this special event!)

Methodology and Process

The latest survey instrument consists of quantitative and multiple-choice questions that inform *The Civic 50* scoring process, and summary narrative questions to capture potential case study material for highlighting best practices. To calculate a corporation's score, points are accrued in the following dimensions: Investment (1,000 points), Integration (1,000 points), Institutionalization (1,000 points) and Impact (1,000 points).



The 50 Most Community-Minded Companies

Ranking

Companies will be recognized as *The Civic 50* in alphabetical order. The Top 5 companies will be ranked with their sector peers based on GICS classification. Only the rankings of the Top 50 companies and Sector Top 5 will be shared publicly with attribution. Names and rankings of companies that participate but do not have rankings qualifying for the Top 50 or Top 5 will be kept confidential. As *The Civic 50* expands to include both public and privately held companies we will recognize important distinctions that may emerge. All other information submitted on *The Civic 50* application may be aggregated and shared for benchmarking and continuous improvement purposes, but will be anonymous (not attributed to any specific company).



The 50 Most Community-Minded Companies

II. Frequently Asked Questions

Q: Has this survey been administered before?

A: Yes, *The Civic 50* is now in its third year.

Q: What's different about this year's survey?

A: *The 2015-2016 Civic 50 survey continues to include public and private companies with revenue of \$1 Billion and over. The core of this year's survey is unchanged from 2014. It is entirely quantitative and multiple-choice built on three years of feedback and review of an Academic Panel.*

Q: Who's part of the Academic Panel?

A: *The following academic leaders reviewed the survey during its development in 2014:*

Professor Bea Boccalandro, Georgetown University Center for Public & Nonprofit Leadership; **Dr. Edward Freeman**, University of Virginia Darden School of Business; **Dr. Ira Harkavy**, The Wharton School of University of Pennsylvania; **Dr. Pamela Harper**, Marist College School of Business; **Professor Peter Levine**, Jonathan Tisch College of Citizenship and Public Service at Tufts University; **Dr. Kelvyn Moore**, Bentley University; **Dr. Nicholas Pearce**, Northwestern University Kellogg School of Management; **Dr. John Peloza**, Gatton College of Business and Economics at University of Kentucky; **Dean Alan Solomont**, Jonathan Tisch College of Citizenship and Public Service at Tufts University.

Q: Who should submit the survey on behalf of my corporation?

A: *The highest-ranking official responsible for community engagement programming and initiatives should submit the survey on behalf of your corporation. We have found that a staff member who is familiar with the work of the company and the survey should review for accuracy and completeness.*

Q: If I participated last year, can I use the same responses?

A: Yes. *The methodologies you may have used to compile data will continue to be relevant. Please take the time to make sure the breadth and depth of your organization's work is represented.*

Q: How much time will it take to complete the survey?

A: *Based on beta tests conducted, we estimate it will take 4-6 staff hours to complete The Civic 50 survey (not including your internal approval process). Applicants can save their responses in the password-protected system and retrieve them at their convenience (see "survey instructions" section for further details).*

Q: What is the deadline?

A: *The deadline for survey submissions is 11:59 p.m. Eastern Daylight Time on Friday, January 15, 2016. Late submissions will not be accepted.*



The 50 Most Community-Minded Companies

Q: What time frame should I use for the survey?

A: *You can use either of the following –*

- a. Calendar year, 2015;*
- b. Financial year 2014-2015;*
- c. Or, the most recent 12 month period for which you have access to data for purposes of this application. For example: August 2014 – July 2015; December 2014 – November 2015; October 2014 – September 2015.*

Q: When will I receive my score?

A: *A personalized report of your corporation's score will be available in late Spring 2016 in conjunction with the publication of the rankings.*

Q: How will the information I submit be used?

A: *All data collected in this survey will contribute to a company ranking, unless explicitly noted otherwise. Only the rankings of the Top 50 scoring companies overall or Top 5 scoring companies by sector and non-scored descriptive information requested in optional questions will be shared publicly with attribution. Names and rankings of companies that participate but do not have rankings qualifying for the Top 50 overall or Top 5 by sector will be kept confidential. All other information submitted on The Civic 50 application may be aggregated and shared for benchmarking and continuous improvement purposes, but will be anonymous (not attributed to any specific company). Any information The Civic 50 wishes to publicly attribute to a specific company beyond a Top 50 or Top 5 Sector ranking and the opt-in "mini case studies" will be cleared with that company prior to release.*

Q: How do the rankings control for differences in industry or corporate structure?

A: *Any monetary or numerical data requested by this survey to assess magnitude of corporate investment, involvement, or impact will be normalized by company revenues or number of employees to control for size during The Civic 50 ranking process. Further, rating formulas are designed to minimize any inherent advantages or disadvantages across industries.*

Q: I'm a multi-national corporation. Which activities should I document?

A: *The Civic 50 is a US award based on the company's US community engagement program.*

Q: Are there webinars or trainings to provide technical assistance?

A: *Yes. There will be technical assistance webinars on September 22, 2015, 1-2 PM, Eastern Daylight Time and October 30, 2015, 1-2 PM, Eastern Daylight Time. These presentations will offer a great opportunity to talk with The Civic 50 team about the process of survey completion, survey content, or general questions about the program itself.*



The 50 Most Community-Minded Companies

Q: Who should I contact if I have a question or problem?

A: *Technical assistance will be provided during normal business hours (9 a.m. - 5 p.m. Eastern, Monday-Friday).*

- For content or program-related inquiries, contact Civic50@pointsoflight.org or +1-202-644-7245.
- For technical support with online the survey, contact Civic50@TrueImpact.com.

Q: Can I find *The Civic 50* on social media?

A: Yes, you can follow *The Civic 50* on [Twitter](#) and [LinkedIn](#).



The 50 Most Community-Minded Companies

III. Survey Completion Instructions

The Civic 50 survey opens to the public on September 22, 2015. Submissions must be received by 11:59 p.m. Eastern Daylight Time on Friday, January 15, 2016. Late submissions will not be accepted. Results will be published in late Spring 2016.

How to Access the Survey

The survey can be accessed at Civic50.org and clicking the “Take the Survey” button. Upon your first visit, create login credentials by entering your name, company name, email address, and company name, and creating a password. You need only do this once. When you return to the survey at a later date, click the orange button that says “Open Saved Proposal.” Enter this same login credentials and you will be able to re-access your saved proposal.

How to Save Your Work

To save your progress in each section, please click the green “Accept” button in the bottom, right-hand corner of the page, or the “Save and Exit” button on the left-hand side under the category navigation. DO NOT use your browser’s “back” function or the category navigation bar to move between sections without first clicking the “Accept” button, *or your responses will not be saved.* Once the “Accept” button is clicked, you or other team members collaborating on your submission can navigate, exit, and re-access your survey at any time using the password you chose upon starting the survey.

How to Engage Your Colleagues

Other members of your team can assist completion of your survey. Just give them the email address and password you created and tell them to visit the “Click here if you would like to continue a previously saved proposal” link and they can review and edit your submission. Please ensure that all work has been saved prior to exiting the page. *Please take the time to make sure the breadth and depth of your organization’s work is represented.*

How to Print Your Survey (or save your responses as a PDF)

To print a copy of your entire survey, log in to your account and click the orange “Print” link in the upper right-hand corner of the screen. This will show you the entirety of your submission as it currently stands. Use your browser’s regular print function to print your submission. Or, to save as a PDF, click the click button on your print screen that will say something to the effect of “Preview as PDF” or “Open as PDF.”

Please note: For multiple-choice questions, only the answer you select will be printed (not all possible answers), so you may wish to cross-reference with the full survey to see all your answering options.



The 50 Most Community-Minded Companies

How to Answer Optional Open-Ended Questions

To capture information for potential case studies, the survey provides several optional (i.e., not scored), open-ended text fields for you to share the details of certain community engagement activities. To promote concise responses and ease the demands on respondents, a 200-word count limit is imposed on each open-ended question. If you exceed that limit, you will not be able to submit the survey.



The 50 Most Community-Minded Companies

IV. Survey Instrument

Company Profile

Please provide the following descriptive and contact information for your company:

1. Company mailing address: _____

2. Annual US revenues (in millions): *For example, if your company's annual US revenues are \$4.2 Billion, then enter 4200 (which will display as \$4,200).*_____

3. Total number of employees in the US _____

4. Sector: (Pick one)
 - Communications
 - Consumer Discretionary
 - Consumer Staples
 - Energy
 - Financials
 - Health Care
 - Industrials
 - Materials
 - Technology
 - Utilities

Data entered in this survey should be for your most recently completed reporting year. Please enter the start and end dates of that year here:

5. Reporting start date (month/day/year): _____

6. Reporting end date (month/day/year): _____

7. CEO Name: _____

8. CEO Executive Assistant (Name, Email, Phone): _____

9. Company Media Contact (Name, Email, Phone): _____

10. Enter your Community Engagement program name (if applicable, else enter "n/a"): _____



The 50 Most Community-Minded Companies

11. Enter your Community Engagement Program mission statement (if applicable) and/or philosophy: _____

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

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

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

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



The 50 Most Community-Minded Companies

Dimension 1: Investment

This dimension evaluates how extensively and strategically the company applies its resources to community engagement in the US, including employee time and skills, cash, in-kind giving and leadership.

Employee Time and Talent

1. Participants. How many US employees participated in any type of company-sponsored volunteerism (including hands-on, skills-based, and pro-bono volunteering)? _____

2. Hours. How many total hours did US employees contribute through any type of company-sponsored volunteerism (including hands-on, skills-based, and pro-bono volunteering)?

3. % Skills Based. Of the total number of volunteer hours reported in Question 2, what percentage were related to skills based or pro bono volunteerism? _____

Cash

4. Value. What is the total value of cash grants and contributions your company's community engagement program provided to social causes in the US during your reporting year? This should be the total dollar value donated by the company, including matching-gifts and dollars-for-doers grants, but excluding donations given by employees themselves. _____

Value (matches only). What is the total value of cash donations given for employee matches and dollars for doer grants? (This is a subset of the total value you reported in the question above.) _____

5. Number. How many individual grants did your company make in the US, excluding matching-gift and volunteerism-matching (e.g., dollars-for-doers) grants? _____

6. % Multifaceted Investment. Of the total number of US grants reported in Question 5, what percentage were provided additional support such as company volunteers (e.g., hands-on, skills based, pro bono, and/or board service), in-kind goods or services, and/or a multi-year grant pledge (in a single grant, not counting one-year grants that have been renewed)? _____

In-contributions

7. Cost. What is the total cost to your company of in-kind goods your company's community engagement program provided to social causes in the US during your reporting year? (Note: your response here should exclude any contributions already reported above.) _____



The 50 Most Community-Minded Companies

8. Value. How much revenue would the goods reported in Question 7 have brought to your company had they been sold commercially instead of being donated in-kind? _____

Public Leadership

9. Activity level. Did your company take a leadership position on a specific social cause by promoting public awareness or behavior change (e.g., via public service announcements, TV appearances, radio appearances) and/or by advocating for policy change (e.g., via congressional testimony or letters to the editor) at either the national or local level (in the US)? Please select your company's highest level of activity below.

- Yes, Significant/National. Four or more public (meaning they received media coverage) education and/or policy advocacy efforts at a national scale.
- Yes, Some/National. One to three public (meaning they received media coverage) education and/or policy advocacy at a national scale.
- Yes, Significant/Local. Four or more public (meaning they received media coverage) education and/or advocacy efforts at a regional or local scale.
- Yes, Some/Local. One to three public (meaning they received media coverage) education and/or policy advocacy efforts at a regional or local scale.
- None or not applicable
- Not available / cannot share this information

10. Funding support. How much cash investment has your company made in support of your most significant US social cause (i.e., the one driving your categorization in the previous question)? This investment can include funding for PSAs, grants to partner nonprofits, or other education and awareness efforts, excluding the cost of employee time. _____

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 2015 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).



The 50 Most Community-Minded Companies

Dimension 2: Integration

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

1. Select the top five business functions your US community engagement program supports, and then describe its level of integration.

- Marketing/PR
- Sales
- Skill development
- Recruiting
- Stakeholder relations
- Diversity and inclusion
- Health and wellness
- R&D/innovation
- Other

1a. Marketing/PR. To what degree does your company leverage its community engagement activities to enhance its brand in the marketplace (e.g., through cause marketing, issue branding, ads that feature community engagement, etc.)?

- Formal written strategy coordinated with the PR/marketing dept., broadly and consistently implemented across the US
- Formal written strategy coordinated with the PR/marketing dept., implemented on a limited basis in the US
- Informal strategy, broadly and consistently implemented across the US
- Informal strategy, implemented on a limited basis in the US
- Not applicable / does not occur
- Cannot share this information

1b. Sales. To what degree does your company leverage its community engagement activities to support its sales efforts (e.g., grants programs that help develop new-market pipelines, board service that generates new-business leads, charitable events that serve as a venue for strengthening existing sales relationships, etc.)?

- Formal written strategy coordinated with the sales dept., broadly and consistently implemented across the US
- Formal written strategy coordinated with the sales dept., implemented on a limited basis in the US
- Informal strategy, broadly and consistently implemented across the US
- Informal strategy, implemented on a limited basis in the US
- Not applicable / does not occur
- Cannot share this information



The 50 Most Community-Minded Companies

1c. Skill development. To what degree does your company leverage its community engagement activities to provide opportunities for employees to develop new experiences, knowledge, or skills (such as leadership, project management, or team development) directly applicable to their jobs?

- Formal written strategy coordinated with the HR dept., broadly and consistently implemented across the US
- Formal written strategy coordinated with the HR dept., implemented on a limited basis in the US
- Informal strategy, broadly and consistently implemented across the US
- Informal strategy, implemented on a limited basis in the US
- Not applicable / does not occur
- Cannot share this information

1d. Recruiting. To what degree does your company leverage its community engagement activities to drive recruiting (e.g., through recruitment ads that feature the company's community engagement activities, campus outreach which includes service opportunities or "alternative spring break" events, hosting a recruitment booth at company-sponsored community events, etc.)?

- Formal written strategy coordinated with the recruiting dept., broadly and consistently implemented across the US
- Formal written strategy coordinated with the recruiting dept., implemented on a limited basis in the US
- Informal strategy, broadly and consistently implemented across the US
- Informal strategy, implemented on a limited basis in the US
- Not applicable / does not occur
- Cannot share this information

1e. Stakeholder relations. To what degree does your company leverage its community engagement activities to improve other key stakeholder relationships (e.g., regulators, legislators, advocacy groups, etc.)?

- Formal written strategy coordinated with the government relations/PR dept., broadly and consistently implemented across the US
- Formal written strategy coordinated with the government relations/PR dept., implemented on a limited basis in the US
- Informal strategy, broadly and consistently implemented across the US
- Informal strategy, implemented on a limited basis in the US
- Not applicable / does not occur
- Cannot share this information



The 50 Most Community-Minded Companies

1f. Diversity and inclusion. To what degree does your company leverage its community engagement activities to promote a more diverse and inclusive company culture (e.g., by supporting initiatives that increase the diversity of the company's workforce pipeline, improve employees' understanding of and ability to work across differences, etc.)?

- Formal written strategy coordinated with the HR/diversity dept., broadly and consistently implemented across the US
- Formal written strategy coordinated with the HR/diversity dept., implemented on a limited basis in the US
- Informal strategy, broadly and consistently implemented across the US
- Informal strategy, implemented on a limited basis in the US
- Not applicable / does not occur
- Cannot share this information

1g. Health and wellness. To what degree does your company leverage its community engagement activities to promote health and wellbeing among employees (e.g., initiatives that promote exercise, healthy eating, stress management, etc.)?

- Formal written strategy coordinated with the HR dept., broadly and consistently implemented across the US
- Formal written strategy coordinated with the HR dept., implemented on a limited basis in the US
- Informal strategy, broadly and consistently implemented across the US
- Informal strategy, implemented on a limited basis in the US
- Not applicable / does not occur
- Cannot share this information

1h. R&D/innovation. To what degree does your company leverage its community engagement activities to promote research & development or innovation at the company and/or among employees (e.g., by promoting creative thinking or the testing of new product or service ideas, etc.)?

- Formal written strategy coordinated with the R&D/HR dept., broadly and consistently implemented across the US
- Formal written strategy coordinated with the R&D/HR dept., implemented on a limited basis in the US
- Informal strategy, broadly and consistently implemented across the US
- Informal strategy, implemented on a limited basis in the US
- Not applicable / does not occur
- Cannot share this information



The 50 Most Community-Minded Companies

Dimension 3: Institutionalization

This dimension evaluates how the company supports community engagement in the US through its institutional policies, systems, and incentives.

1. Community Input. Does the company seek input from community leaders/representatives on community needs and its community engagement program?

- Yes
- No

1a. If Yes: Community Input (describe). How is this practice implemented?

- A formal, structured effort in the US that actively solicits community feedback such as a survey, focus groups or community meeting
- A formal, structured effort in the US that passively collects community feedback for those wanting to provide, such as a social media site
- Informal/ad hoc conversations
- Not tracked / Can't disclose

2. Performance Reviews. Is community engagement a formal written component of employees' performance reviews?

- Yes
- No

2a. If Yes: Performance Reviews (describe). Percentage of US employees to which this practice applies:

- 75%-100%
- 50%-74%
- 25%-49%
- 1%-24%
- Not tracked / Can't disclose

3. Department Goals. Is community engagement listed on division/department/business unit scorecards or evaluations?

- Yes
- No



The 50 Most Community-Minded Companies

3a. If Yes: Department Goals (describe). Percentage of US divisions/departments/business units to which this practice applies:

- 75%-100%
- 50%-74%
- 25%-49%
- 1%-24%
- Not tracked / Can't disclose

4. Employee Incentives. Which of the following activities does your company offer to promote US community engagement? (Select all that apply):

- Volunteer / "Dollars for Doers" grants (i.e., company matches volunteer hours with a cash grant to a nonprofit organization)
- Grant-matching (i.e., company matches at least a portion of direct contributions by employees to a nonprofit organization)
- Awards/recognition (both internal and external)
- Paid time off to volunteer

5. Resources. Does your company offer resources to expand or improve employee engagement in its community engagement program, and/or to support sharing of information between employees on community issues? How many of the following community engagement products does it offer in the US? (Select all that apply.)

- Toolkits
- Training
- Regular newsletter / e-newsletter
- Affinity groups
- Online portal
- Social media platforms

6. Leadership. How does executive/C-suite leadership support and promote the company's community engagement, if at all? Select all that apply and describe the frequency.

- Publicly participate in company community engagement events/activities

6a. Participation. How often?

- 12 times per year
- 6-11 times per year
- 3-5 times per year
- 1-2 times per year
- Not tracked / Can't disclose



The 50 Most Community-Minded Companies

Dimension 4A: Impact (Social Value)

Part A of this dimension evaluates how a company measures the social impact of its community engagement program in the US.

Please carefully note the differences between *outcome measures* and *output measures* when classifying your activities below. (In Glossary)

1. Volunteerism. Volunteerism generates social value when it helps nonprofit organizations improve capacity to carry out their mission. Specifically, the outcomes of successful volunteerism include improved efficiency (i.e., enabling the nonprofit's systems or services to run with fewer resources), effectiveness (i.e., increasing the nonprofit's success rate among the beneficiaries it serves—for example, increasing the number of tutored students that improve their grades), and reach (e.g., by providing extra hands to help serve more beneficiaries). Please identify the primary method (used for over 50% of your US employee volunteering activities, by hours) of measuring the social value generated by your company's volunteerism.

- Predefined, quantitative outcome measures (capturing the improvement in efficiency, effectiveness, and/or reach resulting from the volunteerism) as part of a standardized and regularly implemented data collection process
- Open-ended, qualitative outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as number of hours or people served and/or the monetary value of those services, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information



The 50 Most Community-Minded Companies

2. Grants. Grants generate social value when they enable nonprofit organizations to deliver services that improve the wellbeing of targeted beneficiaries or solve targeted social issues. Please identify the primary method (used for over 50% of your US grants, by value) of measuring the social value generated by your company's grants.

- Predefined, quantitative outcome measures (capturing the improvement in wellbeing or social issues resulting from the grant), as part of a regularly implemented data collection process
- Open-ended, qualitative outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as the number and value of grants distributed and number of beneficiaries served, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information

3. In-kind. Like grants, in-kind goods generate social value when they enable nonprofit organizations to deliver services that improve the wellbeing of targeted beneficiaries or solve targeted social issues. Please identify the primary method (used for over 50% of your US in-kind donations, by value) of measuring the social value generated by your company's in-kind donations.

- Predefined, quantitative outcome measures (capturing the improvement in wellbeing or social issues resulting from the in-kind donation), as part of a regularly implemented data collection process
- Open-ended, qualitative outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as the number and value of goods distributed and number of beneficiaries served, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information



The 50 Most Community-Minded Companies

4. Social Cause Leadership/Advocacy. Leadership and advocacy efforts generate social value by changing behaviors and/or policies to improve targeted social issues. The outcomes of successful leadership and advocacy efforts therefore include precursors of change (i.e., changes in awareness, understanding, and attitudes), the change itself (i.e., behaviors or policies), and the resulting effects (i.e., the improvement in beneficiary wellbeing or targeted social issues). Please identify the primary method (used for over 50% of your US efforts, by investment amount) of measuring the effectiveness of your leadership and/or advocacy on generating social change.

- Predefined, quantitative outcome measures (capturing the precursors of change, the change itself, and/or its effects as a result of the leadership or advocacy), as part of a regularly implemented data collection process
- Open-ended feedback on outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as the number of beneficiaries reached or number of media impressions generated, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information

Dimension 4a - Mini Case Study. Please describe in 200 or fewer words one example to highlight how your company applies this Dimension (i.e., Impact (social) - how the company measures the social impact of its community engagement programs).

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 2015 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).



The 50 Most Community-Minded Companies

Dimension 4B: Impact (Business Value)

Part B of this dimension evaluates how a company measures the business impact of its community engagement program in the US.

Please carefully note the differences between outcome measures and output measures when classifying your activities below.

1. Select the top five business functions your US community engagement program formally supports (these are the same categories that you selected in Dimension 2), and then describe how you measure your performance.

- Marketing/PR
- Sales
- Skill development
- Recruiting
- Stakeholder relations
- Diversity and inclusion
- Health and wellness
- R&D/innovation
- Other

1a. Marketing/PR. Community engagement can generate marketing and PR value by enhancing the company's brand in the marketplace. Successful outcomes include improved awareness of and attitudes towards the company. Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the marketing/PR value generated.

- Predefined, quantitative outcome measures (capturing the resulting improvement in brand awareness and/or attitudes), as part of a regularly implemented data collection process
- Open-ended, qualitative outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as the number of media impressions, website hits, Facebook "Likes" generated, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information



The 50 Most Community-Minded Companies

1b. Sales. Community engagement can generate sales value by helping to develop new or strengthen existing sales-related relationships. Successful outcomes include the drivers of sales (i.e., new or improved relationships) and sales themselves (e.g., the nature and value of new business generated). Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the sales value generated.

- Predefined, quantitative outcome measures (capturing the resulting improvement in new business or new-business relationships), as part of a regularly implemented data collection process
- Open-ended, qualitative outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as the number of events attended or sponsored, or media impressions generated, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information

1c. Skill development. Community engagement can develop skills among employees by presenting them with opportunities to build new experiences, knowledge, or capabilities (such as leadership, project management, or team development). Successful outcomes include the development of new skills that are directly related to an employee's job. Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the skill development value generated.

- Predefined, quantitative outcome measures (capturing the resulting improvement in job-related skills), as part of a regularly implemented data collection process
- Open-ended, qualitative outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as the number of employees that participated in activities offering skill-development opportunities, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information



The 50 Most Community-Minded Companies

1d. Recruiting. Community engagement can generate recruiting value by helping to develop new or strengthen existing recruiting-related relationships. Successful outcomes include the drivers of recruiting (i.e., new or improved relationships) and recruiting gains themselves (e.g., the number and type of new hires). Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the recruiting value generated.

- Predefined, quantitative outcome measures (capturing the resulting improvement in recruiting or recruiting-related relationships), as part of a regularly implemented data collection process
- Open-ended, qualitative outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as the number of events attended or sponsored, or media impressions generated, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information

1e. Stakeholder relations. Community engagement can generate business value by helping to develop new or strengthen existing stakeholder relationships (e.g., with regulators, legislators, advocacy groups, etc.). Successful outcomes include the development of new or improved stakeholder relationships, and the results (e.g., more favorable legislative, regulatory, or issues-management outcomes, or the reduction of their risks). Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the stakeholder relations value generated.

- Predefined, quantitative outcome measures (capturing the resulting improvement in stakeholder relationships and regulatory, legislative, or issue-management results), as part of a regularly implemented data collection process
- Open-ended, qualitative outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as the number of events attended or sponsored, or media impressions generated, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information



The 50 Most Community-Minded Companies

1f. Diversity and inclusion. Community engagement can generate business value by helping to enhance diversity and inclusion within your company. Successful outcomes include an increase in the diversity of your company's employee base, and the inclusiveness of your culture (i.e., ability of that employee base to understand, appreciate, and productively work with colleagues that are different from them). Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the diversity and inclusion value generated.

- Predefined, quantitative outcome measures (capturing the resulting improvement in employee diversity and level of inclusion), as part of a regularly implemented data collection process
- Open-ended, qualitative outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as the number of events attended or sponsored, or employees engaging in diversity-related activities, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information

1g. Health and wellness. Community engagement can generate business value by helping to promote health and wellbeing among employees. Successful outcomes include an increase in the drivers of health and wellbeing (e.g., increased exercise, healthy eating, stress management, etc.) and the gains achieved (i.e., improved health and feeling of wellbeing). Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the health and wellbeing value generated.

- Predefined, quantitative outcome measures (capturing the resulting improvement in healthy behaviors or health or wellbeing indicators), as part of a regularly implemented data collection process
- Open-ended, qualitative outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as the number of employees that participated in activities that promote health and wellbeing, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information



The 50 Most Community-Minded Companies

1h. R&D/innovation. Community engagement can generate business value by helping to promote research and development or other innovation. Successful outcomes include the R&D/innovation gains realized, and how they either help increase revenues or reduce operating costs. Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring the R&D/innovation value generated.

- Predefined, quantitative outcome measures (capturing the resulting improvement in R&D/innovation gains and their bottom-line effects), as part of a regularly implemented data collection process
- Open-ended, qualitative outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as the number of employees that participated in activities that promote R&D/innovation, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information

1i. Other (definition). Please briefly describe this other business interest, and how it generates bottom-line value (i.e., increasing revenues or reducing costs). _____

Other. Successful outcomes include gains that directly or indirectly drive bottom-line value, and the increased revenues or reduced costs realized. Please identify the primary method (used for over 50% of your US programs, by investment amount) of measuring this other business value generated.

- Predefined, quantitative outcome measures (capturing the resulting improvement in the drivers of bottom-line value, and the change in revenues or costs realized), as part of a regularly implemented data collection process
- Open-ended, qualitative outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as the number of employees that participated in activities that promote this other business interest, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information



The 50 Most Community-Minded Companies

Verification & Feedback

1. The answers provided within this application are true to the best knowledge of the corporation and its employees. (Note: Companies found to falsify information will be banned from participating in *The Civic 50* for a period of no less than 5 years)

- Yes
- No

2. Please upload a logo that can be used for promotion/publication purposes if your company appears on *The Civic 50*. _____

3. If relevant, please provide any additional guidance or conditions associated with the disclosure of your company name or use of your company logo. If none to add, please enter "None."

4. Comments/Questions/Feedback on *The Civic 50* (Note: responses to this question are completely optional (but encouraged) and will not affect scoring.) If none to add, please enter "None." _____

5. Approximately how many staff hours did it take you to complete your survey submission?



The 50 Most Community-Minded Companies

Report Options

1. Scorecards. All eligible companies that submit a completed *The Civic 50* survey will receive a free Individual Scorecard, which lists the company's individual score and ranking in each dimension. Additional reports, with greater detail to support more detailed corporate reporting and continuous improvement efforts, are available for a fee.

For a one-page summary of these report options, click [here](#). Please enter your request below. If you have any questions about these scorecard options, please email Civic50@trueimpact.com.

- Individual Scorecard (free): Ranking only for each category
- Industry Scorecard (\$1,250): Ranking, benchmarking, and best practice highlights by dimension (full population and sector-specific results)
- Comprehensive Scorecard (\$3,500): Question-level ranking, benchmarking, and best practice highlights (full population and sector-specific results)



The 50 Most Community-Minded Companies

V. Glossary of Terms

Following are definitions of terms used in *The Civic 50* survey.

Business Outcomes/Impacts: Meaningful changes in the performance of a business function such as an increase in employee engagement, sales or brand recognition. Although the precise definitions of the evaluation terms “impact” and “outcome” differ slightly, for the purposes of *The Civic 50* they are interchangeable.

Cause Marketing: A marketing effort pursued by a company that also aims to raise awareness, money, and/or consumer engagement for a social cause/issue. Also known as cause-related marketing.

Community Engagement: A company’s efforts to mitigate social causes/issues such as hunger, poverty, environmental degradation, for example, and/or to promote the public good, including economic development, education and social justice, for example. Community engagement is implemented through employee volunteering including extra-hands and pro bono and other skills-based service; monetary giving; in-kind giving and social cause leadership.

Community Engagement Program (CEP): The totality of a company’s formal community engagement efforts to mitigate social causes/issues such as hunger, poverty, environmental degradation, for example, and/or to promote the public good, including economic development, education and social justice, for example. Community Engagement Program elements include employee volunteering including pro-bono and other skills-based service, monetary giving, in-kind giving and social cause leadership.

Community Partners: Organizations working to mitigate social causes/issues and/or promote the common good to which a corporation contributes employee volunteer (including extra-hands volunteering and pro-bono and skills-based service), financial, in-kind or leadership resources at least once per year. Community partners are typically US tax-exempt status organizations, but can also be organizations with an alternative tax status that promote progress on a social cause/issue including social enterprises, public schools and military entities.

Company-sponsored Volunteerism: Volunteer activities performed by employees in which the company invests non-negligible resources by dedicating staff time to organize the activities, paying intermediaries or community organizations to organize the activities,, issuing “dollars-for-doers” grants or paying employee salaries or wages, for example. Common forms of this activity can include, but are not limited to painting community partner buildings, conducting environmental cleanup and mentoring students, amongst others. Employee volunteers and employee volunteer hours submitted as part of *The Civic 50* application need to be part of a volunteer activity supported through company resources, as defined in this paragraph.



The 50 Most Community-Minded Companies

Dollars-for-Doers Grants: A program in which the company contributes a grant to a community partner (see definition) where an employee or a team of employees volunteers.

Employee: A person on the company payroll for full-or part-time work. Temporary and intermittent employees are included, as are any employees who are on paid sick leave, on paid holiday, or who work during only part of the specified pay period. Proprietors, self-employed, unpaid family or volunteer workers are excluded.

Employee Volunteering: Volunteer activities performed by employees in which the company invests non-negligible resources by dedicating staff time to organize the activities, paying intermediaries or community organizations to organize the activities, issuing “dollars-for-doers” grants or paying employee salaries or wages, for example. Common forms of this activity can include, but are not limited to painting community partner buildings, conducting environmental cleanup and mentoring students, amongst others. Employee volunteers and employee volunteer hours submitted as part of *The Civic 50* application need to be part of a volunteer activity supported through company resources, as defined in this paragraph.

Employee Volunteer Program: The totality of company efforts to support employee volunteering (see definition above) by investing non-negligible resources such as staff time to organize volunteer activities, paying intermediaries or community organizations to organize volunteer activities, issuing “dollars-for-doers” grants or paying employee salaries or wages during the time they volunteer, for example. Employee volunteers and employee volunteer hours submitted as part of *The Civic 50* application need to be part of a volunteer activity supported through company resources, as defined in this paragraph.

Hands On Volunteering (also known as traditional and extra hands volunteering): Employee volunteering (see definition) that does not involve applying the employee’s workplace skills.

In-kind Contributions: Goods, products, services, or equipment that are donated to a community partner excluding employee volunteering (which is counted separately in the *Civic 50*). Examples of in-kind contributions include donation of used computers, meeting rooms or commercial product.

Matching-Gift Grants: A program in which the company contributes a grant to a community partner (see definition of community partner) where an employee makes a monetary contribution, often by matching the employee’s contribution dollar-for-dollar.



The 50 Most Community-Minded Companies

Outputs/Accomplishments: Measures of the Community Engagement Program's activities, services, events and products that indicate progress towards business and/or social outcomes/impacts (see definitions) but fall short of capturing such impacts and outcomes because they don't show a *change* in a social issue (e.g. increased academic performance) or business outcome (e.g., increased employee retention). Examples of outputs/accomplishments include volunteer hours contributed, individuals served and tutoring session held, for example.

Outcome Measures: Indicators of social outcomes/impacts or business outcomes/impacts (see definitions). Examples of social outcome measures include graduation rate for students in a tutoring program, income reported by participants in jobs training program and increases in knowledge reported by individuals in a financial literacy course. Examples of business outcome measures include retention of employee volunteers as tracked by HR, sales resulting from a cause marketing campaign and customer loyalty among individuals who are have seen ads featuring the community engagement program.

Philanthropy: The act of a corporation making a grant or financial donation in support of a social cause/issue.

Pro Bono or Skills-Based Volunteering/Service: Employee volunteering (see definition) that uses employee professional skills in service to a community partner (see definition). This can include, but is not limited to, the donation of services such as accounting, marketing, finance, graphic design, and information technology.

Public Good: The well-being of society as a whole. Public good efforts include reducing crime, increasing employment and cleaning up the environment, for example.

Social Causes/Issues: Challenges, difficulties and other problems faced by a society, often referred to as charitable causes. Examples include but are not limited to: homelessness, unemployment and access to education.

Social Outcomes/Impacts: Meaningful changes in individuals, groups, organizations or communities served by the Community Engagement program such as improvements in graduation rates, reduction in health problems or increases in financial literacy. Although the precise definitions of the evaluation terms "impact" and "outcome" differ slightly, for the purposes of *The Civic 50* they are interchangeable.

Traditional volunteering (also known as extra-hands or hand-on volunteering): Employee volunteering (see definition) that does not involve applying the employee's workplace skills.



The 50 Most Community-Minded Companies

VI. About the Organizers:

Points of Light - the world's largest organization dedicated to volunteer service – mobilizes millions of people to take action that is changing the world. Through affiliates in 250 cities and partnerships with thousands of nonprofits and corporations, Points of Light engages 4 million volunteers in 30 million hours of service each year. We bring the power of people where it's needed most. For more information, visit www.pointsoflight.org.

True Impact provides web-based tools and consulting support to help organizations measure the social and business value of their community and social investments. For more information, visit www.TrueImpact.com.

History

The Civic 50 was founded in partnership with the [National Conference on Citizenship](#), Points of Light and Bloomberg LP in 2012 and developed with a high-profile working group of lead researchers and industry thought leaders. Additionally, dozens of corporate advisors provided strategic guidance on the program's objectives, including defining indicators, developing methodology, and identifying partners and participants. The first two years of *The Civic 50* evaluated and honored only S&P 500 companies. This was expanded in 2015 to invite all companies with revenue of \$1 Billion and over.