



Fiserv joined forces with Big Brothers Big Sisters of Racine and Kenosha Counties in Wis. to help provide mentors to local children through a virtual mentoring program.



2021

The Civic 50: Leading Through Hard Times



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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 177 affiliates across 38 countries, and in partnership with thousands of nonprofits and corporations, Points of Light engages 5 million volunteers in 16 million hours of service each year. We bring the power of people to bear where it's needed most.

We believe that companies, their employee volunteers, vendors and customers can be transformative drivers of social change in communities around the world. We support the work of companies, from how people are asked, engaged and supported in delivering innovative solutions, to educating and convening the sector on trends, best practices and evidence-based strategies for civic engagement, including leadership of The Civic 50.

For more information, visit www.pointsoflight.org.

Food security and adequate nutrition are critical components of health, well-being and economic productivity. Along with our global partners, PIMCO extends our efforts to combat hunger as both a systemic global issue and a local tragedy that prevents families and communities alike from reaching their full potential.



From planting trees to packing meal boxes and more, Kellogg Company employees are volunteering to create better days where we live and work.

Foreword

“Like it or not, we live in interesting times. They are times of danger and uncertainty; but they are also the most creative of any time in the history of mankind.”

This Robert F. Kennedy quote from his “Day of Affirmation Address” in Cape Town, South Africa, in 1966 could easily have described the tragic, powerful and pivotal year that was 2020. The devastation of the pandemic, the national and global reckoning with race and equity, and the growing realities of our climate crisis not only punctuated the role of business in addressing social challenges in communities across the country, but reshaped it for the future.

The companies recognized in The Civic 50 2021 lived up to their roles as leaders of change in this challenging time. Companies are on The Civic 50 because of the commitment of their volunteers, their philanthropic giving and their willingness to leverage their products, their production lines and the voice of their leaders to help make our communities stronger. From increased philanthropic giving, to new efforts to engage employees in learning around issues of race and equity, to lending the time and talent of their workforce to tackle issues of hunger, vaccine distribution and voting rights, companies are redefining their responsibilities as civic actors.

The Civic 50 2021 survey also served as an early benchmark for how companies are building the foundations to tackle systemic racism. From internal programs that provide education, awareness and engagement for employees, to external commitments for supplier diversity and funding commitments to organizations tackling systemic barriers, companies elevated their focus on race and equity and backed this focus with tangible change. We will continue to provide these benchmarks in future surveys as tools for accountability and assessment of lasting changes for companies and their communities.

The companies of The Civic 50 have strengthened the fabric of their communities and helped employees build their own knowledge, strength and courage to engage as active and caring catalysts for positive change.

Yours in service,

NATALYE PAQUIN
PRESIDENT AND CEO
POINTS OF LIGHT

JENNIFER LAWSON
CHIEF CIVIC INNOVATION OFFICER
POINTS OF LIGHT

The Civic 50

The Civic 50 honors the fifty most community-minded companies in the United States. Honorees are selected according to their performance on four dimensions of their U.S. community engagement developed by a team of experts in 2014 and updated every few years. This year's survey also included and explored social justice, voting and civic engagement, remote volunteering and other areas that have become more important to community engagement.



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.

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 honors, including sector leader recognition and an award for excellence in volunteering. Human judging is not part of the determination. The 2021 honorees refer to companies' community involvement in the United States during the 2020 reporting year.

2021 Honorees of The Civic 50

AbbVie	Comcast NBCUniversal	Hewlett Packard Enterprise*	Toyota Financial Services
Adobe	Comerica Bank	Kellogg Company	UnitedHealth Group*
Aflac	Conagra Brands	KeyBank	Unum
Altria Group	CVS Health	KPMG LLP*	UPS
Anthem, Inc.	Deloitte	Liberty Mutual Insurance	Vertex Pharmaceuticals
Assurant, Inc.	Delta Air Lines	Moody's Corporation	Wells Fargo
AT&T Inc.*	Dow, Inc.*	PIMCO	Wynn Resorts, Limited
Blue Cross and Blue Shield of Louisiana**	DTE Energy*	Prudential Financial, Inc.*	
Blue Cross Blue Shield of Massachusetts	Entergy Corporation	Regeneron Pharmaceuticals	
Blue Shield of California	FedEx	S&P Global	
Caesars Entertainment	Fiserv, Inc.	Steelcase*	
Capital One	Freeport-McMoRan	Subaru of America, Inc.	
Charles Schwab & Co., Inc.	General Mills, Inc.	Tata Consultancy Services	
Citi	Hasbro, Inc.	TEGNA Inc.	
	Health Care Service Corporation	The Hershey Company*	

* Sector leader

** Volunteer Leader

The process resulted in a tie between two companies and so we celebrate 51 companies on this year's list.

Sector Leaders

Among The Civic 50, the following nine companies distinguish themselves further by ranking first in their sector, and one company was honored for their overall volunteer investment.

Sector Leaders



UNITEDHEALTH GROUP[®]

Volunteer Award Winner



The Hershey Company
CONSUMER STAPLES SECTOR LEADER

Sector Leaders

Consumer Discretionary Sector Leader:

Steelcase

Steelcase's GRow 1000 provides youth with summer employment opportunities that enhance job readiness skills.



Consumer Staples Sector Leader:

HERSHEY'S

Donated Hershey snacks help to thank those who take care of others.

Sector Leaders

Financials Sector Leader:



A community partner and a Prudential executive participating in skills-based volunteering.



Healthcare Sector Leader:



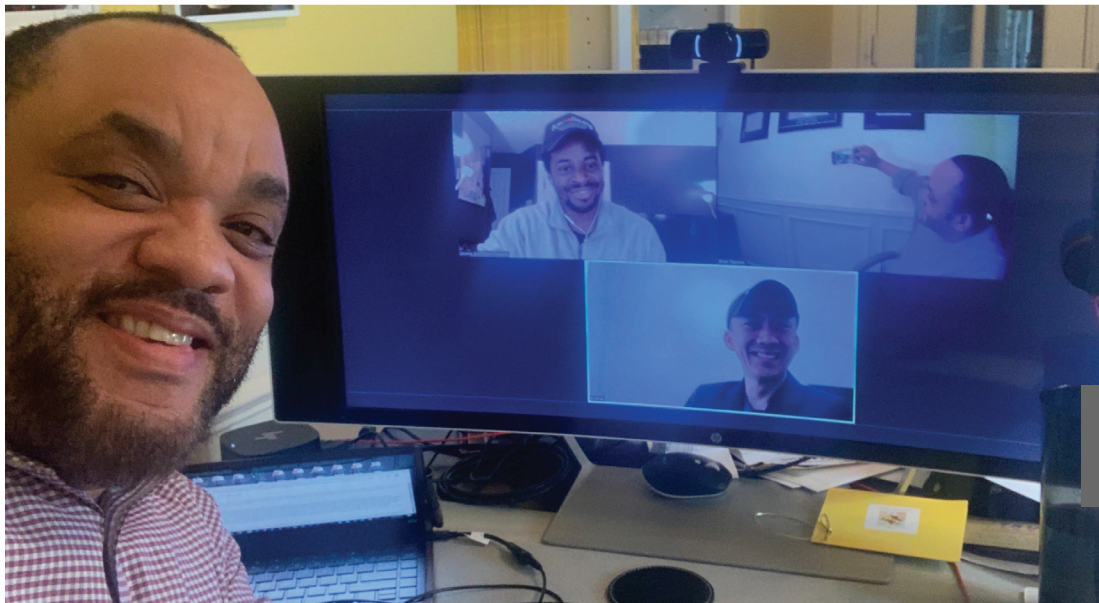
UnitedHealth Group employees helping to meet community needs and support long-term recovery.

Sector Leaders

Industrials Sector Leader:



KPMG employees supporting the KPMG Family for Literacy Summer HEAT (Healthy Eating, Exercise, And Time Spent Reading) program.



Information Technology Sector Leader:



**Hewlett Packard
Enterprise**

An HPE employee micromentoring, remotely in 2020, with a nonprofit partner.

Sector Leaders

Materials Sector Leader:



Dow employees conducting a cleanup following a 500-year flood in Dow's hometown of Midland, Mich.



Telecommunications Sector Leader:



AT&T employees participating in the locally focused and employee-led AT&T BelievesSM initiative.

Sector Leaders

Utilities Sector Leader:

DTE

A DTE employee participating in a food donation event.



Volunteer Leader:

 Louisiana

Dr. Deidre Barfield of Blue Cross and Blue Shield of Louisiana providing free healthcare services as a volunteer at the Martin Luther King, Jr. Health Center in Shreveport, La.

The Civic 50 Honorees of 2021 Focused on Effectiveness and Social Justice

Over the past year, we have seen increased inequities and challenges in healthcare, unemployment, education, democracy, social justice and more. The Civic 50 honorees have responded to this increased societal hardship by elevating the effectiveness of their response. Specifically, many honorees invested in skill-building, innovation and impact measurement of their community engagement, all practices that help ensure highly effective community efforts. They also directed more of their community engagement toward social justice and racial equity, which reemerged as a critical issue in 2020. The following provides details on these trends.

Upskilling

Skills-based volunteering or service to societal causes that leverage the professional expertise employees possess has been around for decades. Of the 3.1 volunteer hours per employee that The Civic 50 volunteer programs generate, on average, about one hour is skills-based. A significant advantage of skills-based volunteering is that it contributes approximately five times the value to a nonprofit organization as extra-hand volunteering.¹ It is, therefore, an effective tactic to maximizing positive societal impact. The Civic 50 honorees, however, are taking the idea of contributing skilled assistance to another level. No longer happy to simply leverage existing skills in their workforce, they are increasingly training employees to better serve societal causes.

- **VERTEX PHARMACEUTICALS** offers a nonprofit board service training program designed to equip all Vertex employees to better support the causes they care about. In 2020, 39 percent of all their U.S. employees serving on nonprofit boards



During the 12th annual global Day of Service, Vertex Volunteers made STEM kits for Boston Public Schools students learning remotely during the COVID-19 pandemic.

¹Extra-hands volunteering that doesn't apply professional skills is monetized at \$28.54/hour, per the valuation estimate conducted by the Independent Sector ("Value of Volunteer Time," 2021), while skills-based volunteering is monetized at \$160/hour, per the research conducted by Chief Executives for Corporate Purpose ("Valuation Guide: 2020 Giving in Numbers Survey," 2021).

participated. The program provides training on key nonprofit board responsibilities, a Vertex Foundation donation to the nonprofit upon completion of the training and access to ongoing resources.

- **ENERGY** offers employees training as IRS-certified tax preparers. As a result, employees logged almost 3,000 hours providing free tax preparation services to families in need, a signature volunteer program for the company.
- **TATA CONSULTING SERVICES** has a nine-month “Leaders with Purpose” program to give interested employees insights and tools to better engage their teams with the community on the firm’s behalf.
- **CAESARS ENTERTAINMENT** offers monthly educational webinars to employees on topics such as climate change, indigenous enterprises and other corporate social responsibility topics.



Entergy employees helping families in need with tax preparation.



Tata Consulting Service's employees participating in “Leaders with Purpose.”

Innovation

Possibly precipitated by the gravity of 2020’s societal challenges, there is a recognition among The Civic 50 that overcoming our societal issues will require new thinking. Many honorees are formally investing in ways to generate innovative community engagement ideas.

- **ABBVIE** has an incubator for employee-driven sustainability proposals, the SPARK Innovation Accelerator, focused on reducing energy, water and waste. In 2020, employees from 37 global sites submitted over 200 ideas. The estimated positive impact from the proposals is a reduction of 95,700 cubic meters of water (38 Olympic swimming pools) and of 613 metric tons of waste (307 garbage trucks).
- **STEELCASE’S** new Equity in Education initiative leveraged company expertise in research, design and education to engage over 350 participants from more than 30 countries in a global series of workshops focused on improving equity



On Hasbro's company-wide day of service, the Global Day of Joy, a small number of employee volunteers gathered safely to wrap and pack product donations for a local nonprofit organization.



Anthem volunteers in Indianapolis turn headquarters parking lot into mobile food distribution – part of our company-wide season of service which brought over 700,00 meals to community members in need last year.

and wellbeing in education. From there, 15 participants with the most exceptional ideas were selected to join a two-month virtual Fellowship Program, where they gained access to support, resources, connections and coaching to run a small, focused experiment that would advance their learning.

- **CONAGRA'S** annual Sustainable Development Awards program encourages employees to develop, implement and submit sustainability-focused initiatives which conserve water, reduce waste and save energy. Last year, employees pursued 128 projects that decreased the company's carbon footprint by 15,700 metric tons, equivalent to avoiding the greenhouse gas emissions of driving a vehicle 39 million miles; conserved 120 million gallons of water, equivalent to 180 Olympic-size swimming pools; reduced waste by 5,750 tons, equivalent to saving the weight of 25 Statues of Liberty; and generated nearly \$30 million in cost savings for Conagra.

Impact measurement

Assessing and learning from business efforts is a core practice of effective management. The Civic 50 are taking this practice as seriously as ever. While the business disruptions of 2020 undermined some of the pre-pandemic measurement efforts, the quality of impact measures is on the rise, as evidenced by the examples below.

- **ASSURANT** tracked the societal and business impact of its 2020 cause marketing campaign, which started with a \$1 contribution to the American Red Cross for every flood insurance policy sold; the amount was later increased to \$2. The campaign resulted in more than \$20,000 donated to the American Red Cross and a 5.5 percent increase in flood policy sales.

- **DTE ENERGY** is raising the bar on environmental impact tracking by becoming the first United States utility to include the greenhouse gas emissions of its suppliers and customers in its tracking and goal setting. DTE is also delivering results: it has reduced carbon emissions by 30 percent since 2005 and is committed to achieving net-zero by 2050.
- **PRUDENTIAL** tracks the societal impact of its PruBono and Prudential board service programs by surveying participating employees and its partner nonprofits. These data have uncovered that the PruBono skills-based volunteer programs have increased effectiveness in 68 percent of respondent nonprofits, increased revenue in 59 percent, increased reach in 42 percent and cost savings in 40 percent. Based on 2020 data Prudential also knows that 100 percent of its PruBono participants are still with the company the following year and that 100 percent report the experience increased their leadership skills.



Schwab's virtual Community 2020 campaign provided monthly opportunities for employees to Act, Give, Learn and Share in support of their communities, resulting in nearly 14,000 completed activities.



Through the help of Comcast's Internet Essentials program, Ummi can access the internet at home to write a children's book and explore his creative passions.

- **HEWLETT PACKARD ENTERPRISE** tracks the social media impact of its community engagement. In 2020, its #hpegives hashtag received more than 35 million impressions and had a sentiment score of 9.4 out of 10.



The Assurant Foundation and Dallas-area employees partnered with Family Getaway to help purchase school supplies, uniforms and haircuts for all 118 children at the shelter.



KING 5's "Facing Race" series on racism and inequality.

Social justice

In 2020, racial and other forms of social justice became a universal community engagement focus area. The Civic 50 honorees were more than twice as likely to include social justice as a top-six focus area in 2021 than in 2020: 52 percent versus 24 percent. Furthermore, 94 percent of The Civic 50 of 2021 have formal supplier diversity programs with written strategies to promote a more diverse, equitable and inclusive company culture; 86 percent launched education and awareness campaigns to advance racial equity issues; and 82 percent funded advocacy organizations focused on advancing racial equity issues. Specific examples follow.

- **TEGNA'S** KING 5 station in Seattle launched Facing Race, a 13-episode series on racism and racial inequality, to help viewers understand the role racism plays in everyday life and how to take action to dismantle it. Today, Facing Race has been incorporated into the KING 5 newscasts as a regular feature.
- **FISERV** hosted listening sessions for employees across the enterprise about how the company could improve its diversity and inclusion programming and commitments. Subsequently, Fiserv's CEO released a Forward Together Commitment plan outlining

several obligations, including investing \$50 million to support Black and minority-owned business owners and entrepreneurs. In 2020, Fiserv engaged in more than 50 community partnerships, funded more than 10 chambers of commerce and business aggregators, provided grants to more than 240 minority-owned small and medium businesses, and increased exposure to its community partners and grant recipients with more than two million posts across various social mediums.

- **AFLAC** earmarked 50 percent of its 2020 corporate donations to minority-based causes, including \$1.5 million to the Aflac Cancer and Blood Disorders Center's sickle cell disease program and \$25 million to the Black Economic Development Fund.
- **GENERAL MILLS** plays a key leadership role in supporting and coordinating the Minnesota Business Coalition for Racial Equity, a group of more than 80 companies and nonprofit organizations formed after the killing of George Floyd to create a better future with and for Minnesota's Black community. The coalition is using a collective community impact approach to develop new strategies to drive action on issues impacting public policy, workplaces and philanthropy, and is fostering greater allyship to overcome systemic racism to build an equitable, inclusive and prosperous state with and for Black Minnesotans.



To celebrate the five millionth book donation of the KPMG Family for Literacy, a fund of the KPMG U.S. Foundation, KPMG hosts a reading party with Dallas-area students providing them books of their own.

The Civic 50: Key Metrics and Insights

Highlights

Designing volunteer opportunities during a lockdown and maintaining monetary donations in a historic economic downturn are just two of the many challenges community engagement professionals faced in 2020. Not surprisingly, some of The Civic 50 community engagement indicators fell in 2021 (based primarily on 2020 efforts) compared to 2020 (based primarily on 2019 efforts):

- Employee participation in external volunteering dropped from an average of 43 percent among The Civic 50 2020 honorees to 23 percent among the 2021 honorees.
- The percent of The Civic 50 taking national leadership positions on six or more public issues dropped from 62 percent in 2020 to 54 percent in 2021.



Regeneron's annual global Day for Doing Good went virtual in 2020, with thousands of colleagues volunteering together to make an impact in their communities.

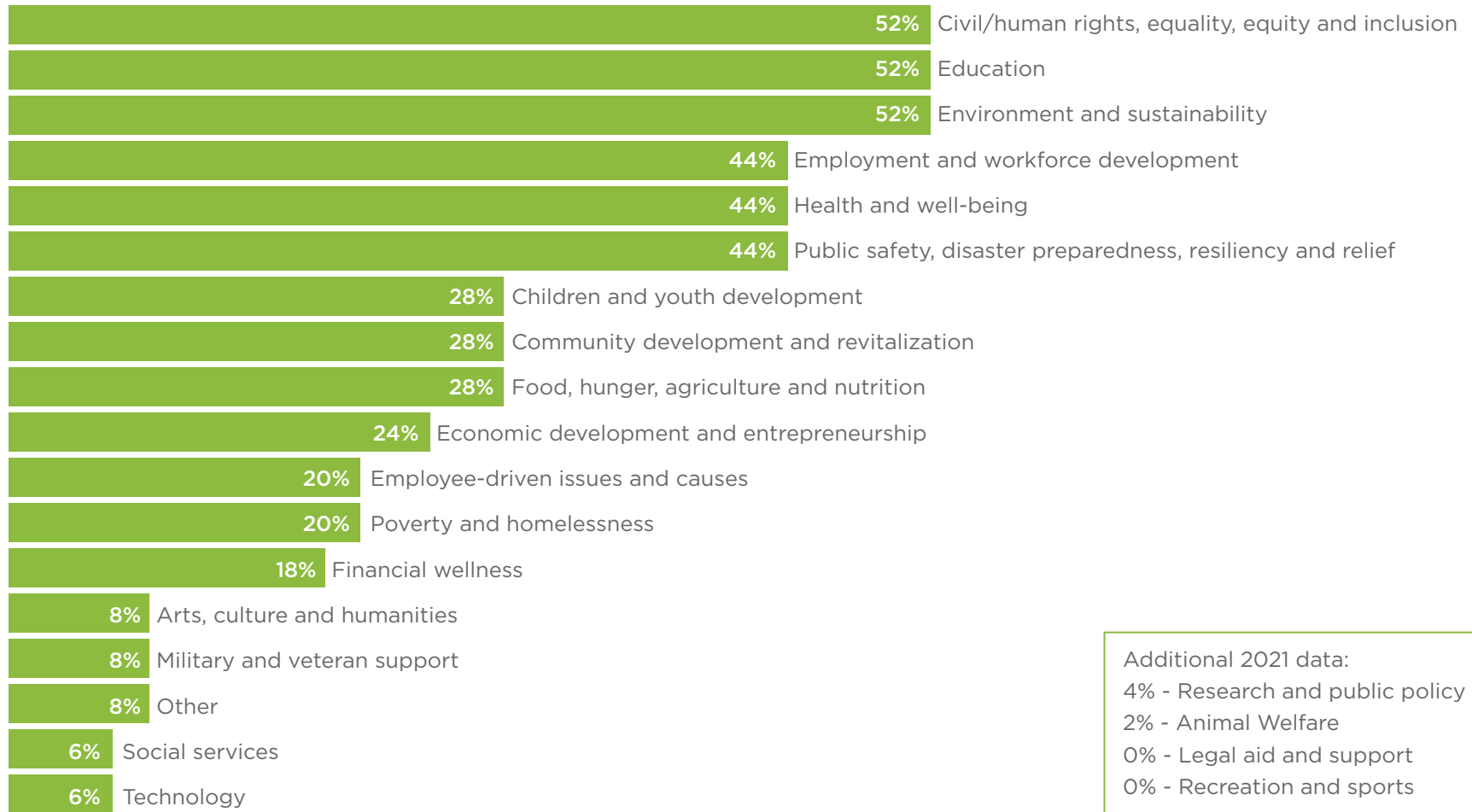


Through Tata Consultancy Service's goT program, a student group designed a mobile app called "Don't Bully Others," creating an online space for kindness to combat bullying.

Amazingly, however, The Civic 50 2021 also found ways to improve some community engagement indicators relative to 2020, a welcome feat during a year of unprecedented societal hardship:

- Employee participation in internal volunteering, such as employee resource groups and company-sponsored awareness campaigns, increased from an average of 42 percent among The Civic 50 2020 honorees to 48 percent among the 2021 honorees.
- Total monetary giving increased from \$2.1 to \$2.5 billion and in-kind giving from \$5.6 to \$8.2 billion between the 2020 and 2021 honorees.

Focus Cause Areas of The Civic 50



2020 Comparative Data: 60% - Environment and sustainability; 46% - Education; 46% - Health and wellbeing; 42% - Employment and workforce development; 32% - Public safety, disaster preparedness, resiliency and relief; 30% - Children and youth development; 24% - Civil/human rights, equality, equity and inclusion; 24% - Community development and revitalization; 24% - Economic development and entrepreneurship; 24% - Employee-driven issues and causes; 22% - Food, hunger, agriculture and nutrition; 20% - Financial wellness; 14% - Other; 12% - Poverty and homelessness; 12% - Arts, culture and humanities; 12% - Military and veteran support; 12% - Social services; 6% - Technology; 2% - Research and public policy; 2% - Animal welfare; 2% - Legal aid and support; 0% - Recreation and sports

The Civic 50: Key Metrics



Investment

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

CASH GIVING

	2021	2020	2019
Total cash contributions (billions)	\$2.5	\$2.1	\$2.3
Total value of cash given for employee matches and Dollars-for-Doers grants (millions)	\$173	\$164	\$152
Total in-kind giving (billions)	\$8.2	\$5.6	\$3.5
Multi-faceted investment: Percent of grants providing additional support through volunteers, in-kind goods, or multi-year pledges	45%	43%	49%

EMPLOYEE TIME AND TALENT

Total volunteer hours (millions)	7.1	11.4	10.5
Average percent of skills-based volunteer hours	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)	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	48%	42%	33%
Average volunteer hours per employee supporting external organizations/efforts (excluding internal company volunteering)	3.1	7.1	7.1

PUBLIC LEADERSHIP

Percent taking national leadership positions on six or more public education or policy efforts	54%	62%	68%
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Integration

The Integration dimension measures how a company's U.S. community engagement program supports business interests and integrates into business functions, or how the company "does well by doing good."

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

The Civic 50 application asks for the top seven corporate functions where companies integrate community engagement. Below are the leading responses.

DIVERSITY AND INCLUSION*



SUPPLIER DIVERSITY*



EMPLOYEE ENGAGEMENT



MARKETING/PR



SKILL DEVELOPMENT



PURCHASING



RECRUITING



HEALTH AND WELLNESS



STAKEHOLDER RELATIONS



2021

2020

2019

*All respondents were asked to state if they had this type of community engagement program so it's not necessarily a top-seven form of community engagement integration for the full percentage that responded affirmative.



Institutionalization

This dimension evaluates how a company supports community engagement in the United States through its institutional policies, programs, systems and incentives.

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

GENERAL POLICIES, PROGRAMS AND PRACTICES	2021	2020	2019
Remote volunteering	98%	NA	NA
Matching grants	96%	92%	84%
Volunteer recognition	96%	98%	96%
Direct service (hands-on volunteering)	94%	NA	NA
Skills-based/pro bono volunteering	94%	NA	NA
Department goals for community engagement	92%	88%	86%
Issue workshops and training	88%	NA	NA
Volunteer time off	82%	86%	72%
Include community engagement in performance reviews	76%	74%	62%
Volunteer grants	70%	68%	66%
Board training	62%	NA	NA
Service sabbaticals or externships	22%	NA	NA
LEADERSHIP SUPPORT			
Leadership encourages employee participation in community activities at least 12 times a year	74%	64%	76%
Leadership participates in U.S. company community activities at least 12 times per year	74%	70%	74%
Leadership presents the company's community engagement to its board at least once per year	84%	82%	86%



Impact

This dimension evaluates how a company measures the social and business value of its community engagement program, studying outcome and output measures, specifically.

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

	2021	2020	2019
Grants	62%	54%	66%
Social cause leadership/advocacy	34%	44%	40%
Volunteerism	22%	28%	44%
In-kind	20%	14%	14%



Wells Fargo is helping to provide relief to small businesses impacted by COVID-19. Through the Open for Business Fund, Wells Fargo is supporting nonprofits that provide needed capital, technical support, and long-term resiliency programs for small businesses, particularly those owned by underrepresented individuals in an effort to foster an inclusive recovery.

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

	2021	2020	2019
Employee engagement	54%	70%	66%
Diversity and inclusion	60%	64%	54%
Marketing/PR	52%	38%	50%
Purchasing	18%	36%	16%
Skill Development	28%	28%	32%
Stakeholder Relations	18%	28%	20%
Health and Wellness	22%	20%	18%
Recruitment	24%	16%	20%



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



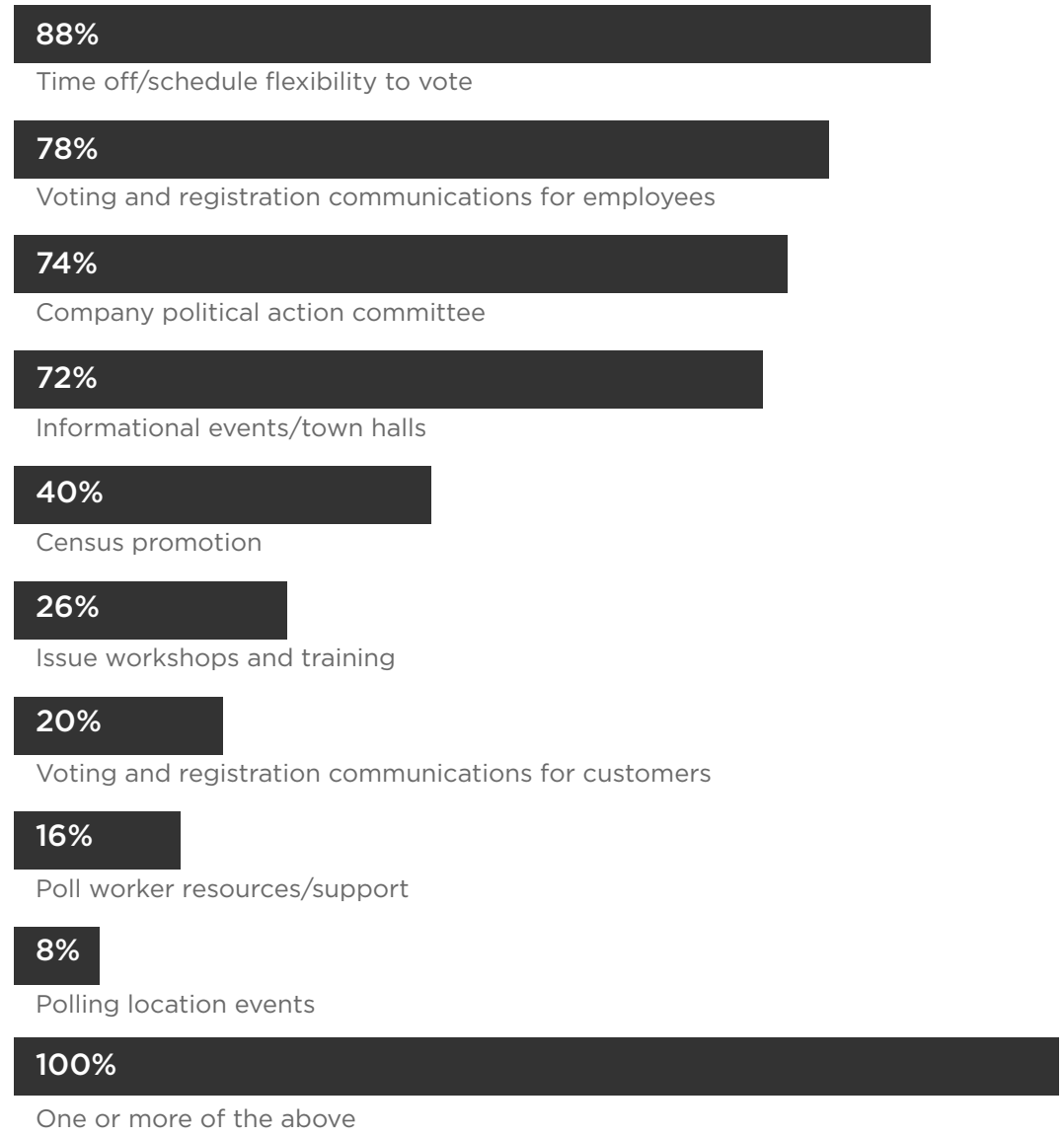
Percentage of The Civic 50 companies applying a social justice policy, program or practice

Policies, Practices and Programs



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

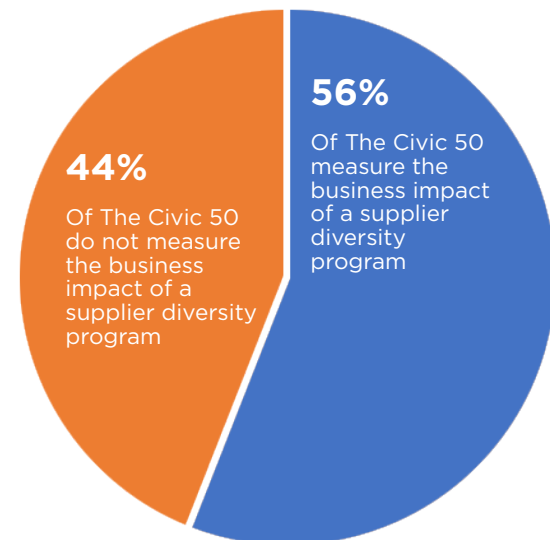
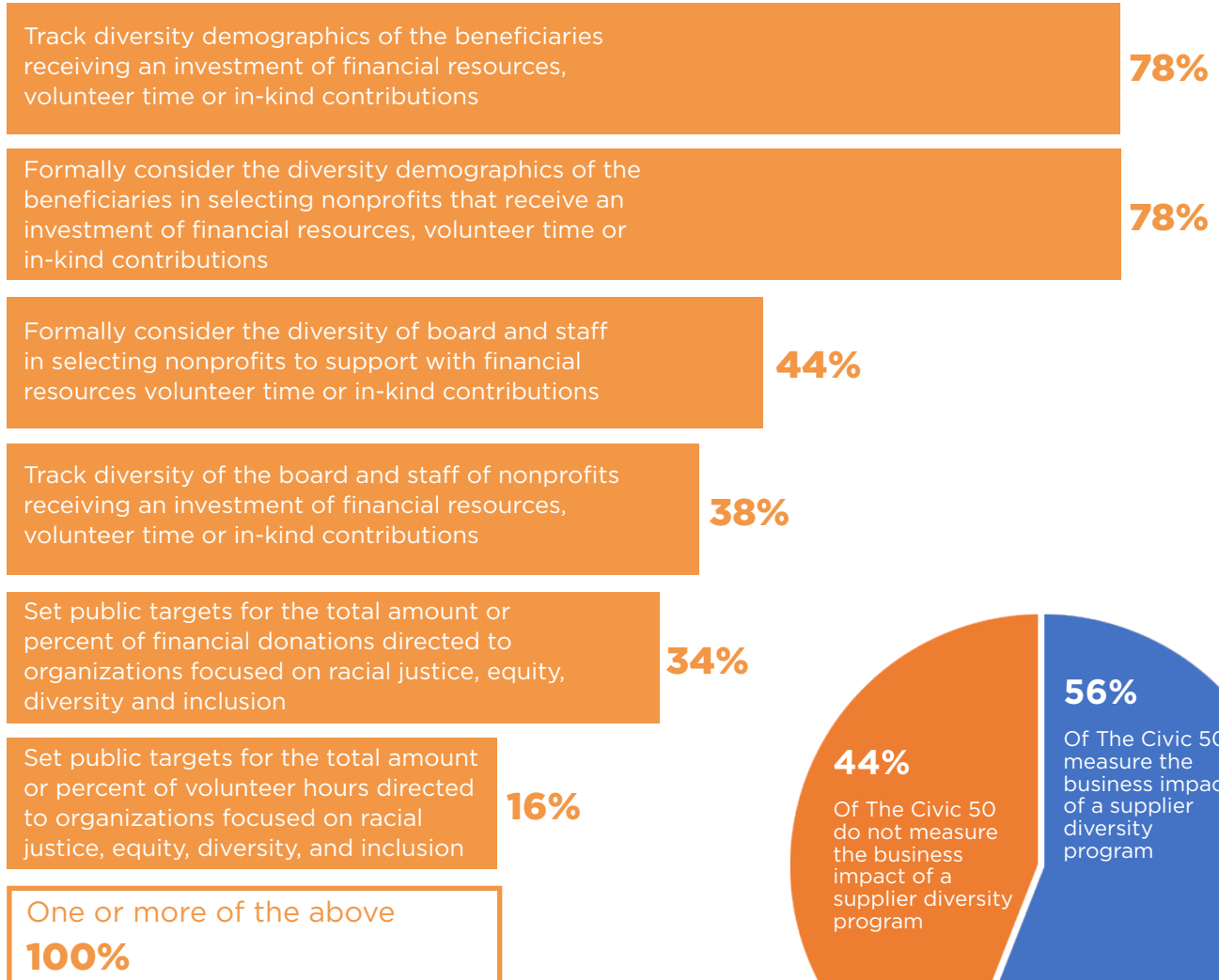
Voting and Civic Engagement



One or more of the above
100%

Percentage of The Civic 50 companies that apply social justice impact tracking practices

Tracking and Measurement



The Civic 50 Honorees

abbvie



Aflac



Anthem



Deloitte



DTE



fiserv.



HERSHEY



Kellogg's



MOODY'S

PIMCO



S&P Global

Steelcase



TEGNA



UNITEDHEALTH GROUP





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