



AUGUST 2018

# Setting a New Standard for Community Stewardship



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Cover: AT&T Employee Resource Group members participate in the annual ERG Day of Service, helping to build a playground for inner-city youth in Dallas.



# About Points of Light

Points of Light, the world's largest organization dedicated to volunteer service, mobilizes millions of people to take action that changes the world. Through affiliates in 250 cities and partnerships with thousands of nonprofits and corporations, Points of Light engages 5 million volunteers in 20 million hours of service each year. We bring the power of people to bear where it's needed most.

For more information, visit  
[www.pointsoflight.org](http://www.pointsoflight.org).

- ◀ Hogan Lovells partners with local schools across its geographical reach to invest in academic enrichment and capacity support. In its Washington office, employees provided beautification and moving assistance to a local elementary school partner as they transitioned to a temporary space in preparation for modernization of their permanent facility.



▲  
Dr Pepper Snapple Group employees, KaBOOM! representatives and community members of National City celebrate the new playground built for Las Palmas Park on November 11, 2017.

## Foreword

**We are seeing a steady and sustained shift in how companies understand their roles as civic leaders in communities, and this year's findings from The Civic 50 provide more evidence of this change.** The Civic 50 peer reports and indicators have started to quantify the shift that moves social and civic action and responsibility into the core of business. Trends in how the change occurs and what will sustain it are a few of the highlights from this year's report.

We continue to be honored to recognize the commitment of the iconic brands acknowledged by The Civic 50. Beyond the headline-grabbing contributions responding to disaster and crisis, The Civic 50 companies are building institutional structures and habits — from CEO leadership to performance indicators on community value to measures focusing on impact — that assure a deeper and more sustained relationship between companies and the communities and causes they serve.

When the collective power of some of the largest companies in America is moved to focus energy, skills and resources on community challenges, what might seem like incremental growth is magnified to a scale that provides true hope.

The example of employers serving neighbors and causes is a critical antidote to a cynical world and a foundation for stronger communities in the future. Congratulations to The Civic 50 of 2018! Thank you for your leadership and commitment to making the world a better place, and for setting the standard for impactful corporate citizenship. We look forward to working with you to build a strong civic culture in the year ahead.

Yours in service,

**NATALYE PAQUIN**  
PRESIDENT AND CEO  
POINTS OF LIGHT

**JENNIFER LAWSON**  
PRESIDENT OF INNOVATION  
POINTS OF LIGHT

# The Civic 50 Awards

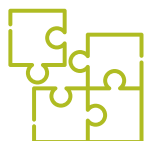
The Civic 50 honors the most community-minded companies in the United States. Honorees are selected according to their performance on four dimensions of their U.S. community engagement that were developed by a team of experts in 2014.



## INVESTMENT

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

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. Human judging is not part of the determination. The 2018 honorees refer to companies' community involvement in the United States during their 2017 reporting year.



## INTEGRATION

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

Points of Light is delighted to, for the first time, also honor the company with the highest overall investment in volunteering with The Volunteer Leadership Award.



## INSTITUTIONALIZATION

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

Points of Light is proud to partner with True Impact and Veraworks as the data collection and analytic partners of The Civic 50.



## IMPACT

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



# Sector Leaders

Among The Civic 50, the following 10 companies distinguish themselves further by ranking first in their sector, and one company for ranking first in overall volunteer investment.



## Hogan Lovells THE VOLUNTEER LEADERSHIP AWARD

Throughout the year, Hogan Lovells volunteers work with Meals on Wheels of West Los Angeles to deliver nutritious meals and friendship to individuals who are unable to prepare meals for themselves due to illness, disability or advanced age.

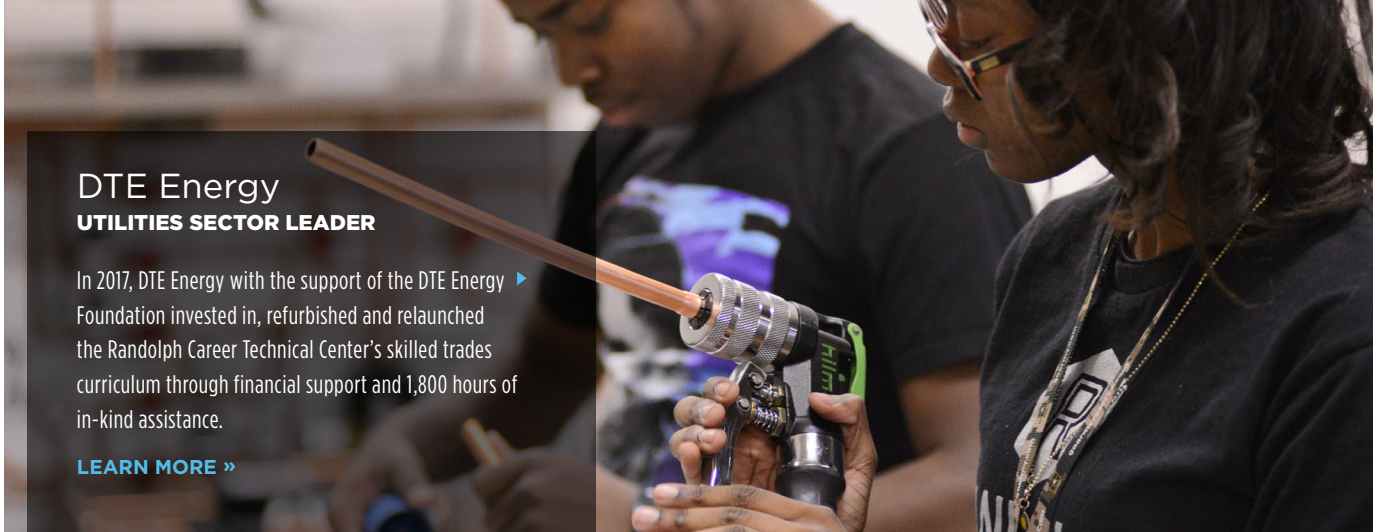
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**KPMG**  
**INDUSTRIALS SECTOR LEADER**

◀ Ft. Lauderdale students receive new books from KPMG's Family for Literacy program.

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**DTE Energy**  
**UTILITIES SECTOR LEADER**

In 2017, DTE Energy with the support of the DTE Energy Foundation invested in, refurbished and relaunched the Randolph Career Technical Center's skilled trades curriculum through financial support and 1,800 hours of in-kind assistance.

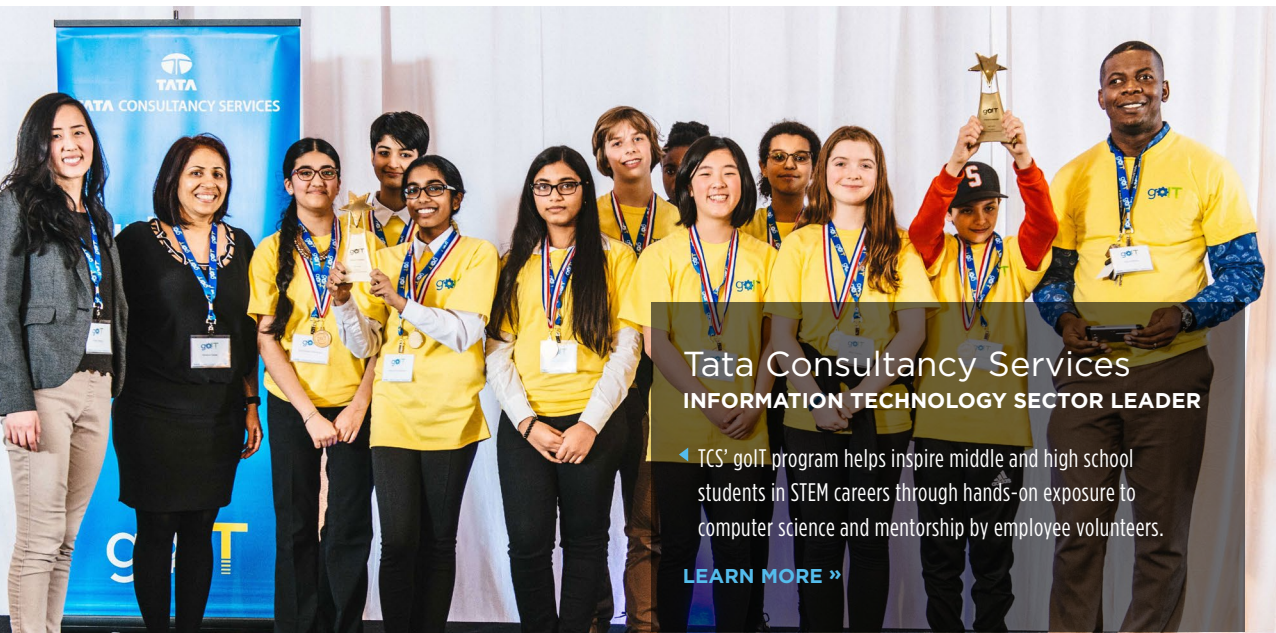
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**AT&T**  
**TELECOMMUNICATIONS SECTOR LEADER**

◀ AT&T Aspire welcomes a new class with innovative ideas for solving some of education's greatest challenges.

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**Tata Consultancy Services**  
**INFORMATION TECHNOLOGY SECTOR LEADER**

◀ TCS' goT program helps inspire middle and high school students in STEM careers through hands-on exposure to computer science and mentorship by employee volunteers.

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**Caesars Entertainment**  
**CONSUMER DISCRETIONARY SECTOR LEADER**

Caesars Windsor team members plant trees for Earth Month to celebrate CodeGreen.

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**KeyBank**  
**FINANCIALS SECTOR LEADER**

◀ Through transformative philanthropic investments, KeyBank builds meaningful and impactful relationships in its communities. In 2017, KeyBank helped neighborhoods thrive by making \$38 million in philanthropic investments across its 15-state footprint.

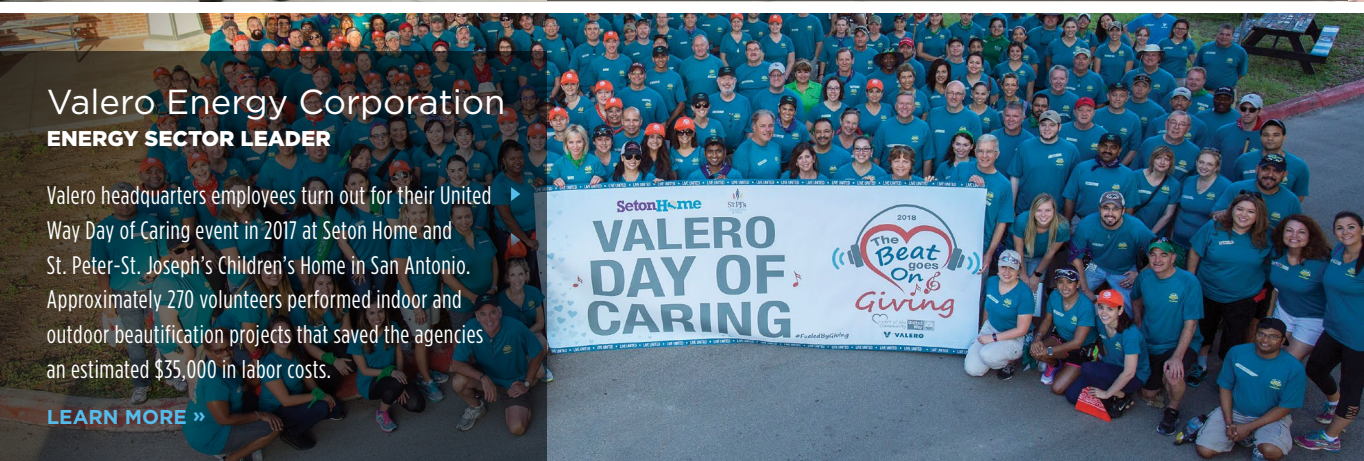
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**Freeport-McMoRan**  
**MATERIALS SECTOR LEADER**

Freeport-McMoRan's Leadership ▶ for Sustainable Communities Initiative, implemented in communities where the company operates, is an action model and training program designed to build community capacity that effectively enables leaders to reach their desired social outcomes, such as higher graduation rates or the development of additional small businesses.

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**Valero Energy Corporation**  
**ENERGY SECTOR LEADER**

Valero headquarters employees turn out for their United ▶ Way Day of Caring event in 2017 at Seton Home and St. Peter-St. Joseph's Children's Home in San Antonio. Approximately 270 volunteers performed indoor and outdoor beautification projects that saved the agencies an estimated \$35,000 in labor costs.

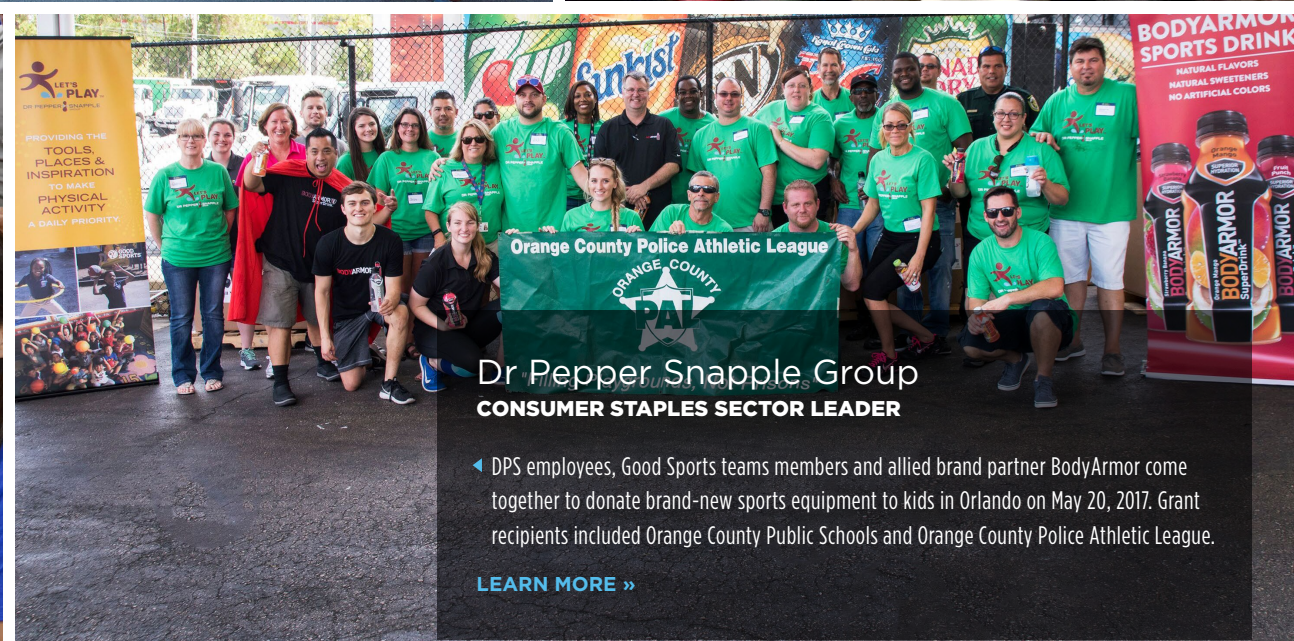
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**HCSC**  
**HEALTH CARE SECTOR LEADER**

◀ Employees in New Mexico pack school supplies for the annual Operation Back to School drive. Employees raised \$15,000 to purchase more than 29,000 schools supplies.

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**Dr Pepper, Snapple Group**  
**CONSUMER STAPLES SECTOR LEADER**

◀ DPS employees, Good Sports teams members and allied brand partner BodyArmor come together to donate brand-new sports equipment to kids in Orlando on May 20, 2017. Grant recipients included Orange County Public Schools and Orange County Police Athletic League.

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# A Lesson from The Civic 50: Evolving from Supporter to Community Steward

Historically, for-profit companies have confined their social-sector efforts to contributing dollars, volunteer hours and other assets to the nonprofit and government entities leading the charge against societal challenges. The Civic 50 companies are breaking the mold. They are evolving from supporters to stewards of social causes as evidenced by the practices that follow.

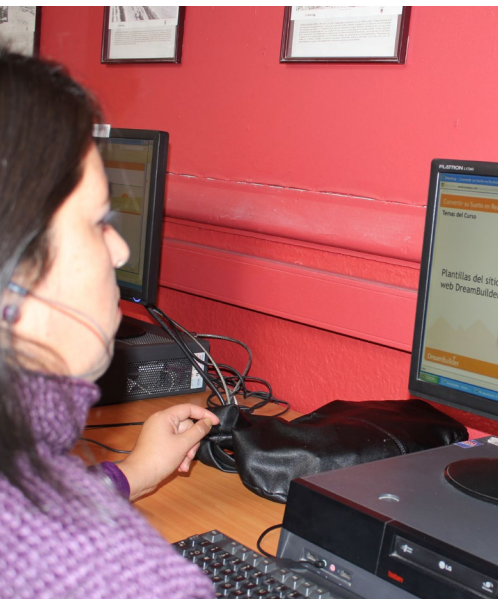
## The Civic 50 honorees help to frame and evolve the societal issues they affect or are affected by.

- The **CVS Health Foundation** partnered with the National Association of Community Health Centers to convene a panel of experts on a formidable public health threat: the national opioid abuse epidemic. The panel developed a protocol of best practices to treat and prevent prescription drug abuse among at-risk patients.
- As a financial institution, **Toyota Financial Services** understands firsthand the importance of making sound financial decisions and the value of having good credit. It is, therefore, committed to bringing awareness to the issue of financial education. In collaboration with Girl Scouts of the USA, Junior Achievement USA, AFSA Education Foundation, Jump\$tart and other organizations, the company has designed several programs to help youth become financially educated. For example, TFS partnered with Girl Scouts to create “Driving My Financial Future,” an initiative that teaches girls how to become financially savvy leaders and helps them obtain real-life, age-appropriate financial skills and tools to make a positive influence in their communities.
- **Tata Consultancy Services**, an information technology company, helped lead the STEM Innovation Task Force, a group of more than 30 industry, governmental, educational and nonprofit leaders committed to defining and imparting the new needed skills of our future workforce.
- In 2015, **Wells Fargo** released a study with Gallup that identified the key challenges of diverse small businesses in financing and operations. The study found a need for financial service providers to better support business owners in becoming credit ready, and accessing credit and technical assistance.

## The Civic 50 honorees co-design or design social programs.

- In response to its aforementioned Gallup study, **Wells Fargo** created the Wells Fargo Works for Small Business: Diverse Community Capital program to distribute \$50 million in lending capital and \$25 million in grant capital over three years to Community Development Financial Institutions that serve diverse small businesses. To date, the program has invested more than \$55 million in businesses owned by African Americans, Asians, Hispanics, Native Americans, LGBT individuals, veterans and women. Even better, Wells Fargo recently committed another \$100 million to the program over the next three years.
- Since 2005, **Allstate** and the Allstate Foundation have invested more than \$60 million through the Allstate Foundation Purple Purse program to help victims of domestic violence find a safe way out from abuse. In 99 percent of domestic violence cases, victims experience financial abuse — a control tactic that keeps them trapped in abusive relationships. The cornerstone of the Purple Purse program is its Moving Ahead financial empowerment curriculum, created in partnership with the National Network to End Domestic Violence. In 2014, Rutgers University validated the effectiveness of the curriculum and found it significantly improves a survivor’s financial literacy and sense of personal safety and independence. Purple Purse also provides training to domestic violence advocates working in nonprofits across the United States to enable them to teach the Moving Ahead curriculum to survivors. To date, the program has trained 11,000 domestic violence advocates from more than 1,600 nonprofits in all 50 states, and empowered more than 1.3 million survivors on the path to long-term safety and security.
- With the help of Truckers Against Trafficking, **UPS** has extended awareness education to more than 96,000 drivers to “see something, say something” to support law enforcement and local authorities in spotting and reporting human trafficking across America. It has also worked with United Way Worldwide to develop a curriculum on combatting human trafficking, which will be shared with all 1,400 United Way agencies across the United States.
- The health care company **WellCare Health Plans** runs a toll-free, nationwide resource that connects callers to social services such as food, housing, transportation, education and employment. This Community Assistance Line is staffed by community liaisons — nontraditional workers who connect callers to social services and resources, and provide the unique perspective of having lived similar experiences, such as being on government-sponsored health care or having experienced disability, homelessness or other life challenges. In 2017, community liaisons handled an average of 10,000 calls a month and referred more than 30,000 community members to nearly 80,000 social services.

Freeport-McMoRan's DreamBuilder program empowers women through a free, online training with the goal of helping them convert their dreams into enterprises that enrich families and communities. With more than 13,000 women enrolled across the United States at the end of 2017, DreamBuilder is a self-paced program available in English and Spanish, and accessible to anyone at any time.



## The Civic 50 honorees hold themselves accountable to making a meaningful difference on societal issues.

- Not content to merely serve tens of thousands of individuals through the above-mentioned Community Assistance Line, **WellCare Health Plans** went a step further to ensure its impact. The company has collected data showing that members who have used CAL are nearly five times more likely to be compliant with primary care visits, nearly three times more likely to improve their body mass index obesity measure and nearly two times more likely to have better diabetes-related treatment compliance.
- **Freeport-McMoRan** has impact data on its DreamBuilder: The Women's Business Creator, a free online entrepreneurship training and education program designed to assist women of all ages and socio-economic background in the creation of their own small businesses. Freeport collects pre-post data showing that program graduates increased sales (92 percent), created additional jobs (44 percent) and increased personal incomes (66 percent) a year after graduation.
- In the upfront design of a key community involvement program, **Delta Air Lines** held itself accountable to meaningful social change. The company has partnered with Atlanta Public Schools and is investing \$500,000 over a five-year period to dramatically improve third-grade literacy scores, a primary predictor of high school graduation rates, at two elementary schools

performing below district levels. Furthermore, Delta employees will support the effort through the Reading Buddy and TutorMate programs, vision screenings and provision of glasses, school improvement projects and financial contributions for added faculty. Delta and APS will be tracking reading proficiency through the Georgia English-Language Arts Milestones scores. The goal is to improve proficiency scores at Emma Hutchinson Elementary School from 8 percent to 23 percent, and at John Wesley Dobbs Elementary from 11 percent to 31 percent by the 2021-22 school year.

- In 2017, **Deloitte** launched the RightStep™ Impact Venture to help improve college readiness by mobilizing 10,000 of its professionals as volunteers and targeting its resources to impact 500,000 underserved students over the next three years. Deloitte also launched the RightStep Virtual Mentoring program, sponsored by the Deloitte Foundation in collaboration with Strive for College. Deloitte mentors engage virtually to support under-represented high school students and help them navigate the college application process. This innovative program is the first of its kind for Deloitte, with more than 1,500 Deloitte professionals involved reaching more than 3,200 students nationwide. Overall, 97 percent of Strive students who are mentored via its platform go to college, and the majority do so without incurring debt for tuition.

## The Civic 50 honorees take a stand on controversial and political societal issues.

- **Citi's** high-profile flagship \$100 Billion Environmental Finance Goal focuses on combatting climate change, as well as on providing other environmental benefits.
- **Caesars Entertainment** unabashedly states that it has the responsibility to speak out on social and environmental issues that affect its guests, employees and communities. It takes a public stand on gender equality, LGBTQ rights and climate change. For example, in the home state of its headquarters, Nevada, Caesars supported passage of the first bill in the country allowing the secretary of state to survey businesses applying for a license on their workplace gender equality.
- After the tragic school shooting in Parkland, Florida, **Aetna** Chair and CEO Mark Bertolini stated, "On this issue, Aetna will not stand still." Bertolini explained that "our current laws allow too many individuals to access weapons intended for battlefields while failing to keep firearms out of the hands of people who should not have them." The company donated \$200,000 to the March For Our Lives rally organized by Parkland survivors.
- **Marriott International** isn't afraid to live its values, even when it means taking a stance. The company works with leading nonprofit partners to empower refugees to create a positive future for themselves, their families and their communities, by providing skills development and training for jobs in the hospitality industry.

### Companies with supportive community involvement:

Leave it to nonprofit and government entities to understand and define society's pressing issues

Limit their involvement to joining existing social sector efforts

Hold themselves accountable only to contribution goals (number of dollars, volunteer hours, etc.)

Stay clear of controversial societal issues

### Companies with stewardship community involvement:

Play an active role in helping to frame and evolve the societal issues they affect or are affected by

Co-design or design social programs

Hold themselves accountable to positive social impact

Strive to influence controversial societal issues



## Investment

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

# The Civic 50: Key Metrics

	2017	2018
<b>CASH GIVING</b>		
Total cash contributions (billions)	\$1.4	\$1.9
Total value of cash given for employee matches and Dollars-for-Doers grants (millions)	\$146	\$122
Multi-faceted investment: Percent of grants providing additional support through volunteers, in-kind goods, or multi-year pledges	43%	44%
<b>EMPLOYEE TIME AND TALENT</b>		
Total volunteer hours (millions)	10.1	13.3
Average percent of volunteer hours that are skills-based	26%	28%
Average percent of employees participating in company volunteering	35%	39%
Average volunteer hours per employee	5.3	6.6
<b>PUBLIC LEADERSHIP</b>		
Percent taking national leadership positions on four or more public education or policy efforts	62%	70%

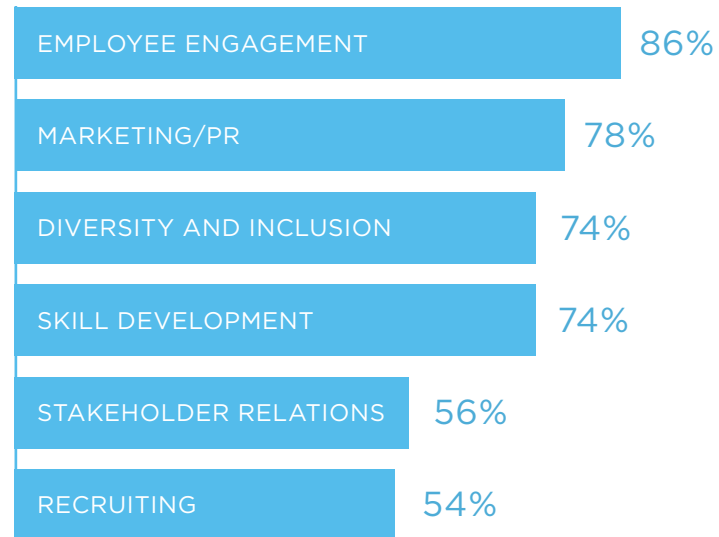


## Integration

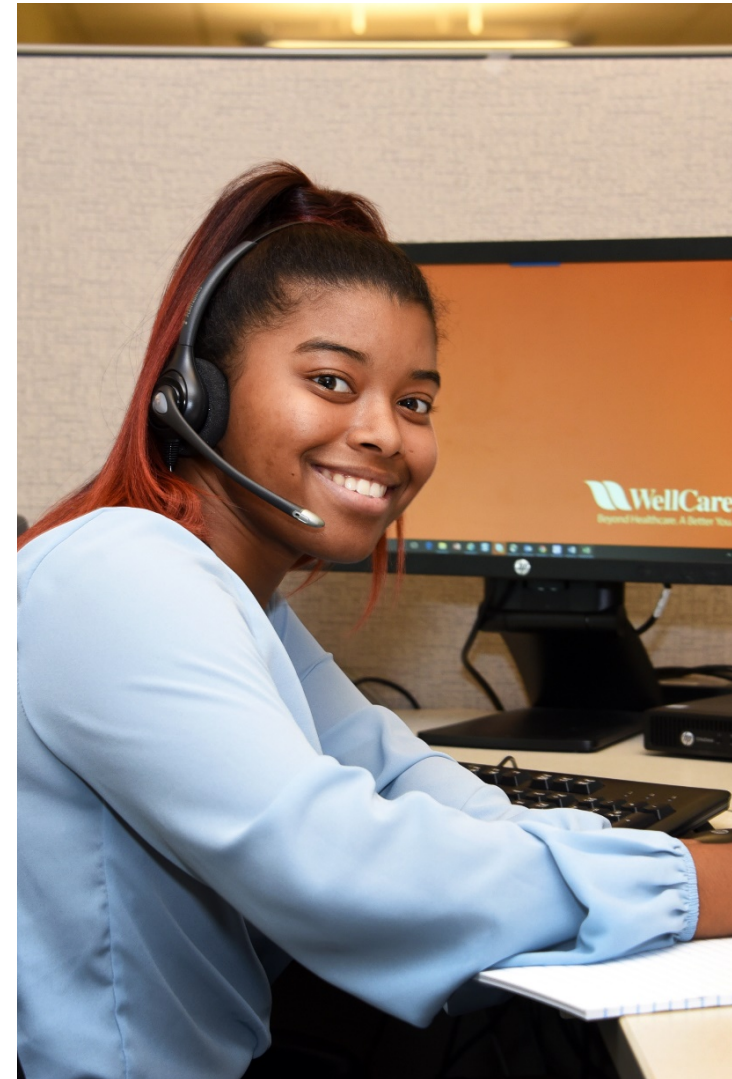
This dimension measures how a company's U.S. community engagement program supports business interests and integrates into business functions, or how the company "does well by doing good."

### Top business functions The Civic 50 companies support with their community engagement:

2018



Paola, a WellCare Community Liaison, helps callers experiencing issues such as homelessness, food insecurity or social isolation and connects them to WellCare's database of more than 200,000 community resources.





## 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 the practice:

	2017	2018
<b>POLICIES AND PROGRAMS</b>		
Include community engagement on performance reviews	62%	68%
Volunteer time off	64%	68%
Volunteer recognition	94%	100%
Matching grants	86%	90%
Volunteer/Dollars for Doers grants	62%	64%
Department goals for community engagement	78%	80%
<b>LEADERSHIP SUPPORT</b>		
Leadership encourages employee participation in community activities at least once a month	78%	82%
Leadership participates in U.S. company community activities at least once a month	68%	72%





## 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 companies that measure social outcomes as part of regularly implemented data collection process for the community engagement function:**

	2017	2018
Grants	60%	68%
Volunteerism	40%	42%
Social cause leadership/advocacy	38%	36%
In-kind	22%	16%

**Percentage of The Civic 50 companies that measure the business outcomes as part of regularly implemented data collection process:**

	2017	2018
Employee engagement	46%	60%
Diversity and inclusion	34%	46%
Marketing/PR	42%	38%
Skill development	24%	28%
Stakeholder relations	28%	24%
Recruitment	14%	18%





[civic50.org](http://civic50.org)