

BENEFITS TO PARTICIPATING IN THE CIVIC 50 GREATER PHILADELPHIA



Doing well by doing good

Showcase and enhance your community engagement

As a participant in The Civic 50 Greater Philadelphia, you will have a unique opportunity to highlight and improve your community engagement programs, including:

- Receiving national and regional recognition for your programs in our regional top 50 rankings.
- Showcasing leadership in the community by sharing your best practices with other businesses.
- Gaining insights from your individual scorecards to help grow your impact while also contributing to the collective impact of the regional business community.

Gain access to education and networking opportunities

Philadelphia Foundation and all partnering chambers of commerce will offer a variety of educational programs throughout the year to help participating organizations enhance their community impact initiatives (see events page and partner websites for further details). Our knowledgeable chamber partners can also support you in applying what you have learned from the Civic 50 Greater Philadelphia to your organization.

Companies are also encouraged to participate in the Greater Philadelphia Corporate Volunteer Council (GPCVC), a community of diverse businesses all committed to giving back to their communities. The GPCVC offers a wealth of programs and resources, along with opportunities to connect directly with fellow professionals working in community and employee engagement. Businesses of all sizes can benefit from learning and sharing with their peers.

Build your brand and improve company culture

The Civic 50 Greater Philadelphia will place your company among a select group of corporations that demonstrate how doing good results in good business. To further showcase your commitment as a community minded company, you will gain access to the Civic-Minded Company Branding Package. With these and other tools, the Civic 50 Greater Philadelphia can help you communicate your commitment to community stewardship and sustainable business leadership.

Participation in the Civic 50 Greater Philadelphia also tells current and future employees that you are committed to building a 21st century workplace culture. The Civic 50 brand can help demonstrate your authentic commitment to civic engagement and tap into the social consciousness of your employees, serving as a key asset in talent attraction and retention.

"Participating in the Civic 50 survey helped us think how different parts of our company are connected to community engagement initiatives. We're now better able to measure the impact of our civic engagement efforts, and to better position ourselves among other civic-minded companies."

***— Courtney McDade
Director, Public Affairs Programs
Public Affairs
Independence Blue Cross***

