

# HOW TO PARTICIPATE IN THE CIVIC 50 GREATER PHILADELPHIA

## *Doing well by doing good*



### What if my internal corporate policies use different definitions for terms used in The Civic 50 Greater Philadelphia?

Use the True Impact glossary of terms to align your organization's internal terms to the Civic 50 questions. If you are still uncertain you can always contact our help line at [Civic50@philafound.org](mailto:Civic50@philafound.org) for any clarification.

### What is the date range for the data period?

Your company should submit data from the company's last full 12-month reporting period (fiscal or calendar year).

### What if I am unable to break down my national giving date to the local level?

Companies can provide estimates for local data if they have reasonable confidence in their accuracy. (For example, a reasonable estimate might be based on the proportion of employees within a specific local area). If you are not sure, simply state "N/A" in the response field.

### Is it important that I answer all the questions?

Yes. It is ideal to answer all questions because points are cumulative and earned on responses. Answer each question to the best of your ability and available data. You do not need a formal tracking system and can and should make estimations where necessary.

### How should donations to national organizations be counted?

If your company or office makes a contribution to an organization outside of your region (e.g., a donation to a national nonprofit headquartered in another state), you can estimate the portion that would benefit your region. For example, if your company made a \$10,000 donation to national organization with 10 chapters throughout the U.S., 1 of which are located in your region, you could count \$1,000 of that contribution. If you cannot make an estimate with reasonable confidence, we recommend not including it in your response.

### Who should submit the Civic 50 Greater Philadelphia on behalf of my company?

The employee who is most knowledgeable and responsible for community engagement programming and initiatives should submit the Civic 50 Greater Philadelphia on behalf of your company. We encourage you to have another staff member familiar with the work of the company review the information for accuracy and completeness.

### What types of information will I need to share for the assessment?

#### Company Profile

- Annual revenue

#### Volunteerism

- Number of employees participating in company-sponsored external volunteerism
- Number of hours employees contributed to company-sponsored external volunteerism
- Percent of hours for skills-based/pro bono volunteerism
- Number of employees participating in internal social issue engagement programs

#### Cash Contributions

- Total company financial contributions/grants (excluding employee donations)
- Total matching contributions for employee donations
- Number of financial contributions/grants (excluding employee matching gifts)
- Percent of financial contributions/grants that provided additional support (volunteerism, board service, in-kind goods, etc.)

#### In-Kind Goods

- Cost of donated in-kind goods
- Market value of donated in-kind goods

#### Public Leadership & Advocacy

- Total investment support for your most significant social issue or cause (PSAs, advocacy, etc.)

**Your privacy is important to us. While companies will be ranked based on information shared, all specific data points will remain private and confidential.**

### Who should I contact if I have questions?

Please direct all questions to [Civic50@philafound.org](mailto:Civic50@philafound.org). We will get back to you within 48 hours (business days).

