



The Civic 50 Greater Philadelphia 2021 Survey

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Company Profile

This section is not scored.

Official company name (as you would like to see it printed on published materials if your company ranks in the top 50, or the name of the company for which you are completing the survey):

Greater Philadelphia mailing address

- Street:
- City:
- State:
- Zip code:

Annual companywide revenues (rounded to the nearest million or hundred thousand):

Total number of employees companywide:

Total number of employees in Greater Philadelphia:

Year company was established:

Year community engagement program was founded:

Sector: Energy, Materials, Industrials, Consumer Discretionary, Consumer Staples, Healthcare, Financials, Information Technology, Communication Services, Utilities, Real Estate

For a list of what types of companies are covered by each sector, [click here](#).

Briefly describe the products or services your company provides:

Data entered in this survey should be for your most recently completed reporting year. Please ensure the reporting year spans 12 months (though this does not need to be the exact 12 months leading up to survey submission date). Please enter the start and end dates of that year below:

Reporting start date (month/day/year):

Reporting end date (month/day/year):

Please enter contact information for the Local Greater Philadelphia Executive:

- Name:
- Email:
- Phone Number:

Please enter contact information for the Local Greater Philadelphia Executive Assistant (if applicable):

- Name:
- Email:
- Applicant Phone Number:

Please enter contact information for the Primary Survey Applicant Contact:

- Name:
- Email:
- Phone Number:

Please enter contact information for the Alternative Survey Applicant Contact (*in case there are transitions at your organization*):

- Name:
- Email:
- Phone Number:

Which of the following regional organizations is your company a member of? Select all that apply:

- African American Chamber of Commerce
- Asian American Chamber of Commerce
- Chamber of Commerce of Greater Philadelphia
- Greater Philadelphia Corporate Volunteer Council
- Hispanic Chamber of Commerce
- Independence Business Alliance
- Main Line Chamber of Commerce
- Philadelphia Foundation
- The Satell Institute
- Other (please specify)

Briefly describe your company's Greater Philadelphia community engagement program (*limit of 500 characters*):

Link to your corporate citizenship webpage, most recent Corporate Social Responsibility (CSR) report or any media announcement detailing your community engagement initiatives (if applicable, else enter "n/a"):

Select up to 5 of your top social impact and community engagement issues and cause areas:

<ul style="list-style-type: none">• Animal welfare• Arts, culture and humanities• Children and youth development• Community development and revitalization• Economic development and entrepreneurship• Education• Employee-driven issues and causes• Employment and workforce development	<ul style="list-style-type: none">• Environment and sustainability• Financial wellness• Food, hunger, agriculture and nutrition• Health and wellbeing• Human/civil rights, equality, equity and inclusion• Legal aid and support• Military and veteran support• Poverty and homelessness	<ul style="list-style-type: none">• Public safety, disaster preparedness, resiliency and relief• Recreation and sports• Research and public policy• Social services• Technology• Other: _____
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Dimension 1: Investment

VOLUNTEERISM

How many Greater Philadelphia employees participated in any type of external company-sponsored volunteerism (including hands-on, skills-based, and pro-bono volunteering)? (enter in a 0 if you don't track or can't provide this information)

How many Greater Philadelphia employees participated in any type of internal volunteerism or social issue engagement (i.e. employee resource groups, company sponsored issue education, training, awareness building)? (enter in a 0 if you don't track or can't provide this information)

Hours. **How many total hours did Greater Philadelphia employees contribute through any type of company-sponsored external volunteerism (including hands-on, skills-based, and pro-bono volunteering)?** (enter in a 0 if you don't track or can't provide this information)

% Skills-Based and/or Pro Bono. **Of the total number of volunteer hours, what percentage were related to skills-based or pro bono volunteerism?** (enter in a 0 if you don't track or can't provide this information)

GRANTS & CASH CONTRIBUTIONS

Value. **What is the total value of cash grants and contributions your company's community engagement program provided to social causes in Greater Philadelphia during your reporting year?** (This should be the total dollar value donated by the company and its foundation, 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.)

Number. **How many individual grants did your company make in Greater Philadelphia, excluding matching-gift and volunteerism-matching (e.g., dollars-for-doers) grants?**

IN-KIND CONTRIBUTIONS

Cost. **What is the total cost to your company of in-kind goods your company's community engagement program provided to social causes in Greater Philadelphia during your reporting**

year? This can include donated goods, services, space and other non-financial contributions.
(Note: your response here should exclude any contributions already reported above.)

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

PUBLIC LEADERSHIP & ADVOCACY

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, leading cross-sector collaborations and partnerships, TV or radio appearances) and/or by advocating for policy change (e.g., via outreach to City Council or State Senate, letters to the editor) in Greater Philadelphia ? Please select your company's highest level of activity below.

- Yes, Significant/State. Six or more public (meaning they received media coverage) education and/or advocacy efforts at the state level.
- Yes, Some/State. Two to five public (meaning they received media coverage) education and/or advocacy at the state level.
- Yes, Significant/Local. Six or more public (meaning they received media coverage) education and/or advocacy efforts at a regional or local scale.
- Yes, Some/Local. Two to five public (meaning they received media coverage) education and/or advocacy efforts at a regional or local scale.
- None or not applicable.
- Not available / cannot share this information.

Advocacy Activities. What advocacy activities does your company use to address issues of racial justice, equity, diversity and inclusion? Select all that apply:

- Public statements and letters
- Education and awareness campaigns
- Public hearings or testimonies
- Funding advocacy organizations
- Conducting or supporting research
- Supporting community organizers and coalitions
- Lobbying
- Litigation
- None of the above

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.

Dimension 2: Integration

Employee Engagement

To what degree does your company leverage its community engagement activities to promote job satisfaction and engagement among employees (e.g., by targeting issues, designing activities, or coordinating personal interactions with team members or beneficiaries that employees find deeply satisfying and fulfilling)?

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

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

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

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

Purchasing/supply-chain/sourcing

To what degree does your company use its purchasing power and relationships to address social challenges and issues (i.e. diverse and inclusive business ownership, environmental sustainability, slavery-free, fair-trade, gender equality)?

- Formal program and written strategy coordinated with the purchasing/sourcing department, broadly and consistently implemented across Greater Philadelphia
- Formal written strategy coordinated with the purchasing/sourcing department, implemented on a limited basis in Greater Philadelphia
- Informal strategy, broadly and consistently implemented across Greater Philadelphia
- Informal strategy, implemented on a limited basis in Greater Philadelphia
- Not applicable / does not occur
- Cannot share this information

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

Dimension 2 - Mini Case Study. Please describe in 200 or fewer words one example to highlight how your company applies this Dimension (i.e., Integration - how your company's community engagement program supports business interests and integrates into business functions, or how it "does well by doing good"). This example will not be scored, but will be used to verify the general accuracy of your response in this section. It may also be selected as a short case study example as part of The Civic 50's publicity and public education efforts.

Dimension 3: Institutionalization

Does the company seek input from community leaders/representatives on community needs and its community engagement program? If yes, how is this practice implemented?

- A formal, structured effort in Greater Philadelphia that actively solicits community feedback such as a survey, focus groups or community meeting
- A formal, structured effort in Greater Philadelphia 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

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
 - **If yes, how many times per year:** 12, 6-11, 3-5, 1-2, not tracked/can't disclose
- Encourage employees to participate in the community engagement program in all-staff meetings and/or town halls, email campaigns and/or other internal communication venues
 - **If yes, how many times per year:** 12, 6-11, 3-5, 1-2, not tracked/can't disclose
- Present on the company's community engagement to the company's board
 - **If yes, what percentage of the total number of board meetings per year:** 75%-100%, %50-%74, 25-49%, 1%-24%, not tracked/can't disclose

What formal community engagement programs and opportunities do you offer employees? Select all that apply (not scored):

- Board training
- Direct service (hands-on volunteering)
- Dollars for doers
- Issue workshops and training
- Matching grants
- Remote volunteering
- Service sabbaticals or externships
- Skills-based/pro bono
- Volunteer time off
- None of the above

For those programs that you currently do not have, what formal community engagement programs and opportunities would you be willing to offer employees, in the future? Select all that apply (not scored):

- Board training

- Direct service (hands-on volunteering)
- Dollars for doers
- Issue workshops and training
- Matching grants
- Remote volunteering
- Service sabbaticals or externships
- Skills-based/pro bono
- Volunteer time off
- None of the above

Employee Incentives. Which of the following activities does your company offer to promote Greater Philadelphia 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
- None

Voting & Civic Engagement: How do you support employee voting and civic engagement initiatives for employees and customers? Select all that apply:

- Ballot drop boxes
- Census promotion
- Company political action committee (PAC)
- Informational events/town halls
- Issue workshops and training
- Poll worker resources/support
- Polling location events
- Registration drives
- Time off/schedule flexibility to vote
- Voting and registration communications (customers)
- Voting and registration communications (employee)
- None of the above

Dimension 3 - Mini Case Study. Please describe in 200 or fewer words one example to highlight how your company applies this Dimension (i.e., Institutionalization - how the company supports community engagement through its institutional policies, systems, and incentives). This example will not be scored, but may be selected as a short case study example as part of The Civic 50's publicity and public education efforts.

Dimension 4: Impact

Volunteerism. Volunteerism generates social value when it helps nonprofit organizations improve capacity to carry out their mission. Please identify the primary method (used for over 50% of your Greater Philadelphia employee volunteering activities, by hours) of measuring the social value generated by your company's volunteerism.

- **Quantified outcomes** (e.g., # of people that gained housing, increased income, graduated high school, or [other life improvement]) that you can claim as a result of your support (based on a contribution or attribution calculation). *If selected, you will be required to provide examples of your outcome indicators to validate your response.*
- **Qualitative outcome measures** (i.e., success stories) and/or predefined satisfaction metrics that are part of a standardized and regularly implemented data collection process
- **Quantitative outputs** (i.e., drivers of outcomes) that are part of a regularly implemented data collection process (ex., capturing the number of hours or people served and/or the monetary value of those services)
- **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
- **Not currently measured**
- **Cannot share this information**

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 Greater Philadelphia grants, by value) of measuring the social value generated by your company's grants.

- **Quantified outcomes** (e.g., # of people that gained housing, increased income, graduated high school, or [other life improvement]) that you can claim as a result of your support (based on a contribution or attribution calculation). *If selected, you will be required to provide examples of your outcome indicators to validate your response.*
- **Qualitative outcome measures** (i.e., success stories) and/or predefined satisfaction metrics that are part of a standardized and regularly implemented data collection process
- **Quantitative outputs** (i.e., drivers of outcomes) that are part of a regularly implemented data collection process (ex., capturing the number and value of grants distributed and number of beneficiaries served)
- **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
- **Not currently measured**
- **Cannot share this information**

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 Greater Philadelphia in-kind donations, by value) of measuring the social value generated by your company's in-kind donations.

- **Quantified outcomes** (e.g., # of people that gained housing, increased income, graduated high school, or [other life improvement]) that you can claim as a result of your support (based on a contribution or attribution calculation). *If selected, you will be required to provide examples of your outcome indicators to validate your response.*
- **Qualitative outcome measures** (i.e., success stories) and/or predefined satisfaction metrics that are part of a standardized and regularly implemented data collection process

- **Quantitative outputs** (i.e., drivers of outcomes) that are part of a regularly implemented data collection process (ex., capturing the number and value of goods distributed and number of beneficiaries served)
- **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
- **Not currently measured**
- **Cannot share this information**

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 Greater Philadelphia efforts, by investment amount) of measuring the effectiveness of your leadership and/or advocacy on generating social change.

- **Quantified outcomes** (e.g., # of people that gained housing, increased income, graduated high school, or [other life improvement]) that you can claim as a result of your support (based on a contribution or attribution calculation). *If selected, you will be required to provide examples of your outcome indicators to validate your response.*
- **Qualitative outcome measures** (i.e., success stories) and/or predefined satisfaction metrics that are part of a standardized and regularly implemented data collection process
- **Quantitative outputs** (i.e., drivers of outcomes) that are part of a regularly implemented data collection process (ex., capturing the number of beneficiaries reached or number of media impressions generated)
- **Anecdotal, non-quantitative information** (i.e., success stories) that is informally or periodically collected
- **Not currently measured**
- **Cannot share this information**

Racial Equity. Select the racial equity, diversity and inclusion practices your company employs in relation to its contributions to nonprofits. Select all that apply.

- Set public targets for the total amount or percent of financial donations directed to organizations focused on racial justice, equity, diversity and inclusion.
- Set public targets for the total amount or percent of volunteer hours directed to organizations focused on racial justice, equity, diversity and inclusion.
- Track diversity of board and/or staff of nonprofits receiving investment of financial resources, volunteer time or in-kind contributions.
- Track diversity demographics of the beneficiaries receiving investment of financial resources, volunteer time or in-kind contributions.
- Formally consider the diversity of board and/or staff in selecting nonprofits to support with financial resources, volunteer time or in-kind contributions.
- Formally consider the diversity demographics of the beneficiaries in selecting nonprofits that receive investment of financial resources, volunteer time or in-kind contributions.

Dimension 4 - 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.