Civic 50 Greater Philadelphia
Doing Well by Doing Good

• The Civic 50 Greater Philadelphia is an assessment and benchmarking tool that provides a framework for good corporate citizenship and showcases how civic-minded businesses are moving social impact, civic engagement and community to the center of their business.
• The tool gives civic-minded businesses throughout the region opportunities to learn from like-minded peers and practical tools and tips to have greater impact through their community engagement activities.
• Participants receive a scorecard benchmarking their CSR.

Partners

Take the Civic 50
Civic 50 Greater Philadelphia
Doing Well by Doing Good

Who Can Participate?

- Public and private companies as well as nonprofits agencies and institutions (e.g. hospitals and universities) of more than five (5) employees with operations in Pennsylvania, New Jersey, and/or Delaware are invited to participate in The Civic 50 Greater Philadelphia.
- For companies just beginning their community engagement journey, there is also the option to complete a simplified assessment tool: the Civic Mindedness Self-Assessment.

What Resources are there to help Complete?

- To help organizations get started on the Civic 50, the Civic 50 website include a Benefits, How to Participate and General Civic 50 FAQ sheets with additional details.
- [https://www.philafound.org/key-skills-hub/civic-50/](https://www.philafound.org/key-skills-hub/civic-50/)
- If at any time organizations have questions, they can reach out to Civic50@philafound.org. We promise to respond with 48 hours (business days).
Civic 50 Learning & Recognition

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

INTEGRATION
How your company’s community engagement program supports business interests and integrates into business functions, or how it “does well by doing good.”

The Assessment Tool
- Self-administered and online
- Fewer than 25 questions
- All questions are quantitative
- Scoring is relative to company size
- Only honoree companies made public

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

IMPACT (Social and Business Value)
How your company measures the social and business impact of its community engagement program.
The Value For Participants

YEAR-ROUND RECOGNITION (LOCAL & NATIONAL)
In addition to the announcement, honorees are provided with marketing assets and resources to promote their designation (e.g., logo badges).

ALIGN & SCALE YOUR PROGRAMS
The Civic 50 framework provides companies with a simple, yet effective tool for aligning and scaling their programs to drive greater community impact.

PEER CONNECTIONS & LEARNING
Connect with and learn from other community-minded companies in the Philadelphia Region.

SCORECARD REPORT & BENCHMARKING
Every company receives a free scorecard report with benchmarking data to help track annual improvement and communicate your impact story.

STORYTELLING & INSPIRATION
The framework and assessment tool helps companies understand and authentically tell their impact story to inspire others to take action.

STANDARDIZED LANGUAGE
Using the common language and framework accelerates learning and helps advance the sector.
Customer & Employee Expectations
Doing Good is Good for Business

64% 
CUSTOMER EXPECT BRANDS TO ACT
Of customers agree: “I believe brands can be a powerful force for change. I expect them to represent me and solve societal problems. My wallet is my vote.”

73% 
EMPLOYEE EXPECTATIONS INCLUDE SOCIETAL CHANGE
Percent of employees expect prospective employers to shape the future of society.

67% 
Percent of employees who expect a prospective employer to have a greater purpose and their job to have a meaningful societal impact.

41% OF ALL ADULTS and 55% of GEN Z have made decisions on products based on a company’s social responsibility

18% OF ALL ADULTS and 41% of GEN Z have considered applying for or taking a job with a company specifically because they believe it is committed to being socially responsible.
What Data You Need to Complete the Civic 50

Company Profile
• Annual Revenue
• Employees

Volunteerism
• Employee Volunteer Participants
• Employee Volunteer Hours
• Employee Volunteer % Skills Based/Pro Bono

Cash Contributions
• Total of Cash Grants
• Number of Cash Grants
• Total Employee Matching Gifts

In-kind Contributions
• Cost of In-kind Contributions
• Market Value of In-Kind Contributions

Public Leadership & Advocacy
• Social Cause Funding Support
Easy, Intuitive User Interface
**Individual Scorecard Reports** (Free of Charge)

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Score</th>
<th>Overall Rank</th>
<th>Tier</th>
<th>Medal</th>
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<tbody>
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<td>Overall</td>
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<tr>
<td>Dimension 1: Investment</td>
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<td>Dimension 2: Integration</td>
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<td>Dimension 4a. Impact (social)</td>
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<th>Scored Questions</th>
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<th>Overall / [Your Sector]</th>
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<tbody>
<tr>
<td>Dimension 1: Investment</td>
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<td>Q1. Participants</td>
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<td>Q2. Hours / # employees</td>
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<td>Q3. % SkillsBased</td>
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<td>Q4. Value (grants) / revenues</td>
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<td>Q6. % Multifaceted Investment</td>
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<th>Vs. Avg.</th>
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*In partnership with True Impact*
Timeline

Survey Recruitment and Support (6 weeks) –
March 8th - April 30th, 2021
- Ongoing support Webinars hosted by POL/PF
  - April 15th 2 – 3 pm
- On-demand participant support: Civic50@philafound.org

Applicant Notification and Announcement –
May 2021
- All companies notified of status
- PF and Partners honoree event

Continued Learning (year round)
- July 2021 POL Annual Conference
- PF provides learning opportunities, resources, and services aligned with survey dimensions