



THE CIVIC 50 PHILADELPHIA 2021

THE BEST OF BUSINESS DURING THE WORST OF TIMES



**PHILADELPHIA
FOUNDATION**

THE CIVIC 50 PHILADELPHIA and Report *presented by*

PHILADELPHIA FOUNDATION



POINTS OF LIGHT

About the Philadelphia Foundation

For more than a century, the Philadelphia Foundation has increased philanthropic investment in the community, fostering the economic, civic and social vitality of Greater Philadelphia.

We take charitable dollars further through our deep relationships in the community, close connections with local nonprofits and a 100-year history of building positive outcomes in the Philadelphia region.

Born of a desire for more powerful, permanent funding to address community needs, we collaborate with thousands of individuals, families and businesses to advance this goal, always with an eye on the future. As we enter our second century of service, our vision remains grounded in the needs of today and tomorrow and is shaped by the values we hold close, including excellence, diversity, equity and results.

From Ben Franklin's civic gift of 1,000 pounds sterling to Gerry Lenfest's endowment for independent journalism, the Philadelphia Foundation stewards legacies that strengthen the place we call home, improving lives today and for future generations.

For more information, visit
www.philafound.org.

About Points of Light

Points of Light – the world's largest organization dedicated to volunteer service – mobilizes millions of people to take action that is changing the world. Through affiliates in 250 cities across 37 countries and in partnership 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, go to
www.pointsoflight.org.



Foreword

The Philadelphia Foundation is thrilled to recognize 50 Greater Philadelphia businesses and nonprofits for their contributions to our community. Collectively, these businesses contributed over \$250 million of value to local charities, countless caring acts to our residents and heaps of hope to our spirits during one of the most difficult years in our region's heroic history. These businesses have earned Civic 50 Greater Philadelphia honors, a recognition based on the acclaimed national Civic 50 initiative run by our partner, Points of Light.

The 2021 Civic 50 Philadelphia honorees span from six to 47,000 employees and from industries as varied as banking and utilities, but they have one thing in common: They executed exceptional community engagement in a year that challenged their own operations. To be specific, these local businesses are being honored for investing in community engagement and then integrating community engagement into business functions, institutionalizing it with policies and practices and measuring its impact.

This report contains collective data and insights from the Civic 50 Greater Philadelphia. These businesses are an inspiration and blueprint for other local companies and, as the first honorees of a region-specific Civic 50 award, a national benchmark for exceptional local corporate responsibility.

Congratulations to the honorees of the inaugural Civic 50 Greater Philadelphia!

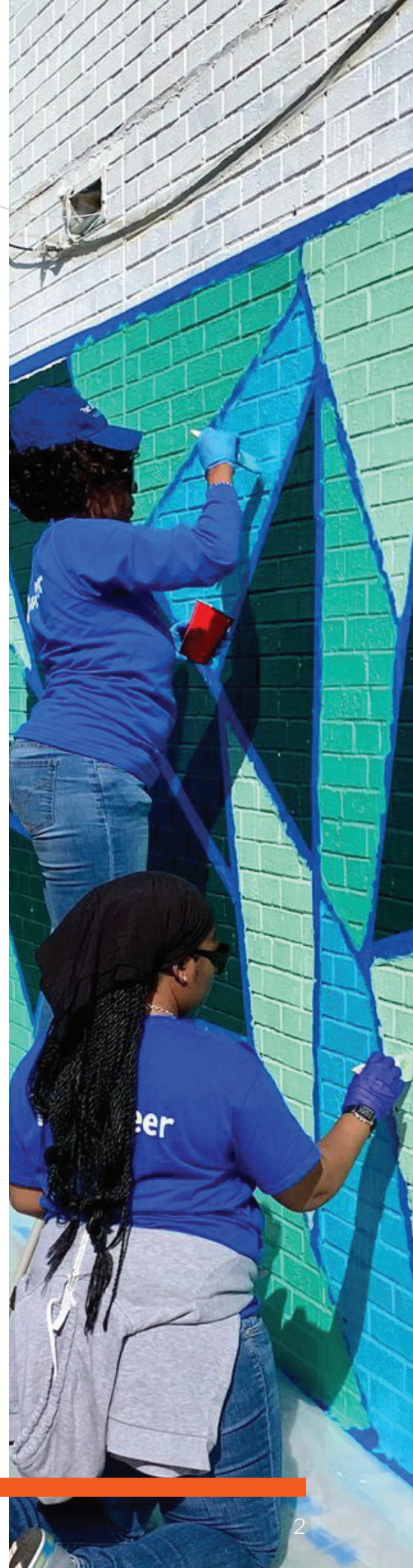


Diane Melley

Executive Director and Senior Advisor
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The 2021 **Civic 50 Philadelphia** Honorees

A&I Security, LLC

Accenture

Einstein Medical Center
Philadelphia

AmeriHealth Caritas Family of
Companies

AmerisourceBergen

AMETEK, Inc.

Aramark

Audacy

Bank of America

Ben Franklin Technology
Partners of SEPA

Brandywine Realty Trust

ChatterBlast Media

Children's Hospital of Philadelphia

Comcast NBCUniversal

Comoto Family of Brands

Curotec, LLC

Deloitte

Dow, Inc.

Drexel University

Econsult Solutions, Inc.

Firsttrust Bank

FS Investments

Harmelin Media

Holman Enterprises

IBM

iHeartMedia Philadelphia

Independence Blue Cross

K-12 by Elior

NAAAP Philadelphia

Nemours Children's Health System

Nolan Painting, Inc.

OPS Security Group

PECO

Pegasus Technologies, LLC

SAP

Slalom

Stradley Ronon Stevens &
Young, LLP

Subaru of America, Inc.

Tata Consultancy Services

The GIANT Company

The Goldenberg Group

The PNC Financial Services
Group, Inc.

The Welcoming Center

Tierney

Tri-State Training & Safety
Consulting

UGI Corporation

University of Pennsylvania

UPS

Urban 1

Wells Fargo

Community Leadership Honorees

3rd Floor Media LLC

A. Pomerantz & Co.

Prepay Nation



BACKGROUND

ON THE CIVIC 50 AWARD

The Civic 50 Greater Philadelphia, modeled after the Points of Light's Civic 50 U.S. award, honors the most community-minded companies in Greater Philadelphia. Honorees are selected according to their performance on four dimensions developed by Points of Light under the guidance of a panel of experts and adjusted for local application:



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

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

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

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

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 Civic 50 honors. The algorithms make the full determination and there is no human judging involved in the process. The Philadelphia Foundation also recognized three micro enterprise businesses as Outstanding Community Leaders. The 2021 honorees refer to the companies' community involvement in the United States during the 2020 reporting year.



Summary Findings

In 2020, the Civic 50 Greater Philadelphia honorees:



Donated over \$250 million in monetary and in-kind contributions to Greater Philadelphia.

Supported their employees in contributing more than **730,000 volunteer hours** to nonprofit organizations, a contribution that exceeds **\$45 million in value.**¹



Had an employee volunteering rate, on average, of **34%**.

70% offered employees time off to volunteer.



100% had diversity and inclusion programs.

Integrated their community engagement into business functions (**100%**), most often into workplace diversity and inclusion (**98%**), employee engagement (**96%**) and marketing/PR (**96%**).



50% of Civic 50 Greater Philadelphia focused their community engagement on education



46% on children and youth development



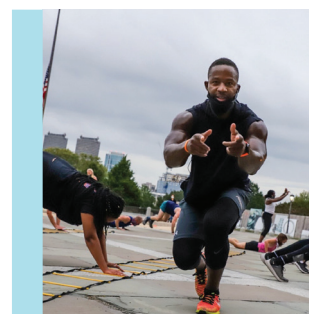
46% on social justice.

Mostly (**48%**) did not consider community engagement sufficiently important to discuss at the board of directors level, unlike the Civic 50 US, which typically did (**84%**).



Overwhelmingly (**84%**) supported voting and civic involvement, usually among employees, but also customers.

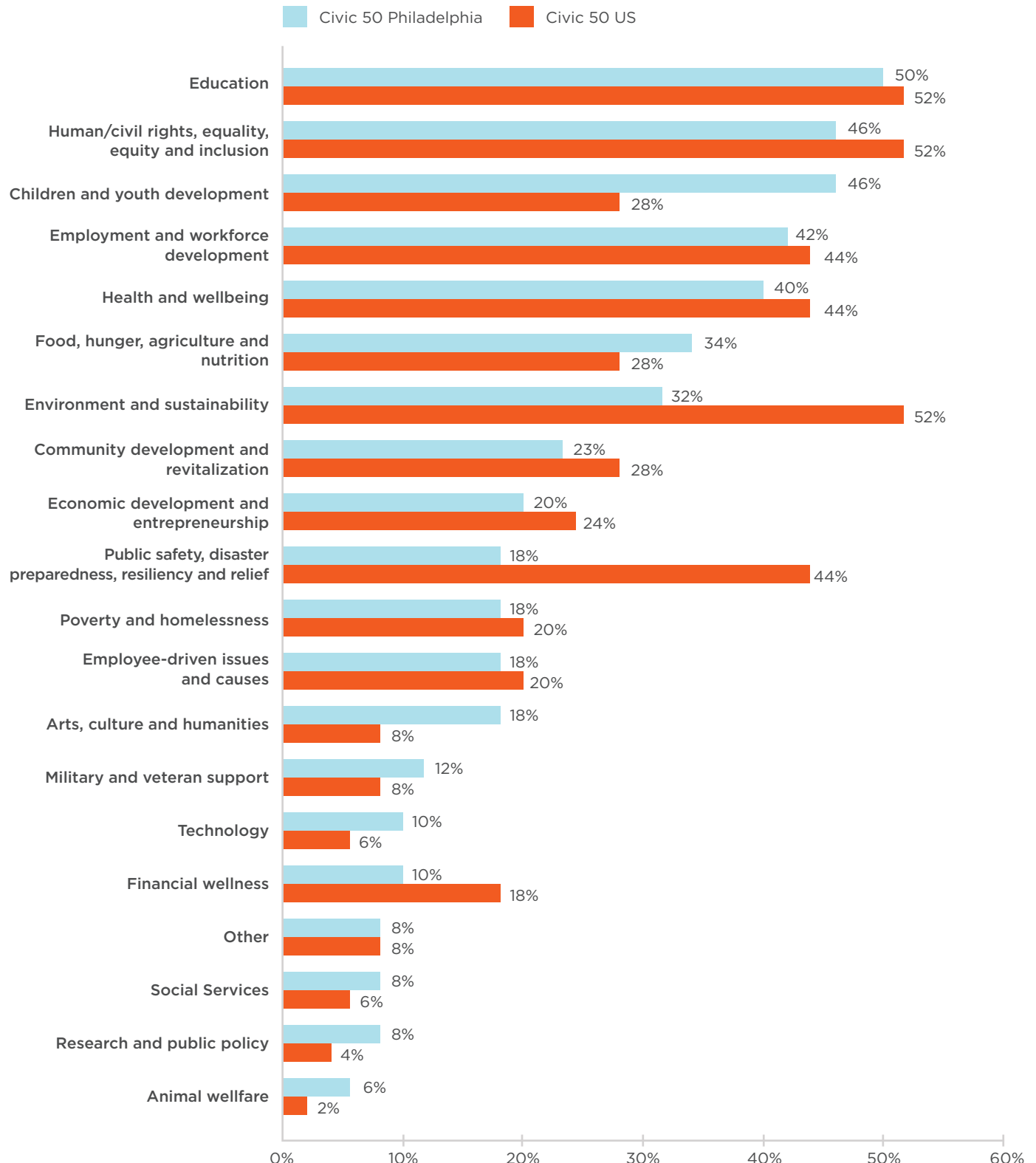
Rarely (**14%**) measured their community engagement's quantitative impact on societal causes (possibly due to the emergency demands 2020 put on delivering services).



¹ Extra-hands volunteering (that doesn't apply professional skills) was monetized at \$28.54/hour per the valuation estimate conducted by the Independent Sector ("Value of Volunteer Time," 2021). while skills-based volunteering was monetized at \$160/hour per the research conducted by Chief Executives for Corporate Purpose® (CECP) ("Valuation Guide: 2020 Giving in Numbers Survey," 2021).

Cause Areas of Focus

The 2021 honorees refer to the companies' community involvement in the United States during the 2020 reporting year.



Investment

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

Cash and In-kind Giving	CIVIC 50 PHILADELPHIA	CIVIC 50 US
Total cash contributions	\$159.4 million	\$2.5 billion
Total value of cash given for employee matches and Dollars-for-Doers grants	\$3.6 million	\$173.4 million
Total in-kind giving	\$92 million	\$8.2 billion
Employee Time and Talent		
Total volunteer hours	731,000	7,100,000
Average percentage of volunteer hours that are skills-based	26%	27%
Average percentage of employees volunteering to support external organizations/efforts (excluding efforts internal to the company's citizenship efforts, such as employee resource groups, company-sponsored issue education, training, awareness building)	34%	23%
Average percentage of employees participating in company volunteering that is internal to the company's citizenship efforts (e.g., employee resource groups, company-sponsored issue education, training, awareness building)	48%	48%
Percentage taking state leadership positions (national for Civic 50 US) on six or more public education or policy efforts	5.1	3.1
Public Leadership		
Percentage taking state leadership positions (national for Civic 50 US) on six or more public education or policy efforts	28%	54%

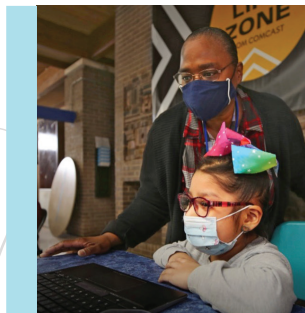


Integration

The Integration dimension measures how a company's Greater Philadelphia community engagement program supports business interests and integrates into business functions or how the company "does well by doing good."

Percentage of Civic 50 Companies Supporting the Business Function Using Community Engagement

BUSINESS FUNCTION	CIVIC 50 PHILADELPHIA	CIVIC 50 US
Diversity and Inclusion	100%	100%
Employee Engagement	96%	93%
Marketing/PR	96%	92%
Skill/Leadership Development	94%	92%
Recruiting	92%	84%
Purchasing/Supply-chain/Sourcing	80%	92%
One or more of the above	100%	100%



Institutionalization

This dimension evaluates how a company supports community engagement in Greater Philadelphia through its institutional policies, programs, systems and incentives.

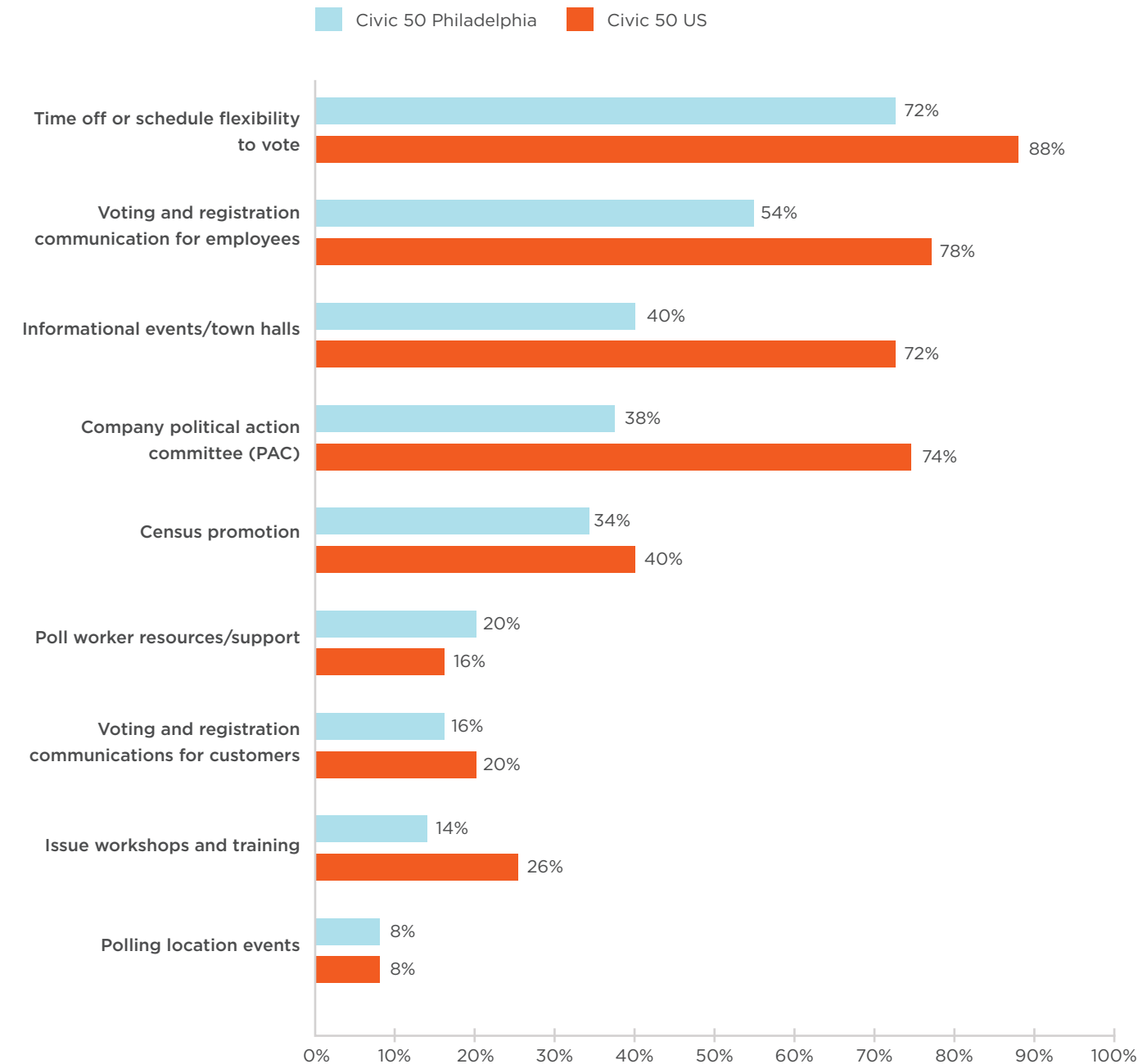
General Institutionalization: Percentage of Civic 50 Companies Applying the Policy, Program or Practice

GENERAL POLICIES, PROGRAMS AND PRACTICES	CIVIC 50 PHILADELPHIA	CIVIC 50 US
Direct service (hands-on volunteering)	88%	94%
Volunteer recognition	84%	96%
Skills-based/pro bono volunteering	80%	94%
Time off for volunteering	70%	82%
Issue workshops and training	68%	88%
Remote volunteering	68%	98%
Matching grants	46%	96%
Board training	38%	62%
Volunteer grants	32%	70%
Service sabbaticals or externships	14%	22%
LEADERSHIP SUPPORT		
Leadership encourages employee participation in community activities at least 12 times per year	36%	74%
Leadership participates in company community activities at least 12 times per year	52%	74%
Leadership presents on the company's community engagement to the company's board at least once per year	48%	84%



Institutionalization

Voting and Civic Engagement Institutionalization: Percentage of Civic 50 Companies Applying the Policy, Program or Practice



Impact

This dimension evaluates how a company measures the societal impact of its Greater Philadelphia community engagement program, studying outcome and output measures specifically.

General Impact: Percentage of Civic 50 Companies that Measure Societal Outcomes as Part of its Regularly Implemented Data Collection Process

	CIVIC 50 PHILADELPHIA	CIVIC 50 US
Grants	8%	62%
Volunteerism	6%	22%
Social cause leadership/advocacy	4%	34%
In-kind contributions	4%	20%
One or more of the above	16%	74%

Social Justice Impact: Percentage of Civic 50 Companies that Apply Practice

	CIVIC 50 PHILADELPHIA	CIVIC 50 US
Formally consider the diverse demographics of the beneficiaries in selecting nonprofits that receive an investment of financial resources, volunteer time or in-kind contributions	72%	78%
Track diversity demographics of the beneficiaries receiving investment of financial resources, volunteer time or in-kind contributions	44%	78%
Formally consider the diversity of board and staff in selecting nonprofits to support with financial resources, volunteer time or in-kind contributions	30%	44%
Track diversity of board and staff of nonprofits receiving investment of financial resources, volunteer time or in-kind contributions	24%	38%
Set public targets for the total amount or percent of financial donations directed to organizations focused on racial justice, equity, diversity and inclusion	20%	34%
Set public targets for the total amount or percent of volunteer hours directed to organizations focused on racial justice, equity, diversity and inclusion	14%	16%



Conclusion

The Civic 50 Greater Philadelphia honorees weren't content to merely weather 2020's deadly pandemic, workplace shutdowns, steep recession and widespread social unrest. Instead, they insisted on also tutoring third graders, delivering food to healthcare workers, hosting conversations to address racial injustice and otherwise bringing relief, joy and hope to Philadelphians.

From founding the first hospital, library, stock exchange and trade union, our region has long innovated ways to elevate life. If we could take to scale the example the Civic 50 Greater Philadelphia honorees set, we could find ourselves making history once again. This time it would be for building the healthiest community in American history.

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Participate in the
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initiative!

www.philafound.org/key-skills-hub/civic-50/

Email: Civic50@philafound.org



Thank You to Our Partners

On behalf of the entire Philadelphia Foundation and Points of Light team, we would like to thank our partners, board members, employees, volunteers, community members and the organizations that applied to The Civic 50 Greater Philadelphia 2021.

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