



March 7th

-

April 22nd, 2022

Civic 50 Greater Philadelphia

Civic 50 Greater Philadelphia



Doing Well By Doing Good

The Civic 50 Greater Philadelphia....

- 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.
- Is an assessment tool exploring 4 areas of a companies CSR program: Investment, Integration, Institutionalization and Impact
- Is accessible to all businesses with 10+ employees
- Runs from March 7th – April 22nd

The Civic 50 Greater Philadelphia is presented by:



What is the Civic 50?

Is an assessment tool exploring 4 areas of a companies CSR program:



The Assessment is...

- Entirely free
- Self Administered
- Fewer than 30 Questions
- Made up of Multiple Choice and Quantitative Questions



INVESTMENT

How 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 integrates into other business functions and departments.



INSTITUTIONALIZATION

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



IMPACT

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



Civic 50 Value

Learning and Recognition

Recognition of CSR Program

- The top 50 companies are recognized as Civic 50 honorees

Align and 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 Connection and Learning

- Connect with and learn from other leading peer companies to share insights and best practices.

Scorecard report and Benchmarking

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

Storytelling and Inspiration

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

Did you know, of Civic 50 2021 participants?

- **50%** focus on Education in their CSR programs
- **70%** offer paid time off for volunteering
- **80%** have integrated their CSR program into their purchasing and/or supply-chain

Scorecard Reports

- ✓ All participants receive an individualized scorecard.
- ✓ Only Honoree companies are made public.
- ✓ While companies are assessed based on information shared, all specific data points remain private and confidential.
- ✓ Each company can schedule a deep-dive call to explore their scorecard data



Dimension	Score	Overall			Sector	
		Rank	Tier	Medal	Rank	Tier
Overall	#,###	Top 50: Yes			--	
Dimension 1: Investment	###	5	Top 10%	🥇	1	Top 10%
Dimension 2: Integration	###	67	Lower 25%		11	Top 50%
Dimension 3: Institutionalization	###	35	Top 25%	🥈	2	Top 10%
Dimension 4a. Impact (social)	###	62	Lower 25%		7	Top 50%
Dimension 4b. Impact (business)	###	48	Top 50%	🥉	6	Top 25%

REPORT OPTIONS

- Individual (free)
- Sector
- Comprehensive

Scored Questions	Your Entry	Score % tot pts	Overall / [Your Sector]		
			Your Rank	Vs. Avg.	Percentile
Dimension 1: Investment	-	###	5	▲ 43%	Top 10%
Q1. Participants	32%	75%	23	▲ 47%	Top 25%
Q2. Hours / # employees	13.2	100%	5	▲ 45%	Top 10%
Q3. % SkillsBased	12%	75%	45	▼ 12%	Top 50%
Q4. Value (grants) / revenues	.031%	100%	3	▲ 76%	Top 10%
Q4. Value (grants) / Q5. Number	\$52,500	50%	2	▲ 65%	Top 10%
Q6. % Multifaceted Investment	13%	25%	61	▼ -38%	Lower 25%

Scored Questions	Your Entry	Score % tot pts	Overall / [Your Sector]			
			Your Rank	Top 10% if more than	Top 25% if more than	Top 50% if more than
Dimension 1: Investment	-	###	5	###	###	###
Q1. Participants	32%	75%	23	38%	30%	23%
Q2. Hours / # employees	13.2	100%	5	12	6.7	4.6
Q3. % SkillsBased	19%	75%	45	27%	18%	12%
Q4. Value (grants) / revenues	.031%	100%	3	.03%	.024%	.018%
Q4. Value (grants) / Q5. Number	\$52,500	100%	2	\$45,455	\$38,942	\$27,054
Q6. % Multifaceted Investment	13%	25%	61	38%	30%	23%

Timeline

Civic 50 Greater Philadelphia

March / April 2022

- Ongoing support Webinars
 - [March 3rd 10 – 11 am](#)
 - [March 24th 3 – 4 pm](#)
 - [April 14th 10 – 11 am](#)
- Ongoing on-demand support for applicants
 - Email civic50@philafound.org to schedule

Applicant Notification and Announcement

May / June 2022

- All companies notified of status
- Philadelphia Foundation and Civic 50 Partners honoree event





Civic 50 Greater Philadelphia 2021 Honorees





Civic 50 Greater Philadelphia 2021 Findings

In 2020, the Civic 50 Greater Philadelphia honorees:

- **Donated over \$250 million** in monetary and in-kind contributions to Greater Philadelphia
- **730,000 employee volunteer hours** to nonprofit organizations
 - Exceeds **\$45 million in value.**
- Had an employee volunteering rate, on average, of **34%**
 - **70%** offered employees time off to volunteer
 - **100%** had diversity and inclusion programs



Civic 50 Greater Philadelphia 2021 Findings

In 2020, the Civic 50 Greater Philadelphia honorees:

- **100 % of honorees** integrated their community engagement into business functions
 - **98%** workplace diversity and inclusion
 - **96%** employee engagement
 - **96%** marketing/PR
- **50% of honorees** focused their community engagement on education
- **46%** on children and youth development
- **46%** on social justice



Civic 50 Greater Philadelphia 2021 Findings

In 2020, the Civic 50 Greater Philadelphia honorees:

- **Only 48%** discuss community engagement at board of directors' level presentations
 - Compared to **84% nationally**
- **84%** supported voting and civic involvement
- **Only 14%** measured their community engagement's quantitative impact on societal causes