



# THE CIVIC 50 GREATER PHILADELPHIA 2022

BUSINESSES THAT STRENGTHEN THE PLACE WE CALL HOME

## 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 2022.

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POINTS OF LIGHT



All photography contributed by Greater Philadelphia Civic 50 Honorees and Greater Philadelphia Corporate Volunteer Council members.





## Foreword

The Philadelphia Foundation is pleased to recognize the 2022 Civic 50 Greater Philadelphia, businesses (or local subsidiaries of larger firms) from Greater Philadelphia that executed exceptional community engagement last year. This recognition, now in its second year, is modeled on the acclaimed national Civic 50 initiative run by our partner, Points of Light.

This report contains the data from the 2022 Civic 50 Greater Philadelphia. To help put these data in the larger context, this report also presents data from the 2021 Civic 50 Greater Philadelphia and from the 2021 and 2022 Civic 50 US. We hope the practices and accomplishments of these local and national exemplary corporate citizens helps other local businesses progress in their own community involvement journey.

When we launched the Civic 50 Greater Philadelphia, we hoped it would galvanize and heighten community engagement across our business community. We could not be more pleased with the response. Businesses of all sizes eagerly participated in 2021. Best of all, 87% of inaugural-year applicants applied again in 2022, as did many new entrants. Greater Philadelphia businesses are deeply invested in improving lives today and for future generations. We look forward to seeing how they continue to leverage the Civic 50 Greater Philadelphia to further strengthen our region.



*Diane Melley*

**Diane Melley**

Executive Director and Senior Advisor  
Philadelphia Foundation







# Table of Contents

About Us ..... 6

Philadelphia Foundation ..... 6

Points of Light ..... 6

The Civic 50 Initiative ..... 7

2022 Civic 50 Greater Philadelphia Honorees ..... 8

Summary Findings ..... 9

Civic 50 Greater Philadelphia Methodology ..... 11

Focus Areas ..... 12

Performance on Civic 50 Criteria ..... 12

Investment ..... 14

Integration ..... 15

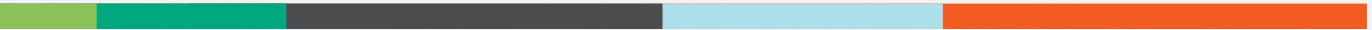
Institutionalization ..... 16

Impact ..... 18

Conclusion ..... 19

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THE CIVIC 50 GREATER PHILADELPHIA *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. Now in our second century of service, Philadelphia Foundation's 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](http://www.philafound.org).

**About Points of Light**

Points of Light is a nonpartisan, global nonprofit organization that inspires, equips and mobilizes millions of people to take action that changes the world. We envision a world in which every individual discovers the power to make a difference, creating healthy communities in vibrant, participatory societies. Through 177 affiliates across 38 countries around the world and in partnership with thousands of nonprofits and corporations, Points of Light engages 5 million volunteers in 16 million hours of service each year. We bring the power of people to where it's needed most.

We believe that companies, their employee volunteers, vendors and customers can be transformative drivers of social change in communities around the world. We support the work of companies by looking at how people are asked, engaged and supported in delivering innovative solutions. We also work to educate and convene the sector on trends, best practices and evidence-based strategies for civic engagement, including leadership of The Civic 50.

For more information, go to [www.pointsoflight.org](http://www.pointsoflight.org).

THE CIVIC 50 GREATER PHILADELPHIA *presented by***PHILADELPHIA  
FOUNDATION****POINTS OF LIGHT****The Civic 50 Initiative**

In 2011, a small group of thought leaders began discussing an idea for what might help accelerate and deepen the work that companies were increasingly beginning to do in their communities.

Points of Light was a natural home for an idea of this significance to flourish, and in 2012, after having convened over a dozen experts in civic engagement and corporate social responsibility (CSR), The Civic 50 initiative was launched with the intent of developing a US framework for assessing a company's civic engagement, identifying the best performers on the framework and developing a body of knowledge based on their practices to help other companies evolve their civic engagement.

The result was Points of Light's Corporate Civic Engagement Framework and accompanying benchmarking tool, both of which have been updated several times to incorporate the rapid evolution of the field. The Civic 50 National identifies the US businesses with over \$1 billion in revenue that perform best on the Framework using a survey administered by True Impact, a third-party firm specializing in civic engagement measurement. Honorees are ranked solely on their quantitative responses, without any human judgment.

Ten years later, the Corporate Civic Engagement Framework has helped thousands of businesses progress on their CSR journey and The Civic 50 has become a widely respected and entirely objective CSR recognition program. Additionally, The Civic 50 national initiative has sprouted several regional versions that have opened the door for smaller companies to participate, including programs in Greater Philadelphia, Colorado, and Orange County.

The Civic 50 initiative enters its second decade determined to play an even larger role in spurring forward civic engagement across US businesses. It will continue to define the path to exceptional civic engagement, work with regional affiliates bring smaller companies on to the path and help bring forth a version of American capitalism that's more community minded.





The 2022 Civic 50 Greater Philadelphia Honorees

A. Pomerantz & Co.	iHeartMedia Philadelphia
Accenture	Independence Blue Cross
Albert Einstein Medical Center - Philadelphia	Lincoln Financial Group
AmeriHealth Caritas Family of Companies	NAAAP Philadelphia
AmerisourceBergen	Nemours Children's Health System
AMETEK, Inc.	Nolan Painting, Inc.
Aramark	PECO
Audacy	SAP
Bank of America	Slalom
Ben Franklin Technology Partners of SEPA	Stradley Ronon Stevens & Young, LLP
Bentley Systems Inc.	Subaru of America, Inc.
ChatterBlast Media	Tata Consultancy Services
Children's Hospital of Philadelphia	The GIANT Company
Comcast NBCUniversal	The Goldenberg Group
Comoto Family of Brands	The PNC Financial Services Group, Inc.
Delaware Blue Coats	The Welcoming Center
Deloitte	Tierney Communications
Dow, Inc.	Tri-State Training & Safety Consulting
Drexel University	UGI Corporation
Econsult Solutions, Inc.	University of Pennsylvania
Exact Solar	UPS
Firsttrust Bank	Urban 1
FS Investments	Wells Fargo
Harmelin Media	West Chester University of Pennsylvania
IBM	WSFS Bank




Summary Findings

The 2022 Civic 50 Greater Philadelphia honorees:


 **Donated over \$255 million** in monetary and in-kind contributions to Greater Philadelphia.


Supported their employees in contributing **166,000 skills-based hours** and **572,000 total volunteer hours** to nonprofits, a contribution that exceeds a contribution that exceeds **\$45 million in value.**<sup>1</sup>


 Involved **35%** of their employees on average, in volunteering to support external organizations/efforts

 And **44%**, on average, to support citizenship efforts internal to the company.


All **(100%)** integrated their community engagement into business functions, most often into workplace diversity and inclusion **(88%)**, marketing/PR **(74%)** and employee engagement **(68%)**.

 **64%** of Civic 50 Greater Philadelphia focused their community engagement on education

 **48%** on children and youth development

 **48%** on employment and workforce development.

Typically **(76%)** offered employees time off to volunteer.

 Overwhelmingly **(92%)** supported voting and civic involvement, usually among employees, but also customers.

Sometimes **(22%)** discuss community involvement at the Board of Directors level.

Less frequently **(92%)** measured their community engagement's quantitative impact on societal causes.

<sup>1</sup> Extra-hands volunteering (that doesn't apply professional skills) was monetized at \$29.95/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).







# CIVIC 50 GREATER PHILADELPHIA METHODOLOGY



The Civic 50 Greater Philadelphia, modeled after the Points of Light's Civic 50 US, honors the most community-minded companies in Greater Philadelphia. Honorees are selected according to their performance on four dimensions in the Points of Light's Corporate Civic Engagement Framework 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 a 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 a company measures the societal impact of its community engagement program.

Each applicant receives up to a possible 1,000 points in each dimension. The 50 applicants with the highest total score are recognized as Civic 50 honorees. Scores are based entirely on responses to numerical and categorical questions to ensure there is no human judgement bias. The 2022 honorees refer to the companies' community involvement in the United States during the 2021 reporting year.





# Focus Areas

Civic 50 Greater Philadelphia honorees support a diverse array of focus areas, the most common being education (64% of the Civic 50 Greater Philadelphia), children and youth development (48%) and employment and workforce development (48%).

Examined year over year, Civic 50 Greater Philadelphia **organizations saw the greatest increase (14 percentage points) in support for education** and the greatest decline (eight percentage points) in support for food, hunger, agriculture, and nutrition. By comparison, the Civic 50 US saw the greatest increases (six percentage points) in the areas of food, hunger, agriculture and nutrition and health and wellbeing, with the greatest decline (14 percentage points) in public safety, disaster preparedness, resiliency and relief.

FOCUS CAUSE	2022 PHL	2022 US	2021 PHL	2021 US	CHANGE 2021-2022 PHL (PERCENTAGE POINTS)	CHANGE 2021-2022 US (PERCENTAGE POINTS)
Education	64%	54%	50%	52%	+14	+2
Children and youth development	48%	26%	46%	28%	+2	-2
Employment and workforce development	48%	34%	42%	44%	+6	-10
Health and wellbeing	44%	50%	40%	44%	+4	+6
Civil/human rights, equality, equity and inclusion	42%	56%	46%	52%	-4	+4
Environment and sustainability	42%	54%	32%	52%	+10	+2
Community development and revitalization	32%	28%	32%	28%	No change	No change
Economic development and entrepreneurship	26%	22%	20%	24%	+6	-2

# Focus Areas (cont.)

FOCUS CAUSE	2022 PHL	2022 US	2021 PHL	2021 US	CHANGE 2021-2022 PHL (PERCENTAGE POINTS)	CHANGE 2021-2022 US (PERCENTAGE POINTS)
Food, hunger, agriculture and nutrition	26%	34%	34%	28%	-8	+6
Employee-driven issues and causes	20%	22%	18%	20%	+2	+2
Arts, culture and humanities	16%	8%	18%	8%	-2	No change
Poverty and homelessness	16%	18%	18%	20%	-2	-2
Financial wellness	12%	18%	10%	18%	+2	No change
Public safety, disaster preparedness, resiliency and relief	12%	30%	18%	44%	-6	-14
Military and veteran support	10%	4%	12%	8%	-2	-4
Other	10%	10%	8%	8%	+2	+2
Technology	10%	10%	10%	6%	No change	+4
Research and public policy	8%	2%	8%	4%	No change	-2
Animal welfare	6%	2%	6%	2%	No change	No change
Social services	6%	6%	8%	6%	-2	No change
Legal aid and support	2%	0%	0%	0%	+2	No change
Recreation and sports	2%	0%	0%	0%	+2	No change



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.

As a whole, Civic 50 Greater Philadelphia companies saw a slight decline in total cash contributions (-2%) but significant increases in the value of cash given for employee matches and dollars-for-doers programs (22%), as well as a moderate increase in total in-kind giving (8%). While Greater Philadelphia volunteer hours declined overall by 22%, there was a 63% increase in the time individual employees devoted to volunteer engagements outside of their respective companies.

Cash and In-kind Giving	2022 PHL	2022 US	2021 PHL	2021 US	CHANGE 2021-2022 PHL	CHANGE 2021-2022 US
Total cash contributions (millions)	\$155.8	\$2,000	\$159.4	\$2,500	-2%	-20%
Total value of cash given for employee matches and Dollars-for-Doers grants (millions)	\$4.4	\$161	\$3.6	\$173.4	+22%	-9%
Total in-kind giving (millions)	\$99.4	\$1,800	\$92.0	\$8,200	+8%	-78%
Employee Time and Talent						
Total volunteer hours	572,000	5.8 million	731,000	7.1 million	-22%	-18%
Average percentage of volunteer hours that are skills-based	29%	25%	26%	27%	+3	-2
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)	35%	22%	34%	23%	+1	-1
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)	44%	48%	48%	48%	-4	No change
Average volunteer hours per employee in volunteering to support external organizations/efforts (excluding efforts internal to the company's citizenship efforts)	8.3	2.9	5.1	3.1	+63%	-6%
Public Leadership						
Percentage taking state leadership positions (national for Civic 50 US) on six or more public education or policy efforts	26%	60%	28%	54%	-2	+6

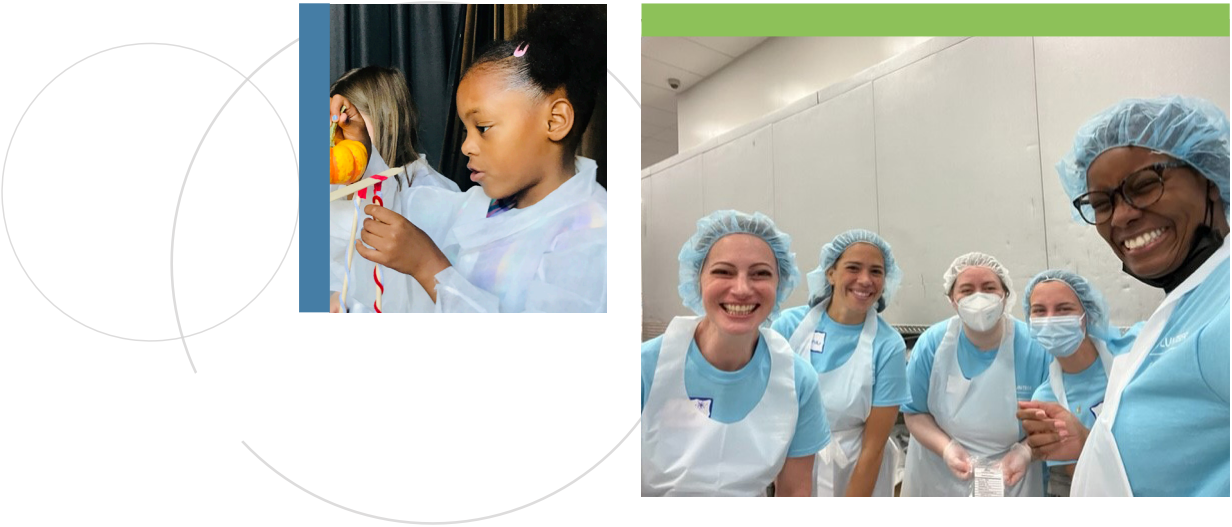
Integration

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.”

Civic 50 Greater Philadelphia companies saw the greatest integration of community engagement in areas of diversity & inclusion and marketing/PR, followed by employee engagement and purchasing. This is in line with ranking for Civic 50 US companies, though Greater Philadelphia lagged the US across all areas of business function integration.

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

	2022 PHL	2022 US
Diversity and inclusion	88%	100%
Marketing/PR	74%	80%
Employee engagement	68%	96%
Purchasing	64%	80%
Employee recruitment	52%	68%
Skill development	52%	66%





# Institutionalization

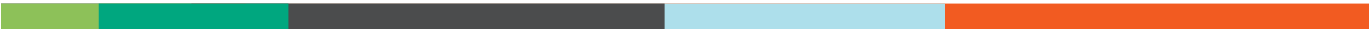
This dimension evaluates how a company supports community engagement in Greater Philadelphia through its institutional policies, programs, systems and incentives.

In the area of “General Institutionalization,” 80% or more of Civic 50 Greater Philadelphia companies applied policies and programs such as direct service (hands-on volunteering), volunteer recognition, and skills-based/pro-bono volunteering, which were also among the top policies and programs applied by Civic 50 US companies. Looking year-over-year, areas of greatest growth for Civic 50 Greater Philadelphia companies included issue workshops/trainings and remote volunteering, which each saw 10 percentage point increases.

Looking more specifically at Voting and Civic Engagement Institutionalization, top policies/programs for both Greater Philadelphia and US companies included providing time-off/schedule flexibility to vote, voting and registration communications for employees, and information events/town halls. Information events and town halls were also the area of greatest year-over-year growth for Civic 50 Greater Philadelphia companies, with a 16 percentage point increase. Not surprisingly, the area of greatest divergence between US and Greater Philadelphia companies was having a company political action committees (PAC), with US companies almost twice as likely to have this program in place.

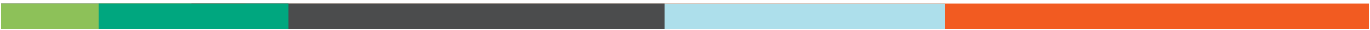
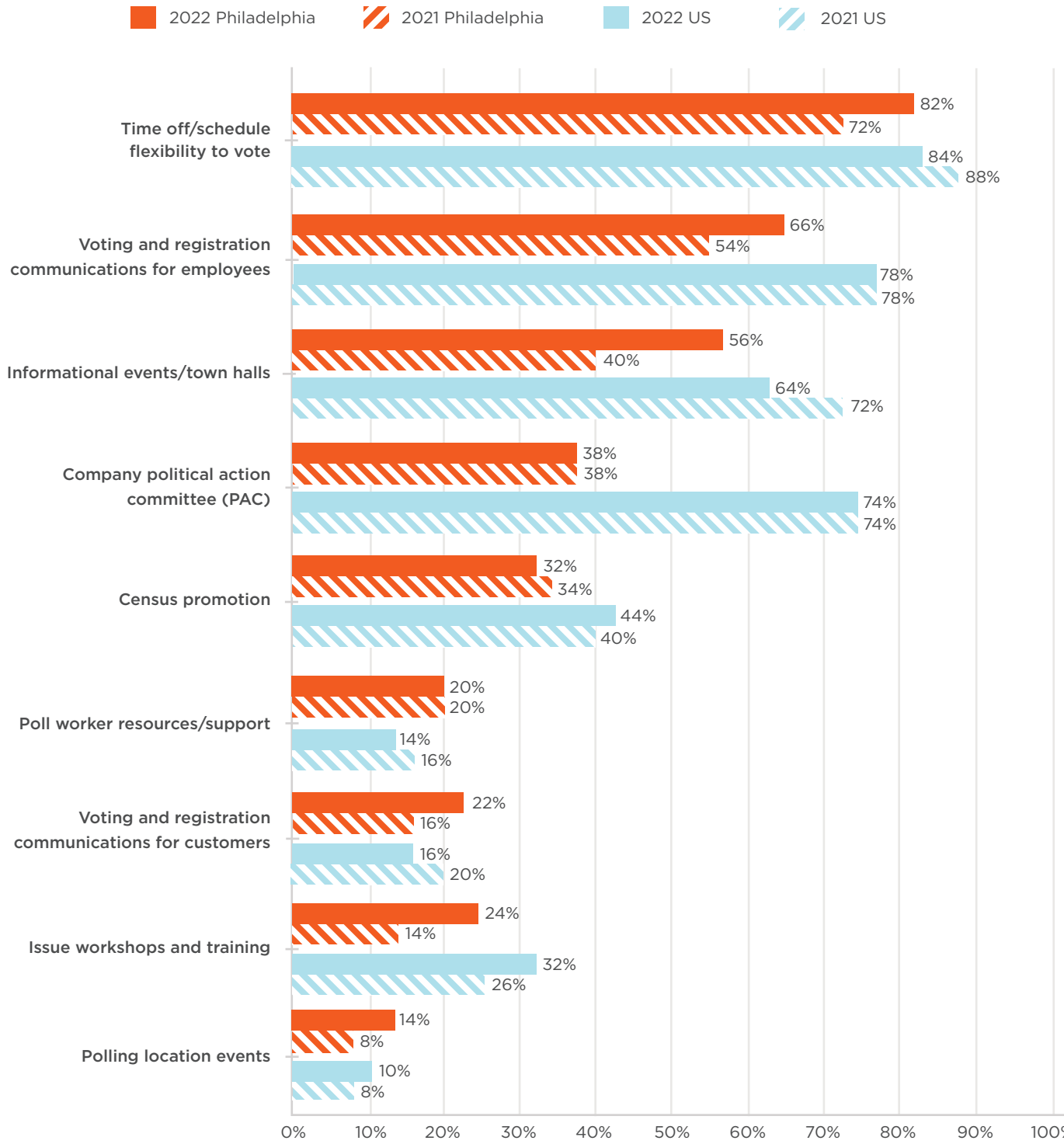
General Institutionalization: Percentage of Civic 50 Companies Applying the Policy, Program or Practice

GENERAL POLICIES, PROGRAMS AND PRACTICES	2022 PHL	2022 US	2021 PHL	2021 US	CHANGE 2021-2022 PHL	CHANGE 2021-2022 US
Direct service (hands-on volunteering)	90%	96%	88%	94%	+2	+2
Volunteer recognition	84%	100%	84%	96%	No change	+4
Skills-based/pro bono volunteering	80%	98%	80%	94%	No change	+4
Issue workshops and training	78%	92%	68%	88%	+10	+4
Remote volunteering	78%	100%	68%	98%	+10	+2
Time off for volunteering	76%	84%	70%	82%	+6	+2
Matching grants	50%	86%	46%	96%	+4	-10
Board training	40%	70%	38%	62%	+2	+8
Volunteer grants	30%	68%	32%	70%	-2	-2
Service sabbaticals or externships	14%	20%	14%	22%	No change	-2
LEADERSHIP SUPPORT						
Leadership encourages employee participation in community activities at least 12 times per year	38%	72%	36%	74%	+2	-2
Leadership participates in company community activities at least 12 times per year	50%	70%	52%	74%	-2	-4
Leadership presents on the company's community engagement to the company's board at least once per year	42%	90%	48%	84%	-6	+6



# 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.

In the realm of General Impact, Civic 50 US companies were far more likely than Civic 50 Greater Philadelphia organizations to measure outcomes of grants, advocacy efforts, volunteerism, and in-kind contributions. Grants were the most frequently measured area for both US and Greater Philadelphia organizations, with close to half of US companies measuring their compared to just 12% of Greater Philadelphia organizations.

Looking more specifically at Social Justice impacts, there was far greater parity between Civic 50 US and Civic 50 Greater Philadelphia organizations. The most commonly applied practice for both was formal consideration of the diversity of beneficiaries when selecting nonprofits to support through grants or other activity, with 78% of Greater Philadelphia organizations and 84% of US organizations applying this practice. 80% of US companies took this a step further by also tracking these demographics, compared to approximately half of Greater Philadelphia organizations.

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

	2022 PHL	2022 US	2021 PHL	2021 US	CHANGE PHL	CHANGE US
Grants	12%	48%	8%	62%	+4	-14
Social cause leadership/advocacy	6%	22%	4%	34%	+2	-12
Volunteerism	6%	20%	6%	22%	No change	-2
In-kind contributions	0%	4%	4%	20%	-4	-16
One or more of the above	22%	60%	16%	74%	+6	-14

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

	2022 PHL	2022 US	2021 PHL	2021 US	CHANGE PHL	CHANGE 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	78%	84%	72%	78%	+6	+6
Track diversity demographics of the beneficiaries receiving investment of financial resources, volunteer time or in-kind contributions	48%	80%	44%	78%	+4	+2
Formally consider the diversity of board and staff in selecting nonprofits to support with financial resources, volunteer time or in-kind contributions	40%	54%	30%	44%	+10	+10
Track diversity of board and staff of nonprofits receiving investment of financial resources, volunteer time or in-kind contributions	30%	44%	24%	38%	+6	+6
Set public targets for the total amount or percent of financial donations directed to organizations focused on racial justice, equity, diversity and inclusion	20%	38%	20%	34%	No change	+4
Set public targets for the total amount or percent of volunteer hours directed to organizations focused on racial justice, equity, diversity and inclusion	14%	18%	14%	16%	No change	+2
One or more of the above	86%	100%	84%	100%	+2	No change

# Conclusion

The data on the 2022 Civic 50 Greater Philadelphia show two key high-level findings:

- The 2022 Civic 50 Greater Philadelphia honorees have modestly stronger performance than last year’s honorees. The 2022 Civic 50 Greater Philadelphia honorees performed slightly better than the 2021 honorees on the Civic 50 dimensions of Investment, Integration and Institutionalization and substantially better on the dimension of Impact.
- The 2022 Civic 50 Greater Philadelphia honorees lag in performance relative to their national counterparts. The Civic 50 Greater Philadelphia lags in performance in all four dimensions relative to the 2022 Civic 50 US. Nevertheless, the Civic 50 Greater Philadelphia has some bright spots where the reverse is true, including involving employees in volunteering that supports external organizations/efforts.

In summary, while the second cohort of Civic 50 Greater Philadelphia honorees doesn’t yet perform at a par with the decade-old Civic 50 US, these exemplary local businesses represent progress in community engagement and, if this trend continues, portend a bright future for Philadelphia.

Participate in the 2023 Civic 50 Greater Philadelphia initiative!

[www.philafound.org/key-skills-hub/civic-50/](http://www.philafound.org/key-skills-hub/civic-50/)

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