

CIVIC 50 GREATER PHILADELPHIA: HONOREE SPOTLIGHT

Doing well by doing good



SUBARU OF AMERICA, INC.



Describe the main initiative(s) of your CSR program.

Subaru is committed to being More Than a Car Company. We work to align our overall company commitment of providing customers with excellent products and services while also improving the lives of those within our Subaru community and beyond. The Subaru of America Foundation supports our hometown of Camden, NJ, and organizes its philanthropic efforts in two major categories: Environment and Employment. We support local nonprofits and community partners such as Cathedral Kitchen, Hopeworks, UrbanPromise, the Center for Environmental Transformation, and the Camden City School District to foster growth and create impacts across the city so we can help our hometown continue to thrive. We are grateful to be a part of such an inclusive and involved community of people who have given us the opportunity to progress alongside them.

Volunteering is at the core of Subaru, and our teammates logged over 10,000 volunteer hours in 2022, with 70% of all employees participating in volunteer work. To kickoff our 15th year of our Share the Love Event, we hosted our largest volunteer event of the year as over 600 employees participated nationwide. Our CSR efforts are cumulated each year into a comprehensive Impact Report.

What are some of the key learnings you gained, through participation in the Civic 50 Greater Philadelphia?

The Civic 50 Greater Philadelphia assessment process reaffirmed our commitment and strategy, giving us great tools to continue improving. We were able to compare our reports year to year and see how we grew and what areas we improved in. Through our learning and engagement, we were able to evaluate our current strategy and identify concrete steps for development. Further, by participating in Civic 50 alongside other companies who are leading in this space, we learned best practices and gained insight and ideas into how we at Subaru can take new initiative to bring our unique value and capability to society's challenges.

What would you share with a company that is debating whether to take the Civic 50 Greater Philadelphia next year?

The Civic 50 Greater Philadelphia offers a unique opportunity to identify areas of improvement to make you a better company. This survey provides you with a concrete set of reactions and steps that you can use in conversations with executives and strategic planning processes. It presents a terrific network of likeminded companies, who are paying attention to their communities and evaluating opportunities to give back and is a forum for idea sharing and engagement. It is very helpful to compare yourself to others in similar industries and, best of all, realize the great impact that we are all making collectively in working to benefit our communities.

