

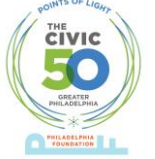


November 15th, 2023

2023 Civic 50 Greater Philadelphia Report Reveal

Key Trends & Insights

Civic 50 Greater Philadelphia 2023 Update, Company Reactions and Insights



Moderator



Diane Melley,
Executive Director &
Senior Advisor
Philadelphia Foundation

Panelist



Aldustus (A.J.) Jordan,
Head of Community Stewardship &
President –
The Vanguard Group Foundation



Charlene Vickers, Director,
Community Investment,
AmeriHealth Caritas



Lisa Policare,
Vice President,
Tierney



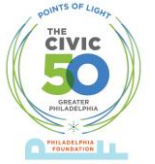
Romona Riscoe Benson,
Director Corporate &
Community Impact
PECO



Vernita Dorsey,
Senior Vice President,
Dir. of Community Strategy
WSFS Bank

Aldustus (A.J.) Jordan, Head of Community Stewardship & President The Vanguard Group Foundation

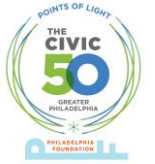
A.J. serves as the Head of Community Stewardship & President, The Vanguard Group Foundation. In this role he is responsible for the oversight and enhancement of Vanguard's corporate giving and volunteerism strategy to increase the company's global impact. A.J. most recently served as the Head of Community Relations for the Wells Fargo Foundation and led the transformation of the function and a national team of public affairs professionals who implemented equity-centered philanthropic initiatives, high-impact employee volunteer programs and authentic partnerships with community stakeholders.



A.J. began his career as a social worker and public education advocate, organizing diverse community coalitions with civic leaders, elected officials, and neighborhood residents that increased access to high-quality educational opportunities for children and families. Among his leadership roles in the private sector, A.J. helped implement a national signature community relations initiative for a global Fortune 500 hospitality company and served as a lobbyist for one of the largest Medicaid healthcare companies in the country where he partnered with elected officials to increase funding for expanded health care services for children and families in marginalized communities.

A.J. is a graduate of the University of Delaware and the University of Pennsylvania's Graduate School of Social Policy and Practice. He is a husband and father of two girls and resides in the Philadelphia region.

Charlene Vickers, Director, Community Investment, AmeriHealth Caritas



Charlene Vickers is Director of Community Investment for AmeriHealth Caritas. AmeriHealth Caritas is a national leader in Medicaid Managed Care that provides products and services across fifteen states. AmeriHealth Caritas' Community Investment team works to advance community needs and the organizations mission and goals, as well as execute activities that align with company strategy and associate charitable interests. Charlene was responsible for the launch of AmeriHealth Caritas Care Crew volunteer program in April of 2017. Care Crew is a volunteer initiative designed to elevate the company's social responsibility and engage its 9,857 associates in volunteer opportunities that align with AmeriHealth Caritas mission of helping people get care, stay well, and build healthy communities. Additionally, Community Investment's scope of work incorporates the management of the private foundation efforts along with several signature programs such as;

Healthy Hoops: a NCQA-recognized asthma management program with proven health outcomes that uses sports as a platform, primarily basketball, to teach children and their families how to manage a variety of disease states through exercise, comprehensive health screenings, parent education activities, and other targeted health education.

The Empowerment Tour: a health education program that focuses on whole-body wellness. Topics include breast cancer, diabetes, obesity, stroke and hypertension, medical adherence, heart disease awareness and prevention, and emotional and mental well-being.

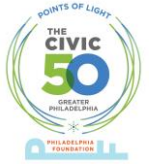
Charlene's community involvement and commitment to helping the underserved is evident in her continued outreach to connect to the non-profit sector. Charlene serves on the board of directors for the Adoption Center and is passionate about advocating to support the more than 7,000 children in the foster care system in the Philadelphia region. She also sits on the Greater Philadelphia Corporate Volunteer Council, is a member of the Philanthropy Network of Greater Philadelphia. Charlene resides in Delaware County with her husband and two daughters; Ryan, age 19 and Hannah, age 16.

Lisa Policare, Vice President, Tierney



Lisa Policare is a Vice President at Tierney Communications. She has over a decade of strategic communications experience working with Fortune 10 companies and specializes in B2B strategies. From global healthcare corporations to local nonprofits, and thought leaders across a variety of industries, Lisa has worked with C-Suite executives, celebrities, authors, and social impact leaders on establishing and growing their thought leadership platform utilizing a multi-channel approach. Lisa currently leads the external communications teams for both B2B and B2C clients such as Patient Point, Insomnia Cookies, Girl Scouts of Eastern PA, The Leader's Edge, and The Lakeside Institute. Her contacts and deep relationships with media, stakeholders, and opinion leaders make her a standout in today's PR landscape.

Romona Riscoe Benson,
Director Corporate & Community Impact
PECO



Romona Riscoe Benson is PECO's Director of Corporate and Community Impact.

Romona develops, leads, and executes strategic corporate citizenship and community giving programs, as well as reputational initiatives. Prior to her position at PECO, she served as president and CEO of the African American Museum in Philadelphia and executive director of the Philadelphia Multicultural Affairs Congress. She produced the city-wide PECO Energy Jazz Festival, the first city career-fair focused on opportunities in hospitality for Title 1 schools and represented some of the leading area organizations as a business consultant. Benson's passion is shown through over 25 years of leadership in non-profit, hospitality, meetings and conference management, arts management, and public sector work.

Vernita Dorsey, Senior Vice President, Dir. of Community Strategy WSFS Bank

Vernita Dorsey has enjoyed a career in banking for over 40 years and has had the opportunity to work in various capacities of the banking field. She has served at (7) banks over the years starting her career at Wilmington Trust Company in 1982 and migrating due to her vast skill level and many prosperous mergers and acquisitions, to her current 13-year role at WSFS Bank. Vernita has extensive background in Retail Management, CRA Mortgage lending, Consumer/Commercial Lending, Retail Operations and Compliance which have all led her to secure the position of Senior Vice President, Director of Community Strategy at WSFS Bank. In this role, she is responsible for managing the Bank's Corporate Social Responsibility including management of the WSFS CARES Foundation, Corporate Contributions and Team WSFS volunteer program covering the expanded footprint of the State of Delaware, the Greater Delaware Valley, and Southern New Jersey. She will tell you that although a particularly challenging role, this is by far her dream job and serves to keep her connected and grounded in many aspects of her life.



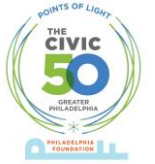
Stating, “The opportunity to serve the community and assist our Non-Profit partners to directly impact the lives of children, families, neighborhoods, and our State’s economic growth is most rewarding. Being in a position to help those in need every day is more than a job, it is a calling.”

Vernita currently serves on the GPCVC Steering Committee, as an Executive Board member of Downtown Visions, in addition to the Board(s) of Kalmar Nyckel, the Lincoln Club and New Castle County Habitat for humanity. She is an Advisory Board member of Henrietta Johnson Medical Center, Fresh Start Scholarship Foundation and Easter Seals Delaware & Maryland Eastern Shore. She is a member of the Junior League of Wilmington currently serving on the Recruitment Committee. She is a Past President and first female President of Philanthropy Delaware (formerly Delaware Grant -makers); Past Board Chair of Girls Incorporated of Delaware and Henrietta Johnson Medical Center. Vernita previously served on the MLK Communications Contest committee and as a 2021 & 2022 contest judge. She works with the Wilmington-It’s Time Business Council and serves as Lay Leader and Administrator Council Chair at Coleman Memorial UMC. She enjoys singing and is the Choir director for multiple generational choirs at the church.

She resides in New Castle, DE with her loving husband of 41 years, Eric. They have two phenomenal, gifted children, son Eric II, & daughter LaVante’ Nicholette, along with nine awesome grandchildren. She enjoys traveling and time spent with family and close friends.

Diane Melley, **Executive Director & Senior Advisor** **Philadelphia Foundation**

Diane Melley is Executive Director & Senior Advisor for the Philadelphia Foundation. In that role, she leads planning, execution and partnership-building, in support of a series of initiatives implementing Philadelphia Foundation's second century of civic and philanthropic leadership in the community. She also leads the building of new strategic relationships with the corporate sector and corporate volunteering, including the Greater Philadelphia Corporate Volunteer Council, the Arts and Business Council and the Key Skills Hub.



Melley joined the Philadelphia Foundation in August 2018 after 36 years at IBM, where she was Vice President, IBM Foundation and Vice President for Global Citizenship Initiatives. That role included IBM's global Impact Grants program, which brought technology solutions to communities around the world, its humanitarian responses to disasters, and its IBM Global Volunteers program. A Systems Engineer and technologist by training, she led IBM's Systems Integration practice prior to leading the global citizenship team. She also led IBM's own Centennial Celebration of Service in 2011.

A long-time Philadelphian with a bachelor's in Computer Science from LaSalle University, Melley holds an MBA from Drexel University, and is a graduate of Harvard and Stanford Executive Leadership Programs. Melley is on the boards of Independent Sector, the Points of Light Institute and IAVE (International Association of Volunteer Effort). She is a 2001 Eisenhower Fellow to the European Union and Ireland. She formerly served on the Chamber of Commerce for Greater Philadelphia board and as two-term chair of the Philadelphia Education Fund, as well as two-term chair of the U.S. Chamber of Commerce Center for Corporate Citizenship.

She is a founding faculty member of the Institute for Corporate Social Responsibility at Johns Hopkins University and is certified by both IBM and the Project Management Institute as a Project Executive. She is passionate about mentoring and providing opportunities for girls and the under-served in the STEM fields. She lives in the Philadelphia area with her husband and two daughters.

Civic 50 Greater Philadelphia Partners



**PHILADELPHIA
FOUNDATION**



THE CHAMBER
of Commerce for Greater Philadelphia

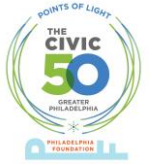


Founding University Affiliates: The University of Pennsylvania School of Social Policy & Practice
The University of Connecticut School of Business

2023 Civic 50 Greater Philadelphia Honorees



2023 Inspirational Community Leadership Awardees



KARPF, KARPF & CERUTTI P.C.
ATTORNEYS AT LAW



Summary Findings



800,000 +

volunteer hours contributed,
equal to nearly **400**
full-time employees donated
our region's nonprofits



78%

offer employees time
off to volunteer



92%

supported voting and civic
involvement, usually among
employees, but also among
customers



\$58 MILLION

monetary value of volunteer hours



\$490 MILLION

donated between monetary and
in-kind contributions



100%

integrated community
engagement into business
functions



36%

of employees, on average,
engaged in volunteering to
support external organizations

FOCUSED AREAS OF COMMUNITY ENGAGEMENT:



EDUCATION (58%)



**EMPLOYMENT
AND WORKFORCE
DEVELOPMENT (46%)**



**HEALTH AND
WELLBEING (46%)**



Focus Areas



FOCUS CAUSE	2023 PHL	2022 PHL	2021 PHL	CHANGE 2022-23 PHL (PERCENTAGE POINTS)	2023 US
Education	58%	64%	50%	-6	52%
Employment and workforce development	46%	48%	42%	-2	34%
Health and wellbeing	46%	44%	40%	+2	50%
Children and youth development	44%	48%	46%	-4	30%

Education remains the top focus area for Civic 50 Honorees. **Health and Wellbeing** overtook **Children and Youth Development** as the third most common focus area for Civic 50 Honorees.

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	2023 PHL	2022 PHL	2021 PHL	CHANGE 2022-23 PHL	2023 US
Total cash contributions (millions)	\$188.6	\$155.8	\$159.4	+21%	\$1,700
Total value of cash given for employee matches and Dollars-for-Doers grants (millions)	\$9.4	\$4.4	\$3.6	+114%	\$118
Total in-kind giving (millions) ²	\$301.5	\$99.4	\$92.0	+203%	\$9,700
Employee Time and Talent					
Total volunteer hours	808,000	572,000	731,000	+41%	6.3 million
Average percentage of volunteer hours that are skills-based	32%	29%	26%	+3	20%
Average volunteer hours per employee in volunteering to support external organizations/efforts (excluding efforts internal to the company's citizenship efforts)	7.7	8.3	5.1	-7%	3.5
Public Leadership					
Percentage taking state leadership positions (national for Civic 50 US) on six or more public education or policy efforts	34%	26%	28%	+8	62%

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 Formally Supporting the Business Function Using Community Engagement

	2023 PHL	2022 PHL	CHANGE 2022-23 PHL (PERCENTAGE POINTS)	2023 US
Diversity and inclusion	88%	88%	0	96%
Marketing/PR	88%	74%	+19	82%
Employee engagement	78%	68%	+10	96%
Purchasing	64%	64%	0	84%
Employee recruitment	64%	52%	+12	72%
Skill development	78%	52%	+26	68%

Institutionalization

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



GENERAL POLICIES, PROGRAMS AND PRACTICES	2023 PHL	2022 PHL	2021 PHL	CHANGE 2022-23 PHL (PERCENTAGE POINTS)	2023 US
Direct service (hands-on volunteering)	94%	90%	88%	+4	98%
Volunteer recognition	94%	84%	84%	+10	98%
Remote volunteering	84%	78%	68%	+6	100%
Skills-based/pro bono volunteering	82%	80%	80%	+2	98%
Issue workshops and training	78%	78%	68%	No change	90%
Time off for volunteering	78%	76%	70%	+2	82%
Matching grants	58%	50%	46%	+8	86%
Board training	42%	40%	38%	+2	68%
Volunteer grants	42%	30%	32%	+12	68%
Service sabbaticals or externships	14%	14%	14%	No change	22%

Institutionalization – CEO Engagement



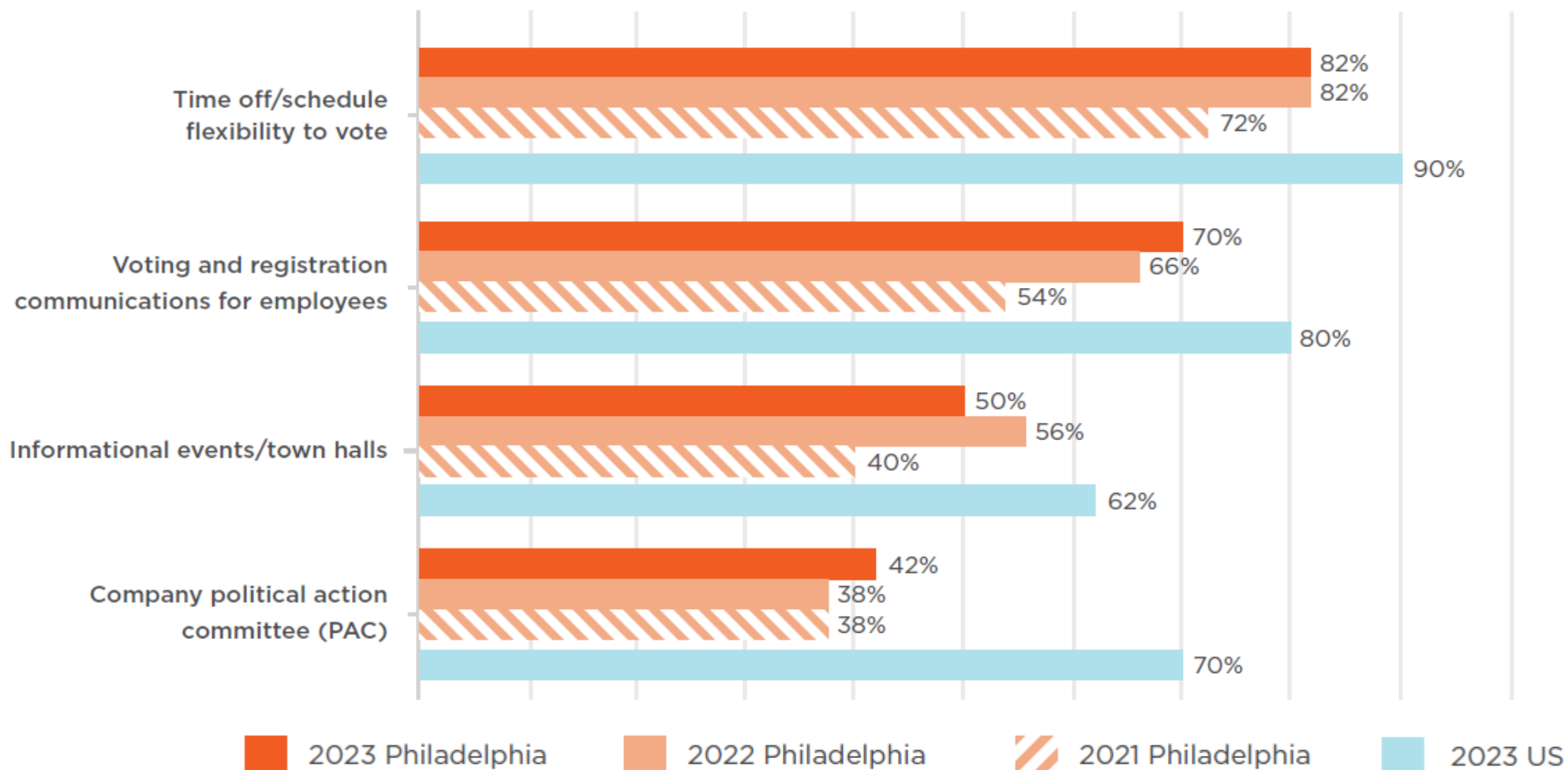
This dimension evaluates how a company supports community engagement in Greater Philadelphia through its institutional policies, programs, systems and incentives.

LEADERSHIP SUPPORT	2023 PHL	2022 PHL	2021 PHL	CHANGE 2022-23 PHL (PERCENTAGE POINTS)	2023 US
Leadership participates in company community activities at least 12 times per year	54%	50%	52%	+4	72%
Leadership presents on the company's community engagement to the company's board at least once per year	52%	42%	48%	+10	98%
Leadership encourages employee participation in community activities at least 12 times per year	38%	38%	36%	No change	72%

Institutionalization

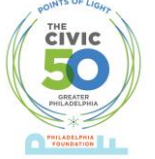
This dimension evaluates how a company supports community engagement in Greater Philadelphia through its institutional policies, programs, systems and incentives.

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 their Regularly Implemented Data Collection Process

	2023 PHL	2022 PHL	2021 PHL	CHANGE 2022-23 PHL (PERCENTAGE POINTS)	2023 US
Grants	20%	12%	8%	+8	44%
Social cause leadership/advocacy	10%	6%	4%	+4	36%
Volunteerism	4%	6%	6%	-2	16%
In-kind contributions	2%	0%	4%	+2	12%
One or more of the above	26%	22%	16%	+4	56%

Impact

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



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

	2023 PHL	2022 PHL	2021 PHL	CHANGE 2022-23 PHL (PERCENTAGE POINTS)	2023 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%	78%	72%	No change	82%
Track diversity demographics of the beneficiaries receiving investment of financial resources, volunteer time or in-kind contributions	54%	48%	44%	+6	88%
Formally consider the diversity of board and staff in selecting nonprofits to support with financial resources, volunteer time or in-kind contributions	44%	40%	30%	+4	64%
Track diversity of board and staff of nonprofits receiving investment of financial resources, volunteer time or in-kind contributions	42%	30%	24%	+12	58%