

PHILADELPHIA  
FOUNDATION



# 2023 CIVIC 50 GREATER PHILADELPHIA

BUSINESSES HELPING COMMUNITIES THRIVE









## Foreword

The Civic 50 Greater Philadelphia is thrilled to share this year's report on the exceptional contributions of the companies driving civic leadership and community engagement across our region. Since launching in 2020, the Civic 50 Greater Philadelphia is delivering on its promises. Civic 50 honorees are leveraging their findings to evaluate their performance against regional and national peers. They are using data to grow their impact and build deeper community connections. They are learning from and connecting with Civic 50 Greater Philadelphia peers. They are adapting their practices to better engage employees, board members, and other key constituencies. And, they are leveraging their Civic 50 recognition and digital toolkit to enhance their brands and visibility, as well as to build awareness of their community impact.

Now in our third year, we are using the Civic 50 to provide key insights into the size and scale of our business community's impact across the region. The bar for Civic 50 Greater Philadelphia honorees continues to rise every year, with each successive group of annual honorees bringing an increase in overall impact in the community over their predecessors. Our companies are learning from and challenging each other to do even better by doing good.

The 50 organizations honored in 2023 offer a glimpse into the ways our top performing businesses are addressing some of the most entrenched social issues facing communities. They are making critical contributions in education, employment and workforce development, and health and wellbeing, among other causes. The 2023 honorees alone donated nearly half a billion dollars (\$490 million) in monetary and in-kind contributions to Greater Philadelphia nonprofits. They supported the nonprofits with more than 800,000 volunteer hours, including over 250,000 skills-based hours - the equivalent of adding 500 full-time staff annually into the sector. We know this is just the tip of the proverbial iceberg in a region that is home to tens of thousands of businesses.

This year's honorees - along with all those who participated in the 2023 assessment - make it clear that the future is bright for our region. The 35% increase in participation and adoption of the framework year over year tells us that our regional Civic 50 movement has not only taken root in our communities, but is gaining momentum and is positioned for continued growth. Our business community is engaged, energized, and ready to build a stronger future for our region together.

We invite you to explore the 2023 report and use the findings not only as a benchmark for your own civic engagement, but as inspiration to help the communities you serve thrive.

*Diane Melley*

**Diane Melley**

Executive Director and Senior Advisor  
Philadelphia Foundation









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## 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).



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**POINTS OF LIGHT**

## The Civic 50 Initiative

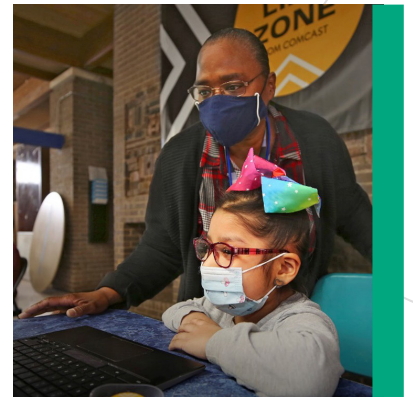
In 2011, a small group of thought leaders began discussing an idea for what might help accelerate and deepen the work that companies were increasingly beginning to do in their communities.

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 to bring smaller companies onto the path and help bring forth a version of American capitalism that's more community minded.





# The 2023 Civic 50 Greater Philadelphia Honorees

Accenture

Albert Einstein Medical Center - Philadelphia

AmeriHealth Caritas Family of Companies

AmerisourceBergen

AMETEK, Inc.

Aramark

Bank of America

Ben Franklin Technology Partners of Southeastern Pennsylvania

Bentley Systems Inc.

BLB&B Advisors, LLC

Brandywine Realty Trust

Burlington Stores, Inc.

CFI Workspace

ChatterBlast Media

Children's Hospital of Philadelphia

Comcast NBCUniversal

Comoto Family of Brands

Deloitte

Dow, Inc.

Drexel University

Econsult Solutions, Inc.

Exact Solar

FS Investments

Horizon Blue Cross Blue Shield of New Jersey

IBM

iHeartMedia Philadelphia

Independence Blue Cross

Lincoln Financial Group

NAAAP Philadelphia

Nemours Children's Health System

Nolan Painting, Inc.

PECO

RSM US LLP

Saxbys

Slalom

Subaru of America, Inc.

Tata Consultancy Services

TD Bank, N.A.

The GIANT Company

The PNC Financial Services Group, Inc.

Tierney Communications

Tri-State Training & Safety Consulting & Fire Protection

UGI Corporation

University of Pennsylvania

UPS

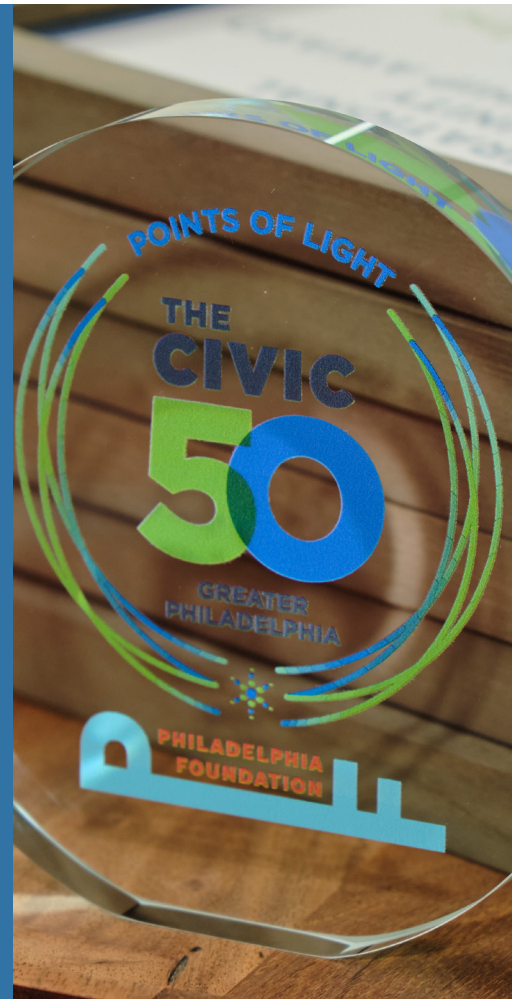
Urban One

Vanguard

Wells Fargo

West Chester University of Pennsylvania

WSFS Financial Corporation



## Inspirational Community Leadership Awardees

*We are excited to announce a new award that recognizes the outstanding contributions of small businesses in our region. Each business was nominated by a Civic 50 Greater Philadelphia chamber partner.*

Be Intentional Financial LLC

Collazo Healthcare

Karpf, Karpf & Cerutti, P.C.

MFR Consultants, Inc.

Mosaic Development Partners JV

Mother Compost



# Summary Findings

## The 2023 Civic 50 Greater Philadelphia honorees:



**Donated almost half a billion dollars (\$490 million)** in monetary and in-kind contributions to Greater Philadelphia.

Supported their employees in contributing **259,000 skills-based hours** and **808,000 total volunteer hours** to nonprofits, a contribution that exceeds **\$58 million in value.**<sup>1</sup>



Involved **36%** 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%**) and marketing (**88%**).

Focused their community engagement, first and foremost, on:



**58%** Education



**46%** Employment and workforce development



**46%** Health and wellbeing

**78%** offered employees time off to volunteer.

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

**22%** discussed community involvement at the board of directors level.



<sup>1</sup> Extra-hands volunteering (that doesn't apply professional skills) was monetized at \$31.80/hour per the valuation estimate conducted by the Independent Sector ("Value of Volunteer Time," 2023). while skills-based volunteering was monetized at \$160/hour per the research conducted by Chief Executives for Corporate Purpose® (CECP) ("Valuation Guide: Giving in Numbers Survey," 2022).









# 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:

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

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

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

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**IMPACT** | How a company measures the societal impact of its community engagement program.

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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 2023 Greater Philadelphia honorees refer to the companies' community involvement in the United States during the 2022 reporting year.





# Focus Areas

2023 Civic 50 Greater Philadelphia honorees support a diverse array of focus areas, the most common being education (58% of honorees), employment and workforce development (46%) and health and wellbeing (46%).

Compared to their 2022 counterparts, 2023 Civic 50 Greater Philadelphia **honorees saw the greatest increase (8 percentage points) in support for financial wellness** and the greatest decline (6 percentage points) in support for education. Among US Civic 50 honorees, the greatest increases (4 percentage points) were seen in children and youth development; civil/human rights, equality, equity and inclusion; and food, hunger, agriculture and nutrition, with the greatest decline (6 percentage points) seen in technology.

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%
Civil/human rights, equality, equity and inclusion	42%	42%	46%	No change	60%
Environment and sustainability	42%	42%	32%	No change	50%
Community development and revitalization	32%	32%	32%	No change	26%
Food, hunger, agriculture and nutrition	30%	26%	34%	+4	38%



## Focus Areas (cont.)

FOCUS CAUSE	2023 PHL	2022 PHL	2021 PHL	CHANGE 2022-23 PHL (PERCENTAGE POINTS)	2023 US
Economic development and entrepreneurship	26%	26%	20%	No change	22%
Financial wellness	20%	12%	10%	+8	20%
Employee-driven issues and causes	18%	20%	18%	-2	24%
Poverty and homelessness	16%	16%	18%	No change	18%
Public safety, disaster preparedness, resiliency and relief	16%	12%	18%	+4	28%
Arts, culture and humanities	12%	16%	18%	-4	8%
Technology	12%	10%	10%	+2	4%
Animal welfare	8%	6%	6%	+2	2%
Social services	8%	6%	8%	+2	8%
Military and veteran support	6%	10%	12%	-4	2%
Legal aid and support	0%	2%	0%	-2	0%
Recreation and sports	0%	2%	0%	-2	0%
Research and public policy	0%	8%	8%	-8	0%
Other	10%	10%	8%	No change	10%



# 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.

2023 Civic 50 Greater Philadelphia honorees showed significant increases across all measures of Cash and In-Kind Giving over their 2022 counterparts, including a 21% increase in total cash contributions, a 114% increase in the value of cash given for employee matches and dollars-for-doers programs, and an impressive 203% increase in total in-kind giving. Greater Philadelphia volunteer hours increased overall by 41%.

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) <sup>2</sup>	\$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 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)	36%	35%	34%	+1	31%
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%	44%	48%	No change	54%
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%

<sup>2</sup> The monetary value of in-kind gifts varies greatly by industry. Because the industry composition of the Civic 50 changes from year to year, so does this figure.

# 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."

2023 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 rankings 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

	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.

Eighty percent or more of 2023 Civic 50 Greater Philadelphia companies applied policies and programs such as direct service (hands-on volunteering), volunteer recognition, remote volunteering, and skills-based/pro-bono volunteering. Areas showing the greatest increase over 2022 companies included volunteer grants, with a jump of 12 percentage points, volunteer recognition at 10 percentage points, and matching grants at 8 percentage points. These trends demonstrate the commitment of regional businesses to advancing and amplifying employee priorities.

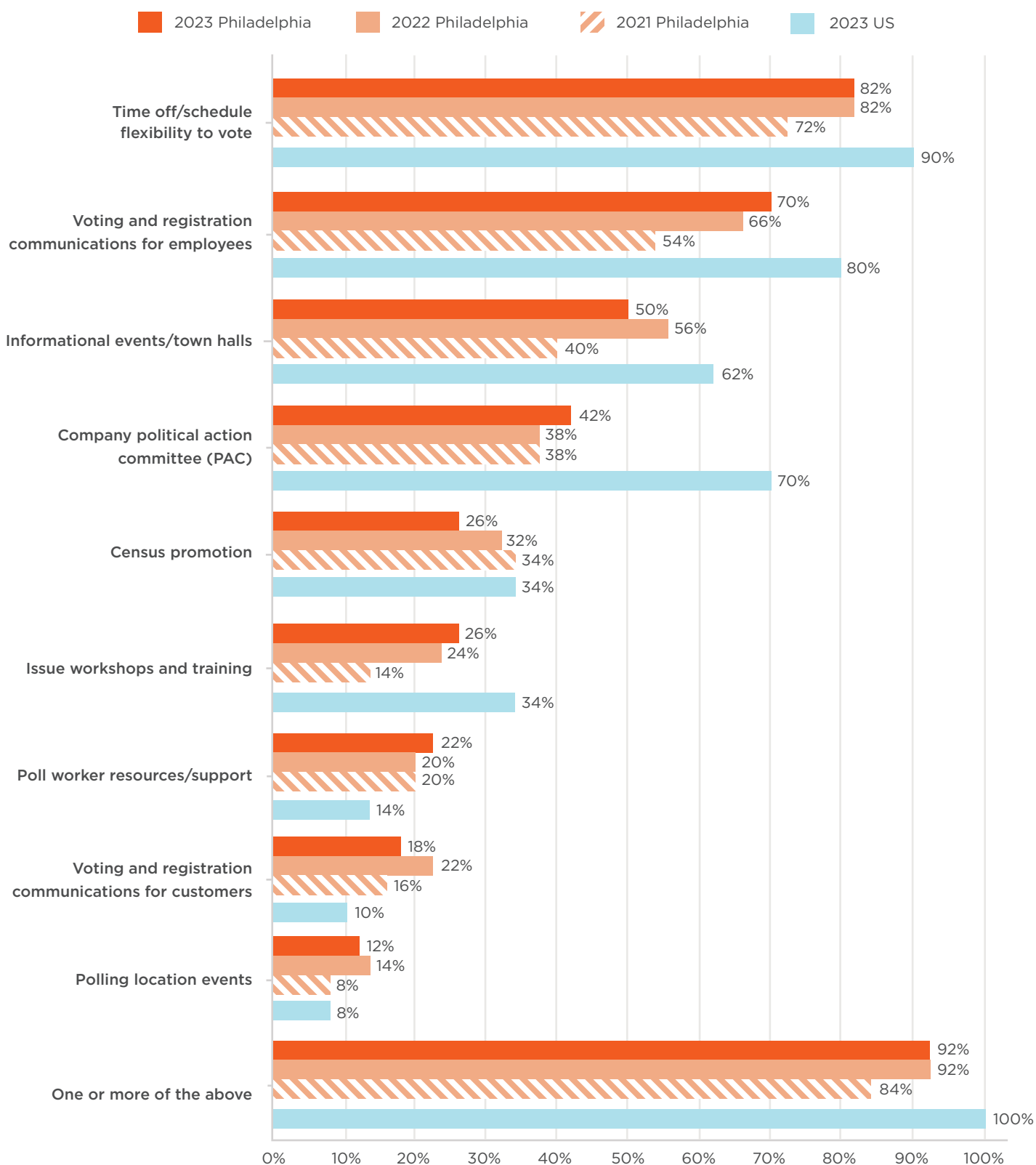
Further, where regional companies lagged significantly behind the US in terms of sharing community investments and activities with their boards in 2022, 2023 honorees responded with a 10 percentage point increase in this practice area.

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

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%
<b>LEADERSHIP SUPPORT</b>					
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

## 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.

2023 Civic 50 Greater Philadelphia honorees increased rates of measuring impact across nearly all categories evaluated, with the greatest being 8 percentage points in grant impact. There was a similar record of growth across all but one measure of social justice impact. Tracking diversity of board and staff of nonprofit partners showed the strongest growth at 12 percentage points. Across all social justice measures, the most commonly applied practice in both Greater Philadelphia and the US was formal consideration of the diversity of beneficiaries when selecting nonprofits to support, at approximately 80%.

## 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%

## 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%
Set public targets for the total amount or percent of financial donations directed to organizations focused on racial justice, equity, diversity and inclusion	24%	20%	20%	+4	30%
Set public targets for the total amount or percent of volunteer hours directed to organizations focused on racial justice, equity, diversity and inclusion	12%	14%	14%	-2	12%
One or more of the above	90%	86%	84%	+4	100%



# Conclusion

The 2023 Civic 50 Greater Philadelphia honorees have intensified both the breadth and depth of the good they do since the launch of this initiative three years ago. These exceptional companies are, no doubt, moving Philadelphia toward a future in which all residents thrive.

Most significant is the growth seen in cash and in-kind contributions, which nearly doubled from 2022 to 2023 to reach an all-time high of \$490 million. There was similar growth seen in total employee volunteer hours, which exceeded 808,000 hours in 2023, with a market value of over \$58 million.

Across all dimensions of engagement, 2023 Civic 50 Greater Philadelphia honorees have grown in substantive ways each year. Compared to the Civic 50 US, Greater Philadelphia has shown a faster rate of growth, and has specifically outperformed the US across several notable indicators:

- Civic 50 Greater Philadelphia companies have a higher percentage of employee volunteer hours that are skills-based (78% versus 68% for US)
- Civic 50 Greater Philadelphia companies have a higher average number of volunteer hours per employee supporting external organizations/efforts (7.7 versus 3.5 for US).
- Civic 50 Greater Philadelphia companies are more likely to formally integrate community involvement into skill development (78% versus 68% for US)

Civic 50 Greater Philadelphia companies continue to raise the bar for civic engagement across the region. This assessment of their contributions can serve as a guidepost for other regional organizations to evaluate their own community impact, evolve their community engagement strategies, and expand their support for the communities they serve.

Participate in the  
**2024 Civic 50**  
**Greater Philadelphia**  
initiative!

[bit.ly/civic50greaterphila](https://bit.ly/civic50greaterphila)



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## 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 2023.

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