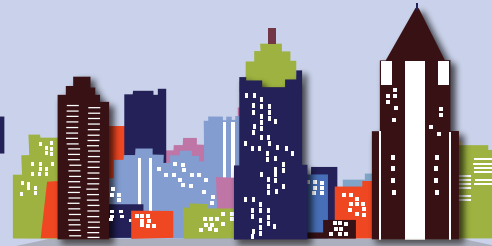


The 2016 Civic 50:

What does it take to be one of the 50 most community-minded companies in the nation?



We evaluate companies according to four dimensions, which are core to their strategy to translate good intentions into sound business practices.

Investment:

Civic 50 companies extensively and strategically apply their resources to community engagement in the U.S., including employee time and skills, cash, in-kind giving and leadership.

Nearly **25%** of employee **volunteer hours** at Civic 50 companies are skill-based, an increase from 20% in 2014.

62%

took leadership positions on national public education or advocacy efforts.

Integration:

The Civic 50 integrate their community engagement programs into key business functions, including diversity, marketing and recruiting.

Half of Civic 50 companies connect community engagement with **skills development**.

48%

of Civic 50 companies use community engagement to support **employee engagement**.

90%

of Civic 50 companies actively solicit community feedback through focus groups or community meetings.

Institutionalization:

The Civic 50 create a culture of community engagement through institutional policies, systems and incentives.

56%

of Civic 50 companies include community engagement in **employees' performance reviews**, an increase from 50% in 2014.

Impact:

The Civic 50 measure the social and business impact of their community engagement programs.

78%

formally **measure the social impact** of at least one aspect of their community involvement work.

40%

of Civic 50 companies **measure the outcome** of their volunteer programs, an increase from 36% in 2014.

The 2016 Civic 50 leaders by sector are:

Communications: AT&T
Consumer Discretionary: Hasbro, Inc.
Consumer Staples: Altria
Energy: Valero Energy Corporation
Financials: Toyota Financial Services

Health Care: UnitedHealth Group
Industrials: KPMG LLP
Materials: Freeport-McMoRan
Technology: Hewlett Packard
Utilities: Pacific Gas and Electric Company

To learn more, visit: www.civic50.org.

The Civic 50, an initiative of Points of Light, honors the 50 most community-minded companies in the nation each year.