

# The Civic 50: Straight to the Point

## Summary:

*The Civic 50* is a national initiative to survey and rank S&P 500 corporations on how they engage with the communities they serve and institutionalize these practices in their corporate culture. Specifically, *The Civic 50* recognizes companies that commit their time, talent, and resources to empower and improve local communities.

## Focus: Leadership

To calculate a corporation's score, points were accrued in three dimensions: Critical, Primary & Secondary. **Community Partnerships** falls under the **Primary Dimension**. The scoring methodology evolves from Reimagining Service's eight characteristics of Effective Corporate Practice. **Reimagining Service** is a national, multi-sector coalition dedicated to increasing social impact through effective volunteer engagement and you can read more about its role in *The Civic 50* at <http://www.reimagining-service.org/corporate-civic-50>.

## Definition:

For the purposes of the survey, *leadership* measures the extent to which companies institutionalize corporate policies and practices that foster civic engagement. Moreover, does the company ensure that the Civic Engagement Program's (CEP) policies will exist if and when the current senior management changes. Further, does the company successfully engage the board, executive leadership, senior management, Corporate Philanthropy and CSR departments, staff, employees, community partners and customers or clients to move the CEP forward?

Companies that excelled in this category were those that provided robust, in-depth commentary on how the organization leverages leadership in its CEP. The company policies were *specific, comprehensive* and *clearly aligned with the organization's core competencies*. A number of *The Civic 50* corporations use CEP success as a formal component of the performance evaluation process for senior level management. To stand out among other corporations in this category, an organization must prove that it is deeply committed to changing the face of leadership in civic engagement.

## The Opportunity:

To excel in this dimension, companies must include CEP success in performance evaluations of senior management. CEP success should be embedded in the culture of the department and company; it should not rely on the individual who holds the senior level position at any given time. Institutionalizing CEP policies is another measure that fosters a culture of civic engagement and social impact.

## The Civic 50 Top 'Leadership' Scorers:

Of all surveyed companies, these ten demonstrated a deep commitment to civic engagement through board directives, executive leadership and senior management. These ten companies are trailblazers when it comes to institutionalizing corporate policies to bring about social change.

IBM	Citi
AT&T	Aetna
Target	Western Union
Morgan Stanley	Bank of America
Capital One Financial Corporation	FedEx



A partnership among:



The Civic 50 "Straight to the Point" is in collaboration with:



## Trends:

### *The Civic 50 'Leadership' Trends:*

Board and executive leadership are critical in ensuring that community engagement is a top organizational priority and integrated throughout the company.

- Nearly all Top 50 companies reported always or frequently involving executive leadership in program design (100%) and in CEP activities (98%).
- 76% of the Top 50 have passed board, executive or senior leadership resolutions or directives that institutionalize corporate policies and practices related to civic engagement.
- 96% percent of the Top 50 make the success of the CEP a factor in evaluating performance of senior management.

## Best Practices:

### Abbott

*Abbott's commitment to good citizenship begins at the top. Global citizenship is valued and championed by Abbott's Board of Directors and led by the company's senior management. The charter of the board's Public Policy Committee includes the review and evaluation of Abbott policies and practices with respect to social responsibility. Abbott constantly works to embed and integrate its citizenship strategy with its core business strategy. For several years, the cross-functional Global Citizenship Working Group has led integration efforts at the company, while driving transparency in the reporting of our economic, social and environmental performance. The team includes representatives from Corporate Purchasing, Global Environment, Health and Safety, the Office of Ethics and Compliance, Quality and Regulatory Affairs, Human Resources, Investor Relations, Government Affairs and Commercial Operations. The team also includes representation from key functions and country operations based outside our headquarters office. Many team members carry performance goals and targets related to citizenship issues.*

### Capital One

*Capital One has created corporate volunteer guidelines and implemented Flexible Work Solutions to enable associates to volunteer during typical business hours. The company has also implemented formal Board Leadership Program guidelines to support our hundreds of business leaders serving on nonprofit boards.*

*Capital One heads of business have also championed numerous resolutions and directives to engage associates. The annual One Week national volunteer service initiative began as an engagement activity championed by its Retail Bank leadership. Capital One has also been nationally recognized for its Investing for Good Pro Bono program which began as a civic engagement initiative for Brand Marketing associates led by the Chief Marketing Officer, Bill McDonald. Capital One recently launched a FoodBank program for all associates that began as a line-of-business civic engagement activity led by the head of its Credit Card business. The company has also integrated volunteerism into all onboarding programs for new hires and Board Service and Community Leadership as a component of orientation for all newly promoted Vice Presidents.*

### General Electric

*Since 1970, the CEO of General Electric has annually committed to volunteer civic engagement with awards to senior leaders and employees who have demonstrated significant impact in their respective regions in the focus areas of education, health, environment, and community building. These awards are an institutional reflection of the importance of civic engagement. Quarterly, the CEO reviews the community and civic engagement of employee affinity networks. Each month the company awards volunteer grants to local employee volunteer councils to carry out work in their communities. Annually, the Board of Directors, through the Public Responsibilities Committee, reviews its civic engagement activities, confirms priorities and sets funding for the next year. Through these ongoing efforts, GE clearly illustrates its commitment to civic engagement and corporate volunteerism.*



A partnership among:



The Civic 50 "Straight to the Point" is in collaboration with:



## Spectra Energy

*Spectra Energy's foundation policy, championed by its chief administrative officer, is part of its formal Human Resource policies. The policy outlines the structure and intent of the Foundation as well as accountabilities and rules governing the CEP. Spectra Energy's CEP efforts specifically support its Partner of Choice goal for the corporation which is intended to engage the company with stakeholders and communities in a way that builds relationships and results in positive outcomes for all. Partner of Choice also speaks to Spectra Energy's focus on sustainability from an economic, social and environmental standpoint. Spectra Energy's charter also explicitly includes its commitment to stewardship through environmental responsibility and vibrant communities. The charter states that Spectra Energy values:*

- *Stewardship - Demonstrating a commitment to environmental responsibility and vibrant communities*
- *Integrity - Ethically and honestly doing what the company says it will do*
- *Respect for the Individual - Embracing diversity and inclusion, enhanced by openness, sharing, trust, leadership, teamwork and involvement*
- *Safety - Sharing a relentless commitment to a zero work-related injury and illness culture*
- *High Performance - Accountability, achieving superior business results and stretching our capabilities*
- *Win-Win Relationships - Having relationships which focus on the creation of value for all parties*
- *Initiative - Having the courage, creativity and discipline to lead change and shape the future*

## Verizon Communications

*According to Verizon Communications' 2011 annual report, the company leverages shared solutions, shared service and shared sustainability to champion civic engagement.*

- *Shared Solutions: Verizon Communications uses the transformational power of its networks, technology and people to create long-term business value while addressing critical unmet needs of its communities in smart energy and healthcare.*
- *Shared Service: The alignment of philanthropic assets domestically and internationally to deliver shared solutions in education, healthcare and sustainability in its communities.*
- *Shared Sustainability: Verizon Communications leads its industry by minimizing the environmental impact of its operations and supply chain and by facilitating the transition to a low-carbon sustainable economy.*

---

The [Points of Light Corporate Institute](#) is the go-to resource for community-minded companies looking to build and expand effective employee volunteer programs. With our global network of 250 affiliates and a team of experts, we can help you create a customized volunteer program, engage your employees, learn best practices, network with other leading companies, and gain visibility for leadership and excellence.

This work is licensed under a [Creative Commons Attribution-NonCommercial 3.0 Unported License](#). To use or distribute this resource, please attribute publication to the Points of Light Corporate Institute. For more information, please visit [www.pointsoflight.org/corporate-institute](http://www.pointsoflight.org/corporate-institute) or contact The Points of Light Corporate Institute at [corporateinstitute@pointsoflight.org](mailto:corporateinstitute@pointsoflight.org).



A partnership among:



The Civic 50 "Straight to the Point" is in collaboration with:

