THE CIVIC 50
Companies Making a Difference in Communities

Today's socially minded workforce and consumer base are driving businesses to rethink the values underpinning their corporate culture. These values are critical to recruiting and retaining top-rate talent and ensuring customer brand loyalty. Many companies are finding bottom-line rewards, adopting responsible business practices and becoming good corporate citizens through civic engagement.

Elements of corporate civic engagement include, but are not limited to: community problem solving; community service; participation in groups; awareness of current events; connection to individuals and organizations; and political involvement. A corporate culture of civic engagement exists when a business aligns its community engagement strategy with underlying core business competencies.

The Civic 50

Launched in 2012, *The Civic 50* is a national initiative to survey and rank America's 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. The survey was developed by the nation's definitive experts on civic engagement, the National Conference on Citizenship and Points of Light. Bloomberg News, one of corporate America's most respected sources of business and financial information, will serve as the media partner in this endeavor.

The Civic 50 **Mission**: *Measure, promote, and track how businesses are institutionalizing civic engagement as part of their corporate culture.*

The Civic 50 Values:
- The business sector plays a critical role in engaging and empowering communities.
- Working in partnership with government, nonprofits and individuals, corporate leaders should focus their civic engagement programs (CEP) on solving community problems by effectively contributing the expertise and resources of their businesses and employees.
- A corporate culture of civic engagement is institutionalized when a business aligns its CEP strategy with its underlying business competencies.

Implementation (May-November 2012)
- *The Civic 50* Launch (May 2012)
- Survey in the Field (May 21-August 17, 2012)
- Evaluation and Data Analysis (August-October 2012)
- Publication of inaugural *The Civic 50* (November 2012)

Methodology and Process

By collecting data and understanding practices among S&P 500 companies, *The Civic 50* will create a standard definition of corporate civic engagement. It will also create a roadmap for businesses interested in becoming better stewards of the communities they serve.
- The survey instrument will consist of primarily quantitative questions, with some qualitative responses for richer analysis. A cross-sector team of independent qualitative evaluators will review qualitative responses and help identify case studies and best practices that should be highlighted further.
- To calculate a corporation's score, points will be accrued in each dimension below with the corresponding weights.
  - Critical: 1) Leadership, 2) Measurement/Strategy, and 3) Design;
  - Primary: 4) Employee Civic Growth and 5) Community Partnerships;
  - Secondary: 6) Cause Alignment and 7) Transparency.
- An overall composite score will result in the force-ranked, 1-50 list.

For More Information, visit Civic50.org

A partnership among: