



## POINTS OF LIGHT ANNOUNCES 2018 HONOREES OF THE CIVIC 50 AT SERVICE UNITES

Annual Awards Initiative Honors Companies  
with Superior Community Engagement

**ATLANTA, June 19, 2018** — Points of Light, the world’s largest organization dedicated to volunteer service announced The Civic 50 honorees of 2018, recognizing them as the most community-minded companies in the United States. Since 2011, The Civic 50 has provided a national standard for superior corporate citizenship and showcased how companies can use their time, skills and other resources to improve the quality of life in the communities where they do business. The Civic 50 were officially recognized at Points of Light’s Service Unites 2018 conference in Atlanta, where thousands of leaders in volunteerism and civic engagement gather to learn and share the knowledge, resources and connections needed to galvanize the power of people to create change globally.

“Points of Light believes that people drive change in addressing society’s growing and most profound challenges. The business community plays an important role in creating and delivering innovative solutions that drive social good in the communities where they live and work,” said Natalye Paquin, president and CEO, Points of Light. “This year’s honorees of The Civic 50 collectively gave \$1.9 billion to their communities, and volunteered for more than 13 million hours in 2018. By focusing on profits and purpose, these companies exemplify authentic leadership in community and civic engagement, reinforcing that employee volunteering benefits our communities, companies and the employees themselves.”

The Civic 50 honorees are public and private companies with U.S. operations and revenues of \$1 billion or more, and are selected based on four dimensions of their U.S. community engagement program – investment, integration, institutionalization and impact.

### The 2018 Civic 50 Honorees

- AbbVie
- Aetna
- Aflac
- Allstate
- Altria Group, Inc.
- AT&T\*
- Banfield Pet Hospital
- Caesars Entertainment\*
- Capital One
- CenterPoint Energy
- Charles Schwab & Co., Inc.
- Citigroup, Inc.
- Comcast NBCUniversal
- Comerica Incorporated
- CSAA Insurance Group, a AAA Insurer
- CVS Health
- Dell
- Deloitte
- Delta Air Lines
- Dr Pepper Snapple Group\*
- DTE Energy\*
- Entergy Corporation
- FedEx Corporation
- Food Lion
- Freeport-McMoRan, Inc.\*
- General Mills
- Hasbro, Inc.
- Health Care Service Corporation\*
- The Hershey Company
- Hogan Lovells†
- IBM Corporation
- KeyBank\*
- KPMG LLP\*
- Marriott International

- MGM Resorts International
- Motorola Solutions, Inc.
- PIMCO
- Prudential Financial, Inc.
- Raytheon Company
- Regeneron Pharmaceuticals
- S&P Global
- Symantec Corporation
- Tata Consultancy Services\*
- Toyota Financial Services
- TSYS
- UnitedHealth Group
- UPS
- Valero Energy Corporation
- WellCare Health Plans, Inc.
- Wells Fargo

\* Indicates a company that is a sector leader.

† Indicates a company that is a Leadership in Volunteerism awardee.

## **The 2018 Civic 50 Sector Leaders**

- **Consumer Discretionary:** Caesars Entertainment
- **Consumer Staples:** Dr Pepper Snapple Group
- **Energy:** Valero Energy Corporation
- **Financials:** KeyBank
- **Healthcare:** Health Care Service Corporation
- **Industrials:** KPMG LLP
- **Information Technology:** Tata Consultancy Services
- **Materials:** Freeport-McMoRan, Inc.
- **Telecommunications:** AT&T
- **Utilities:** DTE Energy

## **Key Statistics and Highlights from the Civic 50 2018 Honorees**

- **Civic 50 companies are evolving from being supporters to engaging as stewards of social causes.** Instead of confining themselves to writing checks or piggybacking off of not-for-profit sector work, Civic 50 companies are involving themselves in all aspects of the social causes which they champion.
  - **In 2018, 70 percent of Civic 50 companies took national leadership positions on four or more public education or policy efforts,** an increase from 62 percent in 2017.
- **Civic 50 honorees continue to exemplify one of the core tenets of corporate citizenship: “doing well by doing good”. The 2018 honorees demonstrate that integrating community engagement initiatives into business strategy can support business interests.** The 2018 honorees are using community engagement to drive key business functions, including employee engagement (86 percent), marketing/PR (78 percent), diversity and inclusion (74 percent), skill development (74 percent) and stakeholder relations (56 percent).
- **Leading innovations for purpose at work, Civic 50 honorees have found community engagement as a meaningful and valuable investment to inspire employee changemakers and create a strong culture of giving back.**
  - 68 percent of Civic 50 companies include community engagement as a formal component of employees’ performance reviews, an increase from 62 percent in 2017.
- **Civic 50 companies understand the importance of impact: to ensure the sustainability and success of their community engagement initiatives, Civic 50 companies are using measurement practices to not only measure quantifiable outputs, but social outcomes.**

- Civic 50 companies are making sure to measure social outcomes as part of regularly implemented data collection. In 2018, 68 percent of Civic 50 companies collected and analyzed data on organizational grants and 42 percent did so for volunteerism.

The Civic 50 survey is administered by [True Impact](#), a company specializing in helping organizations maximize and measure their social and business value, and analyzed by VeraWorks. The survey instrument consists of quantitative and multiple-choice questions that inform The Civic 50 scoring process. The Civic 50 is the only survey and ranking system that exclusively measures corporate involvement in communities. A key findings brief of 2018 findings will be released in summer 2018. For more information, please visit [www.civic50.org](http://www.civic50.org).

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### **About Points of Light**

Points of Light, the world's largest organization dedicated to volunteer service, mobilizes millions of people to take action that is changing the world. Through affiliates in 250 cities and partnerships with thousands of nonprofits and corporations, Points of Light engages five million volunteers in 20 million hours of service each year. We bring the power of people where it's needed most. For more information, visit [www.pointsoflight.org](http://www.pointsoflight.org).

### **About True Impact**

True Impact provides web-based tools and consulting support to help organizations measure the social, financial, and environmental return on investment (ROI) of their programs and operations. For more information, visit [www.trueimpact.com](http://www.trueimpact.com).

### **About VeraWorks**

VeraWorks is a global consulting firm that helps managers and companies offer employees the opportunity to do societal good through their everyday jobs. For more information, visit [www.veraworks.com](http://www.veraworks.com).