



## PARTICIPANT BRIEFING PACKET

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## I. Frequently Asked Questions

### Q: What is The Civic 50 Colorado?

**A:** Since 2012, The Civic 50, an initiative of Points of Light, has recognized the 50 most community-minded major corporations in the nation each year as determined by an annual survey developed by True Impact.

The national Civic 50 will be offered for the first time on the state level for Colorado in 2019. In partnership with CSR Solutions of Colorado, The Civic 50 Colorado will recognize 50 most community-minded small, medium, and large companies in Colorado as determined by True Impact's adapted national Civic 50 survey that is independently administered and scored. By benchmarking and celebrating best practices, it provides visibility and a framework for how local companies can use their employees' time, skills and other resources to improve the quality of life in our community.

### Q: What does it take to become a Civic 50 Colorado honoree?

**A:** The Civic 50 Colorado honorees are selected based on four dimensions of their community engagement program, as determined by an annual survey:

- **Investment:** How extensively and strategically the company applies its resources to community engagement in Colorado, including employees' time and skills, cash, in-kind giving and public leadership.
- **Integration:** How a company's Colorado community engagement program supports business interests and integrates into business functions, or how it "does well by doing good."
- **Institutionalization:** How the company supports community engagement in Colorado through its organizational policies, systems and incentives.
- **Impact:** How the company measures the social and business outputs and outcomes of its Colorado community engagement program.

Additionally, CSR Solutions of Colorado may also choose to recognize companies with the following awards:

- **The Excellence in Volunteer Investment Award** will be given to the company that maximizes employee time and talent in volunteering and service. Thanks to a strong culture of giving back and pro bono service, this company will have demonstrated the highest level of volunteering.
- **The Excellence in Volunteer Impact Award** will be given to the company who demonstrates the strongest measurable impact from their volunteer initiatives. From excellence in measurement to quantifiable and laudable output and outcomes, this company will have demonstrated the deliberate and thoughtful efforts to ensure the most robust impact possible from their employee volunteer initiatives.

### Q: What type and size of companies eligible to participate in The Civic 50 Colorado?

Companies with Colorado operations, employees and community engagement programs are eligible to participate. Not all companies have the same level of resources or engagement in all the activities measured by the survey. Therefore, scoring and awards will be based on the number of employees (small 15-99, mid-size 100-499 and large 500+), and similarly sized companies will be measured within their peer group and compared only on their community engagement programs inside Colorado. Small and medium size companies are encouraged to apply and not be intimidated by the depth of the questions asked. It is not expected that they will be engaged in all the activities included in the survey.

### Q: What is the date range for the survey data period?

**A:** Your company must submit the survey data period from the company's last full fiscal year (each company submitting could therefore have a different date range depending on when their fiscal year ends).

### Q: How will honorees be recognized?

**A:** All 50 honorees will be identified in alphabetical order, drawn from all the small, medium and large company categories, with special recognition for the top scorer in each size segment.

### Q: Why should my company participate?



**A:** Companies that participate in The Civic 50 Colorado have a unique opportunity to gain recognition for their community engagement programs, take a leadership position in corporate community involvement and to share their best practices with the broader business community. Many companies have also said that the process of taking the survey and receiving their individual scorecards with information on their rankings helped them understand how they could improve their processes and strategies in the future.

**Q: Has this survey been administered before?**

**A:** Yes, the national Civic 50 was founded in 2012. To learn more about this initiative visit [www.civic50.org](http://www.civic50.org).

**Q: Who was involved in the development of the Civic 50 survey instrument?**

**A:** The following academic leaders reviewed the survey during its development in 2014: Professor Bea Boccalandro, Georgetown University Center for Public & Nonprofit Leadership; Dr. Edward Freeman, University of Virginia Darden School of Business; Dr. Ira Harkavy, The Wharton School of University of Pennsylvania; Dr. Pamela Harper, Marist College School of Business; Professor Peter Levine, Jonathan Tisch College of Citizenship and Public Service at Tufts University; Dr. Kelvyn Moore, Bentley University; Dr. Nicholas Pearce, Northwestern University Kellogg School of Management; Dr. John Pelozo, Gatton College of Business and Economics at University of Kentucky; Dean Alan Solomont, Jonathan Tisch College of Citizenship and Public Service at Tufts University.

**Q: Who should submit the survey on behalf of my company?**

**A:** The employee who is most knowledgeable and responsible for community engagement programming and initiatives should submit the survey on behalf of your company. It is recommended that another staff member who is familiar with the work of the company should review the information to be submitted for accuracy and completeness.

**Q: How much time will it take to complete the survey?**

**A:** We estimate it will take approximately 30 to 45 minutes of staff time to enter your responses in The Civic 50 Colorado online survey. Additional time will be required to pull together the required quantitative information about your company. We recommend that you use the Quantitative Survey Questions Preview Sheet to help you prepare and collect the 11 required numbers you will need to know to complete the survey. This packet contains the survey questions for your reference and applicants can save their responses in the password-protected system and retrieve them at their convenience. Also see the Survey Completion Instructions Section for further details.

**Q: Will I receive my score and a report?**

**A:** Yes. All eligible companies that submit a completed survey will receive a free individual scorecard, which lists the company's individual score and ranking in each dimension. Additional reports to support more detailed corporate reporting and continuous improvement efforts are available for a minimal fee. Please contact [Civic50@TrueImpact.com](mailto:Civic50@TrueImpact.com) for more information.

**Q: How will the information I submit be used?**

**A:** All data from the quantitative and multiple choice questions collected in the survey will contribute to a company being honored as a Civic 50 Colorado honoree. Only the top 50 companies will be shared publicly, with attribution. Names and rankings of companies that participate but do not have rankings qualifying for the top 50 will be kept confidential. All other information submitted on The Civic 50 Colorado application may be aggregated and shared for benchmarking and continuous improvement purposes, but will be anonymous (not attributed to any specific company). Any information The Civic 50 Colorado wishes to publicly attribute to a company beyond a top 50, will be cleared with that company before publication.

**Q: I'm a national corporation. Which activities should I document?**

**A:** The Civic 50 Colorado is a local award based only on a company's Colorado community engagement programs. It does not matter whether your company is headquartered in Colorado or elsewhere.



**Q: If my company has multiple local companies under one umbrella firm, do we have to fill out separate forms?**

**A:** Yes, multiple companies under one umbrella firm need to fill out a separate survey per local company.

**Q: Who should I contact if I have a question or problem?**

**A:** Information and technical assistance contacts are listed below:

- For program and timeline-related inquiries, contact [info@csrsolutionsco.org](mailto:info@csrsolutionsco.org).
- For general questions about The Civic 50 initiative, contact [Civic50@pointsoflight.org](mailto:Civic50@pointsoflight.org).
- For technical support with the online survey, contact [Civic50@TrueImpact.com](mailto:Civic50@TrueImpact.com).

**Q: Is there feedback available on our ranking for continuous improvement purposes?**

**A:** Yes. All eligible companies that submit a completed survey will receive a free individual scorecard, which lists the company's individual score and ranking in each dimension. Additional reports to support more detailed corporate reporting and continuous improvement efforts are available for a fee. Please contact [Civic50@TrueImpact.com](mailto:Civic50@TrueImpact.com) for more information.

**Q: Is there anything else I should keep in mind?**

**A:** Points of Light reserves the right to exclude companies on The Civic 50 Colorado list that are not considered to be in good standing during the research year. Bases for not being "in good standing" include, but are not limited to: the company experiencing official, significant legal sanction; an adverse company event so significant that it deems The Civic 50 Colorado practices presented in its application as a misrepresentation of the company's overall community involvement efforts; or any development that puts into question the company's community involvement to the degree that most people would not consider it reasonable to find the company on a list of the most community-minded companies in Colorado.



## II. Survey Completion Instructions

### How to Access the Survey

The survey can be accessed at [csrsolutionsco.org/civic50colorado.html](https://csrsolutionsco.org/civic50colorado.html). Upon your first visit to the survey site, create login credentials by entering your name, email address, and creating a password. You need to do this only once. When you return to the survey at a later date, click the link that says "Login Here." Enter these same login credentials, then click on the link that says "See my application" to re-access your saved application.

### How to Save Your Work

To save your progress in each section, please click the green "Save & Continue Editing" button in the bottom of the page. DO NOT use your browser's "back" function or the category navigation bar to move between sections without first clicking the "Save & Continue Editing" button, or your responses will not be saved. Once the "Save & Continue Editing" button is clicked, you or other team members collaborating on your submission can navigate, exit, and re-access your survey at any time using the password you chose upon starting the survey.

### How to Engage Your Colleagues

Other members of your team can assist with the completion of your survey. After you login to your application, click the "Add collaborator" button on the left-hand side of the page, enter your team member(s)' email address and select the "Type of access" to allow them to "View & edit" the application. An invite will be sent to your selected team member's email, where they can "Join Now" and create their own login credentials. They can then review and edit your submission, which is located under the "Your tasks" section. Please ensure that all work has been saved prior to exiting the page. Please take the time to make sure the breadth and depth of your organization's work is represented.

### How to Print Your Survey (or save your responses as a PDF)

To print a copy of your entire survey, log in to your account and click the "See my application" link. From there, click the "Preview" icon at the top of the page, which will then open your application for review. This will show you the entirety of your submission as it currently stands. Use your browser's regular print function to print your submission. Or, to save as a PDF, click "Download" icon at the top right corner of the page.

*Please note:* For multiple-choice questions, only the answer you select will be printed (not all possible answers), so you may wish to cross-reference with the full survey to see all your answering options.

### III. Eleven Numbers You Need For the Survey

#### Company Profile

Annual Colorado Revenue. What is your company's annual Colorado total revenue in millions?

Colorado Employees. What is the number of employees located in Colorado?

#### Employee time and talent

Participants. How many Colorado employees participated in any type of company-sponsored volunteerism (including hands-on, skills-based, and pro-bono volunteering)?

Hours. How many total hours did Colorado employees contribute through any type of company-sponsored volunteerism (including hands-on, skills-based, and pro-bono volunteering)?

% Skills Based and/or Pro Bono. Of the total number of volunteer hours reported in Question 2, what percentage was related to skills-based or pro bono volunteerism?

#### Cash

Value of Grants and Contributions. What is the total value of cash grants and contributions your company's community engagement program provided to social causes in Colorado during your reporting year? This should be the total dollar value donated by the company, including matching-gift and dollars-for-doer grants, but excluding donations given by employees themselves.

Number. How many individual grants did your company make in Colorado, excluding matching-gift and volunteerism-matching (e.g., dollars-for-doers) grants?

% Multifaceted Investment. Of the total number of grants reported in Question 5, what percentage were provided additional support such as company volunteers (e.g., hands-on, skills based, pro bono, and/or board service), in-kind goods or services, and/or a multi-year grant pledge (in a single grant, not counting one-year grants that have been renewed)?

#### In-kind contributions

Cost. What is the total cost to your company of in-kind goods your company's community engagement program provided to social causes in Colorado during your reporting year? (Note: your response here should exclude any contributions already reported above.)

Market Value. How much revenue would the goods reported in Question 7 have brought to your company had they been sold commercially instead of being donated in-kind?

#### Public Leadership

Funding support. How much cash investment has your company made in support of your most significant Colorado social cause? This investment can include funding for grants and sponsorships for nonprofit, PSAs, or other education and awareness efforts, excluding the cost of employee time.

*Important Note:* The survey instrument consists of quantitative (listed above) and multiple-choice questions that inform the Civic 50 scoring process. Not all companies have the same level of resources or engagement in all the activities measured by the survey. **Therefore, scoring and awards will be based on the number of employees (small 20-99, mid-size 100-499 and large 500+), and similarly sized companies will be measured within their peer group and compared only on their community engagement programs inside Colorado.**



## IV. Survey Questions

### Company Profile

Please provide the following descriptive and contact information for your company.

For a list of defined terms used in this survey, [click here](#).

**1. Official company name (as you would like to see it printed on published materials if your company ranks in the top 50, or the name of the company for which you are completing the survey): \***

**2. Colorado headquarters mailing address: \***

**3. Annual Colorado revenues (in millions): For example, if your company's annual CO revenues are \$4.5 million, then enter 4.5. \***

**4. Total number of employees in Colorado: \***

**5. Total number of companywide employees: \***

**6. Year company was established: \***

**7. Year community engagement program was founded: \***

**8. Sector: (Pick one) \***

- Consumer discretionary
- Consumer staples
- Energy
- Financials
- Healthcare
- Industrials
- Information Technology
- Materials
- Real estate
- Telecommunications
- Utilities

**9. Briefly describe the products or services your company provides: \***

Data entered in this survey should be for your most recently completed reporting year. Please note: please ensure reporting year spans 12 months and does not need to be the 12 months leading up to survey submission date. Please enter the start and end dates of that year here:

**10. Reporting start date (month/day/year): \***

**11. Reporting end date (month/day/year): \***

**12. CEO Name: \***

Please enter contact information for the CEO Executive Assistant:

**13. CEO Executive Assistant Name: \***

**14. CEO Executive Assistant Email: \***

**15. CEO Executive Assistant Phone Number: \***

Please enter contact information for the Civic 50 applicant:



**16. Applicant Name: \***

**17. Applicant Email: \***

**18. Applicant Phone Number: \***

Please enter contact information for the alternate Civic 50 applicant (in case there are transitions at your organization):

**19. Alternate Applicant Name: \***

**20. Alternate Applicant Email: \***

**21. Alternate Applicant Phone Number: \***

Please enter contact information for the company's most senior local executive:

**22. Local Executive First Name: \***

**23. Local Executive Last Name: \***

**24. Local Executive Contact Email: \***

**25. Local Executive Contact Phone Number: \***

Please enter contact information for the Executive Assistant of the most senior local executive:

**26. Local Executive Assistant Name: \***

**27. Local Executive Assistant Email: \***

**28. Local Executive Assistant Phone Number: \***

**29. Briefly describe your company's Colorado community engagement program: \***



## Dimension 1: Investment

This dimension evaluates how extensively and strategically the company applies its resources to community engagement in the U.S., including employee time and skills, cash, investments, in-kind giving and leadership. For a list of defined terms used in this survey, click [here](#).

Participants. How many Colorado employees participated in:

1. a. any type of external company-sponsored volunteerism (including hands-on, skills-based, and pro-bono volunteering)?

2. b. any type of internal to the company citizenship or social issue engagement (i.e. employee resource groups, company sponsored issue education, training, awareness building)

3. Percentage of Employees Volunteering (Auto calculated):

4. Hours. How many total hours did Colorado employees contribute through any type of company-sponsored volunteerism (including hands-on, skills-based, and pro-bono volunteering)? \*

5. Average hours per volunteer (Auto calculated):

6. % Skills-Based and/or Pro Bono. Of the total number of volunteer hours reported in Question 2, what percentage were related to skills-based or pro bono volunteerism? \*

Cash

7. Value. What is the total value of cash grants and contributions your company's community engagement program provided to social causes in Colorado during your reporting year? This should be the total dollar value donated by the company, including matching-gifts and dollars-for-doers grants, but excluding donations given by employees themselves \*

8. Grants / Revenue (Auto calculated):

0%

9. Value (matches only). What is the total value of cash donations given for employee matches and dollars-for-doer grants? (This is a subset of the total value you reported in the question above.) \*

10. Number. How many individual grants did your company make, excluding matching-gift and volunteerism-matching (e.g., dollars-for-doers) grants? \*

11. Average Grant Size (Auto calculated):

12. % Multifaceted Investment. Of the total number of Colorado grants reported in Question 5, what percentage were provided additional support such as company volunteers (e.g., hands-on, skills based, pro bono, and/or board service), in-kind goods or services, and/or a multi-year grant pledge (in a single grant, not counting one-year grants that have been renewed)? \*

13. Value of Impact Investments. What is the total market value of the impact investments your company provided to social causes in Colorado during the reporting year? And, if your company accepts below-market financial returns on these investments, what is the total estimated value of your 'philanthropic subsidy' (i.e., the difference between what your investments would yield if they earned average market rates and what your investments actually yield at your lower targeted rate of return)? Note: responses to this question are completely optional, but encouraged, and will not affect scoring in 2019.

In-contributions



**14. Cost.** What is the total cost to your company of in-kind goods your company's community engagement program provided to social causes during your reporting year? (Note: your response here should exclude any contributions already reported above.) \*

**15. Value.** How much revenue would the goods reported in Question 7 have brought to your company had they been sold commercially instead of being donated in-kind? \*

**16. Cost / Value of In Kind Donations (Auto calculated):**

**Public Leadership**

**17. Activity level.** Did your company take a leadership position on a specific social cause by promoting public awareness or behavior change (e.g., via public service announcements, leading cross-sector collaborations and partnerships, TV or radio appearances) and/or by advocating for policy change (e.g., via congressional testimony or letters to the editor) at either the national or local level (in the U.S.)? Please select your company's highest level of activity below. \*

- Yes, Significant/Local. Six or more public (meaning they received media coverage) education and/or advocacy efforts at a regional or local scale.
- Yes, Some/Local. Two to five public (meaning they received media coverage) education and/or policy advocacy efforts at a regional or local scale.
- None or not applicable
- Not available / cannot share this information

**18. Funding support.** How much cash investment has your company made in support of your most significant Colorado social cause (i.e., the one driving your categorization in the previous question)? This investment can include funding for PSAs, grants to partner nonprofits, or other education and awareness efforts, excluding the cost of employee time. \*

**19. Cash Grants / Revenue (Auto calculated):**

0.00%

**20. Dimension 1 - Mini Case Study.** Please describe in 200 or fewer words one example to highlight how your company applies this Dimension (i.e., Investment - how extensively and strategically the company applies its resources – principally employee time and talents, cash, in-kind giving and leadership – to community engagement). This example will not be scored, but may be selected as a "mini case study" illustration as part of The Civic 50's publicity efforts related to the 2019 results. (Note: all mini case study entries will be compiled into an appendix to the Comprehensive Scorecard benchmarking report, as an additional resource for continuous improvement.) If you do not wish to provide an example, please type "No Example" into the text box (to ensure the question was read and not inadvertently overlooked). \*

**21. Dimension 1- Comments.** Please share comments or explanations related to your answers in the Investment dimension. (Note: responses to this question are completely optional, but encouraged, and will not affect scoring.) If none to add, please enter "None." \*

## Dimension 2: Integration

This dimension evaluates how a company's Colorado community engagement program supports business interests and integrates into business functions, or how it "does well by doing good."

For a list of defined terms used in this survey, click [here](#).

### 1. Select the top seven business functions and describe the level of integration with your engagement Program. \*

- Marketing/PR
- Sales
- Skill/Leadership Development
- Recruiting
- External Stakeholder Relations (including Shareholder)
- Diversity and Inclusion
- Health and Wellness
- R&D/Innovation
- Employee Engagement
- Purchasing/supply-chain/sourcing
- Other (definition). Please briefly describe this other business interest:

For each business function selected:

To what degree does your company leverage its community engagement activities to enhance its brand in the marketplace (e.g., through cause marketing, issue branding, ads that feature community engagement, etc.)?

- Formal written strategy coordinated with the selected business department, broadly and consistently implemented
- Formal written strategy coordinated with the selected business department, implemented on a limited basis
- Informal strategy, broadly and consistently implemented
- Informal strategy, implemented on a limited basis
- Not applicable / does not occur
- Cannot share this information

13. Dimension 2 - Mini Case Study. Please describe in 200 or fewer words one example to highlight how your company applies this Dimension (i.e., Integration - how your company's community engagement program supports business interests and integrates into business functions, or how it "does well by doing good"). This example will not be scored, but will be used to verify the general accuracy of your response in this section. It may also be selected as a short case study example as part of The Civic 50's publicity and public education efforts, so we encourage you to include examples of your newest and best work. (Note: all case study entries will be compiled into an appendix to the Comprehensive Scorecard benchmarking report, as an additional resource for continuous improvement.) If you do not wish to provide an example, please type "No Example" into the text box (to ensure the question was read and not inadvertently overlooked). \*

14. Dimension 2- Comments. Please share comments or explanations related to your answers in the Integration dimension. (Note: responses to this question are completely optional, but encouraged, and will not affect scoring.) If none to add, please enter "None." \*

## Dimension 3: Institutionalization

This dimension evaluates how the company supports community engagement in Colorado through its institutional policies, systems, and incentives.

For a list of defined terms used in this survey, click [here](#).

### 1. Community Input. Does the company seek input from community leaders/representatives on community needs and its community engagement program? \*

- Yes
- No

### 2. Community Input (describe). How is this practice implemented?

- A formal, structured effort that actively solicits community feedback such as a survey, focus groups or community meeting
- A formal, structured effort that passively collects community feedback for those wanting to provide, such as a social media site
- Informal/ad hoc conversations
- Not tracked / Can't disclose

### 3. Performance Reviews. Is community engagement a formal written component of employees' performance reviews?

- Yes
- No

### 4. Performance Reviews (describe). Percentage of Colorado employees to which this practice applies:

- 75%-100%
- 50%-74%
- 25%-49%
- 1%-24%
- Not tracked / Can't disclose

### 5. Department Goals. Is community engagement listed on division/department/business unit scorecards or evaluations?

- Yes
- No

### 6. Department Goals (describe). Percentage of Colorado divisions/departments/business units to which this practice applies:

- 75%-100%
- 50%-74%
- 25%-49%
- 1%-24%
- Not tracked / Can't disclose

### 7. Employee Incentives. Which of the following activities does your company offer to promote community engagement in Colorado? (Select all that apply): \*

- Volunteer / "Dollars for Doers" grants (i.e., company matches volunteer hours with a cash grant to a nonprofit organization)
- Grant-matching (i.e., company matches at least a portion of direct contributions by employees to a nonprofit organization)
- Awards/recognition (both internal and external)

- Paid time off to volunteer

**8. Resources. Does your company offer resources to expand or improve employee engagement in its community engagement program, and/or to support sharing of information between employees on community issues? How many of the following community engagement products does it offer? (Select all that apply.) \***

- Toolkits
- Training
- Regular newsletter / e-newsletter
- Affinity groups / Employee Resource Groups
- Online portal
- Social media platforms

**9. Leadership. How does executive/C-suite leadership support and promote the company's community engagement, if at all? Select all that apply and describe the frequency. \***

Publicly participate in company community engagement events/activities

Encourage employees to participate in the community engagement program in all-staff meetings and/or town halls, email campaigns and/or other internal communication venues

Present on the company's community engagement to the company's board

**10. Participation by executive/C-suite leadership. How often?**

- 12 times per year
- 6-11 times per year
- 3-5 times per year
- 1-2 times per year
- Not tracked / Can't disclose

**11. Encouragement by executive/C-suite leadership. How often?**

- 12 times per year
- 6-11 times per year
- 3-5 times per year
- 1-2 times per year
- Not tracked / Can't disclose

**12. Present to board. How often?**

- 75% - 100% of total number of board meetings per year
- 50% - 74% of total number of board meetings per year
- 25% - 49% of total number of board meetings per year
- 1% - 24% of total number of board meetings per year
- Not tracked/Can't disclose

**13. Mission Statements. Does the company include commitment to the community or a societal cause in its mission, vision or purpose statement?**

- Yes
- No

**14. Dimension 3 - Mini Case Study. Please describe in 200 or fewer words one example to highlight how your company applies this Dimension (i.e., Institutionalization - how the company supports community engagement through its institutional policies, systems, and incentives). This example will not be scored, but may be selected as a short case study example as part of The Civic 50's publicity and public education efforts, so we encourage you to include examples of your newest and best work. (Note: all case study entries will be compiled into an appendix to the**



Comprehensive Scorecard benchmarking report, as an additional resource for continuous improvement.) If you do not wish to provide an example, please type "No Example" into the text box (to ensure the question was read and not inadvertently overlooked). \*

15. Dimension 3- Comments. Please share comments or explanations related to your answers in the Institutionalization dimension. (Note: responses to this question are completely optional, but encouraged, and will not affect scoring.) If none to add, please enter "None." \*

## Dimension 4A: Impact (Social Value)

Part A of this dimension evaluates how a company measures the social impact of its community engagement program in Colorado. Please carefully note the differences between outcome measures and output measures when classifying your activities below.

For a list of defined terms used in this survey, click [here](#).

For each selected business function selected in Dimension 2:

Please identify the primary method (used for over 50% of your Colorado employee volunteering activities, by hours) of measuring the social value generated by the selected business function. \*

- Predefined, quantitative outcome measures (capturing the improvement in efficiency, effectiveness, and/or reach resulting from the volunteerism) as part of a standardized and regularly implemented data collection process
- Open-ended, qualitative outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as number of hours or people served and/or the monetary value of those services, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information

**Business function Outcome Examples (required).** Please list at least one, but no more than three, outcome metrics you use to systematically collect outcome data for this category. Your brief (30 word maximum) entry here will be used to validate whether your measurement categorization is accurate. (Please see the glossary of terms if you have questions about how outcomes differ from outputs.)

**9. Dimension 4a - Mini Case Study.** Please describe in 200 or fewer words one example to highlight how your company applies this Dimension (i.e., Impact (social) - how the company measures the social impact of its community engagement programs). This example will not be scored, but may be selected as a "mini case study" illustration as part of The Civic 50's publicity efforts related to the 2019 results. (Note: all mini case study entries will be compiled into an appendix to the Comprehensive Scorecard benchmarking report, as an additional resource for continuous improvement.) If you do not wish to provide an example, please type "No Example" into the text box (to ensure the question was read and not inadvertently overlooked). \*

**10. Additional examples.** If you need additional space for an additional example, please enter it here. This example will not be scored, but may be selected as a short case study example as part of The Civic 50's publicity and public education efforts, so we encourage you to include examples of your newest and best work. (Note: all case study entries will be compiled into an appendix to the Comprehensive Scorecard benchmarking report, as an additional resource for continuous improvement.) If you do not wish to provide an example, please type "No Example" into the text box (to ensure the question was read and not inadvertently overlooked). \*

## Dimension 4B: Impact (Business Value)

Part B of this dimension evaluates how a company measures the business impact of its community engagement program in Colorado. Please carefully note the differences between outcome measures and output measures when classifying your activities below. For a list of defined terms used in this survey, click [here](#).

**1. The Sustainable Development Goals (unscored 2019)** The Sustainable Development Goals (SDGs) set out the UN agenda for people, planet and prosperity through 2030. The SDGs were adopted by 193 states at the United Nations in September 2015. The 17 goals and 169 targets aim to stimulate action in areas of critical importance to humanity and the environment. Successfully measuring and community minded activities to the SDGs can help businesses understand and connect the impact of their local efforts on global goals. Please identify the primary method (used for over 50% of your Colorado programs, by investment amount) of measuring your community minded activities. \*

- Predefined, quantitative outcome measures (capturing the resulting improvement in engagement), as part of a regularly implemented data collection process
- Open-ended, qualitative outcomes (i.e., success stories) and/or predefined satisfaction metrics, as part of a standardized and regularly implemented data collection process
- Drivers of outcomes, using standardized output metrics such as the number of employees that participated in activities that drive employee engagement, as part of a regularly implemented data collection process
- Anecdotal, non-quantitative information (i.e., success stories), informally or periodically collected
- Not currently measured
- Not available / cannot share this information

**2. (Optional)** You may, if you wish, provide additional examples for any answer above for which you selected the top-level category (i.e., predefined, quantitative outcome measures). These examples will not be scored, but it is used to verify the accuracy of your answers in this section. If you have nothing more to add, please enter: n/a.

**3. Dimension 4b - Mini Case Study.** Please describe in 200 or fewer words one example to highlight how your company applies this Dimension (i.e., Impact (business) - how the company measures the business impact of its community engagement programs). This example will not be scored, but may be selected as a "mini case study" illustration as part of The Civic 50's publicity efforts related to the 2014 results. (Note: all mini case study entries will be compiled into an appendix to the Comprehensive Scorecard benchmarking report, as an additional resource for continuous improvement.) If you do not wish to provide an example, please type "No Example" into the text box (to ensure the question was read and not inadvertently overlooked). \*

**4. Dimension 4- Comments.** Please share comments or explanations related to your answers in the Impact dimension. (Note: responses to this question are completely optional, but encouraged, and will not affect scoring.) If none to add, please enter "None." \*



## Verification and Feedback

1. The answers provided within this application are true to the best knowledge of the corporation and its employees. (Note: Companies found to falsify information will be banned from participating in The Civic 50 for a period of no less than 5 years) \*
2. Please upload a vector or EPS logo that can be used for promotion/publication purposes if your company appears on The Civic 50.
3. If relevant, please provide any additional guidance or conditions associated with the disclosure of your company name or use of your company logo. If none to add, please enter "None." \*
4. Please indicate where you learned about The Civic 50. \*
5. Comments/Questions/Feedback on The Civic 50 (Note: responses to this question are completely optional (but encouraged) and will not affect scoring.) If none to add, please enter "None." \*
6. Approximately how many staff hours did it take you to complete your survey submission? \*

## Report Options

1. Scorecards. All eligible companies that submit a completed a Civic 50 survey will receive a free Individual Scorecard, which lists the company's individual score and ranking in each dimension. Additional reports, with greater detail to support more detailed corporate reporting and continuous improvement efforts, are available for a fee. \*

- Individual Ranking Report: Free
- Comprehensive Scorecard (Large Companies: 500+ employees): \$500
- Comprehensive Scorecard (Medium Companies: 100-499 employees): \$350
- Comprehensive Scorecard (Small Companies: 15-99 employees): \$200

**If you have any questions about these scorecard options, please email [Civic50@trueimpact.com](mailto:Civic50@trueimpact.com).**

## V. Glossary of Terms

The following are definitions of terms used in The Civic 50 Colorado survey.

**Business Outcomes/Impacts:** Meaningful changes in the performance of a business function such as an increase in employee engagement, sales or brand recognition. Although the precise definitions of the evaluation terms “impact” and “outcome” differ slightly, for the purposes of The Civic 50 Colorado they are interchangeable.

**Cause Marketing:** A marketing effort pursued by a company that also aims to raise awareness, money, and/or consumer engagement for a social cause/issue. Also known as cause-related marketing.

**Community Engagement:** A company’s efforts to mitigate social causes/issues such as hunger, poverty, environmental degradation, for example, and/or to promote the public good, including economic development, education and social justice, for example. Community engagement is implemented through employee activities/volunteering, including extra-hands, skills-based volunteering or pro bono service; monetary giving; in-kind giving, social cause leadership and other company or employee actions.

**Community Engagement Program (CEP):** The totality of a company’s formal community engagement efforts to mitigate social causes/issues such as hunger, poverty, environmental degradation, for example, and/or to promote the public good, including economic development, education and social justice, for example. Community Engagement Program elements include employee volunteering including pro-bono and other skills-based service, monetary giving, in-kind giving and social cause leadership.

**Community Partners:** Organizations working to mitigate social causes/issues and/or promote the common good to which a corporation contributes employee volunteer (including extra-hands volunteering and pro-bono and skills-based service), financial, in-kind or leadership resources at least once per year. Community partners are typically US tax-exempt status organizations, but can also be organizations with an alternative tax status that promote progress on a social cause/issue including social enterprises, public schools and military entities.

**Company-sponsored Volunteerism:** Volunteer activities performed by employees in which the company invests non-negligible resources by dedicating staff time to organize the activities, paying intermediaries or community organizations to organize the activities, issuing “dollars-for-doers” grants or paying employee salaries or wages, for example. Common forms of this activity can include, but are not limited to painting community partner buildings, conducting environmental cleanup and mentoring students, amongst others. Employee volunteers and employee volunteer hours submitted as part of The Civic 50 Colorado application need to be part of a volunteer activity supported through company resources, as defined in this paragraph.

**Dollars-for-Doers Grants:** A program in which the company contributes a grant to a community partner (see definition) where an employee or a team of employees volunteers.

**Employee:** A person on the company payroll for full-or part-time work. Temporary and intermittent employees are included, as are any employees who are on paid sick leave, on paid

holiday, or who work during only part of the specified pay period. Proprietors, self-employed, unpaid family or volunteer workers are excluded.

**Employee Volunteering:** Activities performed by employees to support a social cause/issue in which the company invests non-negligible resources by dedicating staff time to organize the activities, paying intermediaries or community organizations to organize the activities, issuing “dollars-for-doers” grants or paying employee salaries or wages, for example. Common forms of this activity can include, but are not limited to painting community partner buildings, conducting environmental cleanup and mentoring students, amongst others. Employee volunteers and employee

volunteer hours submitted as part of The Civic 50 Colorado application need to be part of a volunteer activity supported through company resources, as defined in this paragraph.

Employee Volunteer Program: The totality of company efforts to support employee volunteering (see definition above) by investing non-negligible resources such as staff time to organize volunteer activities, paying intermediaries or community organizations to organize volunteer activities, issuing “dollars-for-doers” grants or paying employee salaries or wages during the time they volunteer, for example. Employee volunteers and employee volunteer hours submitted as part of The Civic 50 Colorado application need to be part of a volunteer activity supported through company resources, as defined in this paragraph.

Hands On Volunteering (also known as traditional and extra hands volunteering): Employee volunteering (see definition) that does not involve applying the employee’s workplace skills.

Impact Investments: Impact investments are investments made into companies, organizations, and funds with the intention to generate social and environmental impact alongside a financial return.

In-kind Contributions: Goods, products, services, or equipment that are donated to a community partner excluding employee volunteering (which is counted separately in The Civic 50 Colorado). Examples of in-kind contributions include donation of used computers, meeting rooms or commercial product.

Matching-Gift Grants: A program in which the company contributes a grant to a community partner (see definition of community partner) where an employee makes a monetary contribution, often by matching the employee’s contribution dollar-for-dollar.

Outputs/Accomplishments: Measures of the Community Engagement Program’s activities, services, events and products that indicate progress towards business and/or social outcomes/impacts (see definitions) but fall short of capturing such impacts and outcomes because they don’t show a change in a social issue (e.g. increased academic performance) or business outcome (e.g., increased employee retention). Examples of outputs/accomplishments include volunteer hours contributed, individuals served and tutoring session held, for example.

Outcome Measures: Indicators of social outcomes/impacts or business outcomes/impacts (see definitions). Examples of social outcome measures include graduation rate for students in a tutoring program, income reported by participants in jobs training program and increases in knowledge reported by individuals in a financial literacy course. Examples of business outcome measures include retention of employee volunteers as tracked by HR, sales resulting from a

cause marketing campaign and customer loyalty among individuals who have seen ads featuring the community engagement program.

Philanthropy: The act of a corporation making a grant or financial donation in support of a social cause/issue.

Pro Bono or Skills-Based Volunteering/Service: Employee volunteering (see definition) that uses employee professional skills in service to a community partner (see definition). This can include, but is not limited to, the donation of services such as accounting, marketing, finance, graphic design, and information technology.

Public Good: The well-being of society as a whole. Public good efforts include reducing crime, increasing employment and cleaning up the environment, for example.

Social Causes/Issues: Challenges, difficulties and other problems faced by a society, often referred to as charitable causes. Examples include but are not limited to: homelessness, unemployment and access to education.

Social Outcomes/Impacts: Meaningful changes in individuals, groups, organizations or communities served by the Community Engagement program such as improvements in graduation rates, reduction in health problems or increases in



financial literacy. Although the precise definitions of the evaluation terms "impact" and "outcome" differ slightly, for the purposes of The Civic 50 Colorado they are interchangeable.

Traditional volunteering (also known as extra-hands or hand-on volunteering): Employee volunteering (see definition) that does not involve applying the employee's workplace skills.

## VI. About the Organizers

**CSR Solutions of Colorado** - is a partnership between B:CIVIC, Community Shares of Colorado and Spark the Change Colorado. We believe workplaces can do better by doing good. We offer a robust suite of cost-effective products and services, making it easy for large and small to build and grow their community strategies through volunteer engagement, philanthropic impact and community reputation. Learn more at <https://www.crsolutionsco.org/>.

**Points of Light** - the world's largest organization dedicated to volunteer service. Points of Light inspires, equips and mobilizes millions of people to take action that is changing the world. Through affiliates in 250 cities across more than 30 countries and partnerships with thousands of nonprofits and corporations, Points of Light engages 4 million volunteers in 30 million hours of service each year. For more information, go to [www.pointsoflight.org](http://www.pointsoflight.org).

**True Impact** - is a web-based measurement tool and benchmarking network for the charitable sector. Donors and nonprofits use True Impact to measure the social impact of their grants, volunteerism, and other philanthropic investments, to demonstrate success and identify opportunities for improvement. Learn more at [www.trueimpact.com](http://www.trueimpact.com).

