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Civic 50 Survey Names Most Community-Minded Companies in America

Points of Light, Bloomberg L.P. Survey Shows How Community Engagement Drives Business

Washington, D.C. (December 8, 2014) – Community engagement is an integral part of business strategy for some of America’s largest corporations, according to this year’s *Civic 50 ranking* released today by *Points of Light*, with support from *Bloomberg L.P.* This year’s survey shows that companies are dedicating their time, talent and resources to strengthen their communities and are in turn, seeing a positive business impact, and enhanced employee engagement, skill-development, and diversity and inclusion.

“The companies that make up *The Civic 50* provide a roadmap for how to translate good intentions into sound business practices and policies,” said Neil Bush, chairman of the board of *Points of Light*, the largest organization in the world dedicated to volunteer service. “Community engagement is core to a company’s DNA. When companies excel at this seamless integration, they see growth to key business metrics and lasting change in their communities.”

“At *Bloomberg*, we strongly believe that companies do not have to choose between philanthropy, engagement, sustainability and business results. We know that doing good is good for business,” said Peter Grauer, Chairman of *Bloomberg L.P.* “We congratulate the 2014 honorees and hope the lessons they’ve shared will help others grow their businesses, transform their communities, and improve the lives of those they serve.”

The Civic 50 for 2014, in alphabetical order, are:

AbbVie	Freeport-McMoRan Copper & Gold
Adobe Systems Incorporated	Gap Inc.
Aetna Inc.	GE
Alcoa	General Mills
Altria Group, Inc.	Hasbro, Inc.
Apollo Education Group	Health Care Service Corporation
AT&T	Hewlett-Packard <i>*Technology Sector Leader</i>
Bank of America	Intel Corporation
Baxter International Inc.	Intuit
Caesars Entertainment <i>*Consumer Discretionary Sector Leader</i>	KeyBank <i>*Financials Sector Leader</i>
Capital One	Motorola Solutions, Inc.
CenterPoint Energy <i>*Utilities Sector Leader</i>	Pacific Gas and Electric Company
Citi	Prudential Financial, Inc.
Comcast Corporation <i>*Communications Sector Leader</i>	PwC
ConAgra Foods <i>*Consumer Staples Sector Leader</i>	Raytheon Company
CSAA Insurance Group - a AAA Insurer	SAP
DIRECTV	Sigma-Aldrich <i>*Materials Sector Leader</i>
Dr Pepper Snapple Group	Southwest Airlines
Eli Lilly and Company	Sprint Corporation
FedEx Corporation	State Street Corporation
	Symantec Corporation
	The Hershey Company

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Toyota Financial Services
TSYS
UnitedHealth Group **Health Care Sector Leader*
UPS **Industrials Sector Leader*

Valero Energy Corporation **Energy Sector Leader*
Verizon
Viacom
Western Union

Now in its third year, *The Civic 50* survey evaluates participating companies based on the investment, integration, institutionalization, and impact of their community engagement programs and policies.

This year's survey trends include the following:

- **Community engagement boosts employee engagement.** *Civic 50* companies find that employees who participate in community engagement initiatives score higher on morale, engagement, pride and productivity than employees who don't. Recognizing this, **82 percent of companies offer employees paid time off to volunteer and 84 percent of companies offer grant-matching opportunities. Half of all companies also include community engagement as a formal component of employees' performance reviews.**
- **Companies and communities find value in skills-based volunteering.** Skills-based volunteering continues to grow at *Civic 50* companies and on average, **one out of every five employee volunteer hours at Civic 50 companies is skills-based.** Skills-based volunteering provides communities with valuable, specialized support that can provide five times greater value than traditional volunteering, according to True Impact and the Bureau of Labor Statistics.
- **Companies raise their voice to advance social change.** **Eighty-two percent of Civic 50 companies have taken a national leadership position on a social issue** like ending hunger, texting and driving and increasing STEM education. Many companies invest in issues related to their own operations and are often in a unique position to contribute lasting solutions.

The complete report on this year's survey, *The Civic 50: A Roadmap for Corporate Community Engagement in America*, infographics, a video message from Neil Bush and quotes from *Civic 50* companies are available at www.Civic50.org.

In previous years, *The Civic 50* evaluated and honored only S&P 500 companies. In 2014, all companies with annual revenue of \$1 billion or more were invited to participate. [A panel of academic advisors](#) partnered to strengthen *The Civic 50* survey content, questions and evaluation. The survey was administered by True Impact.

The Civic 50 is an alphabetical listing but this year's survey also ranked the top three companies that applied in 10 sectors: communications, consumer discretionary, consumer staples, energy, financials, health care, industrials, materials, technology and utilities. Sector leaders are marked above.

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 four million volunteers in 30 million hours of service each year. We bring the power of people where it's needed most. For more information, visit www.pointsoflight.org.

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