

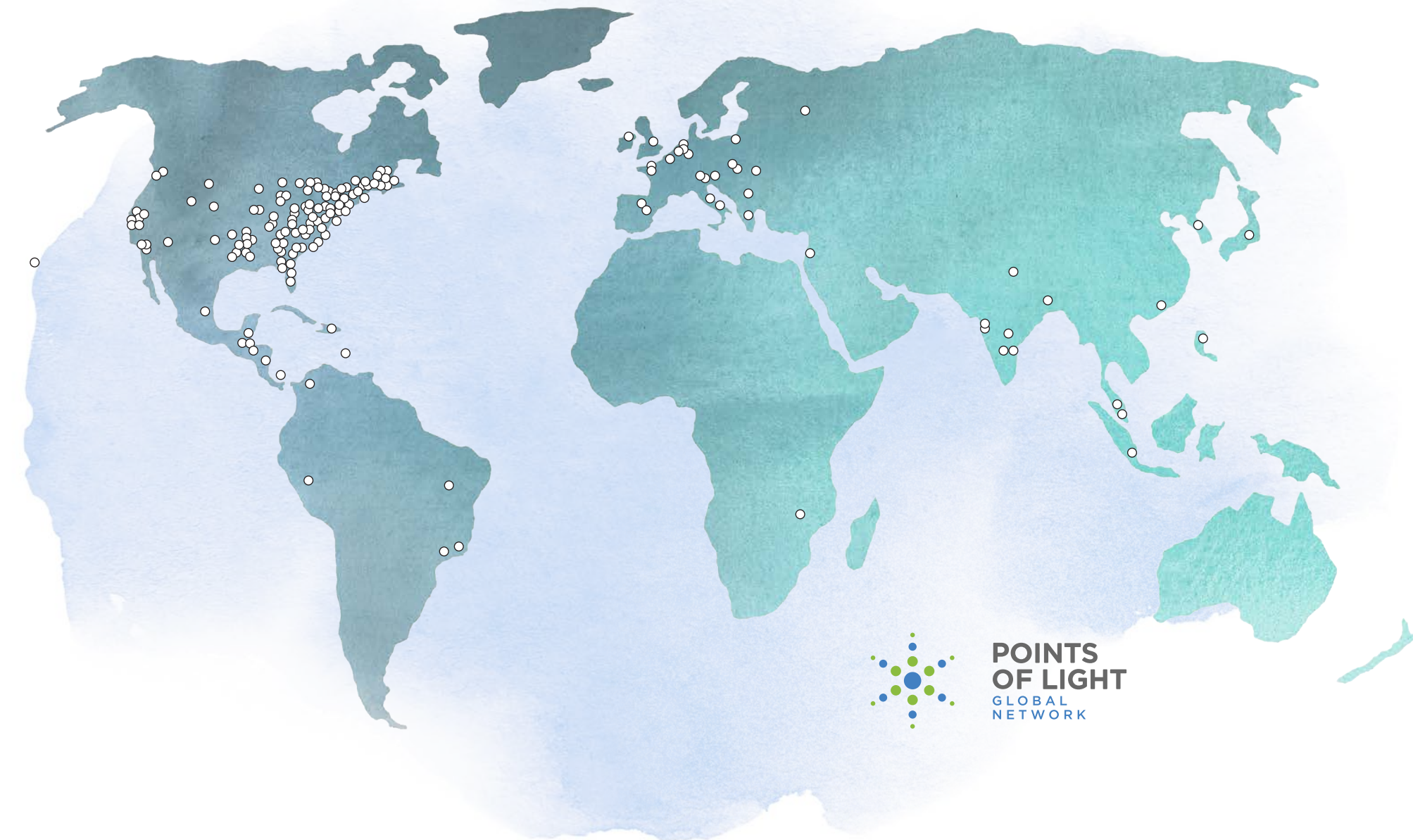


POINTS
OF LIGHT

ANNUAL
REPORT
2021

SHINING A LIGHT ON THE POINTS OF LIGHT **GLOBAL NETWORK**

Our Global Network of **177 innovative volunteer-mobilizing organizations** operate in **38 countries** across the world. Together we are inspiring, equipping and mobilizing more people to use their time, talent, voice and resources to create positive change in their communities.



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You can make a difference, no matter your sector or where you are in the world.

At Points of Light, we know that change led by the power of people is one of the most powerful forces on Earth.

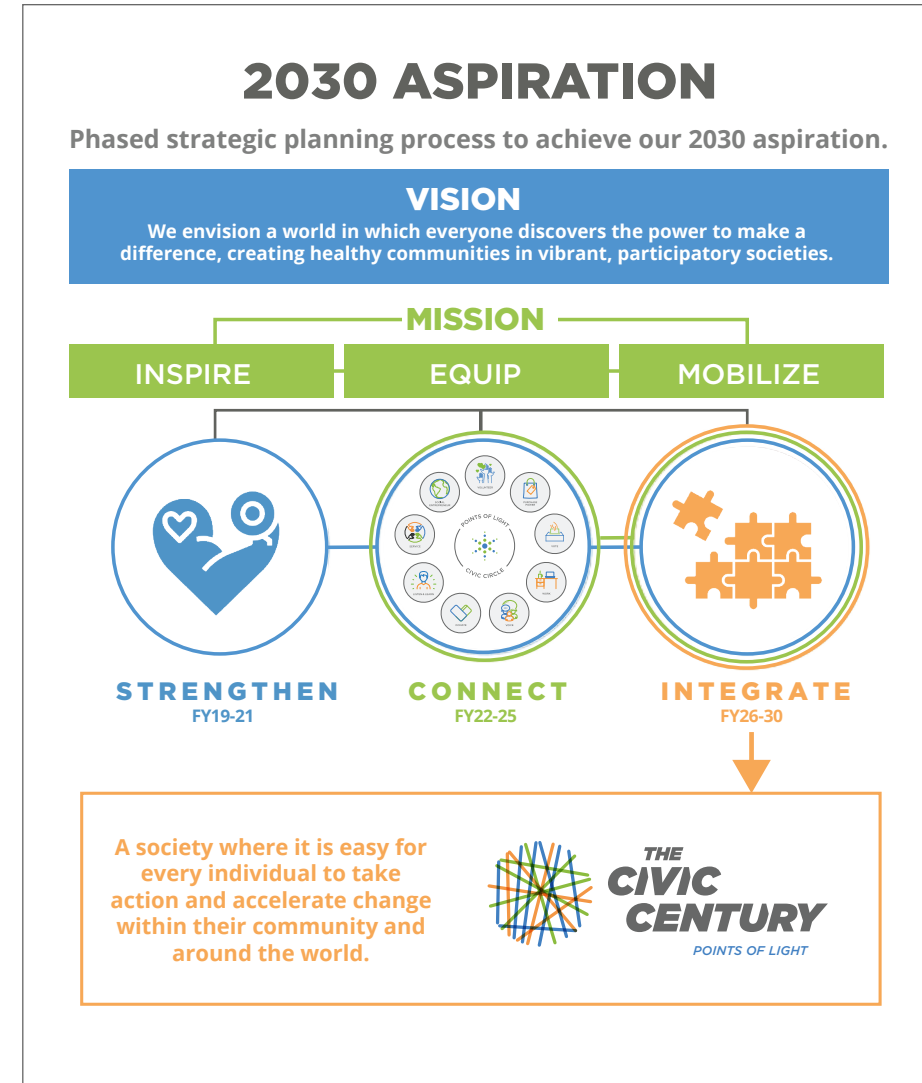
We are a nonpartisan organization that equips and connects nonprofits, businesses and individuals that feel called upon to solve society's greatest challenges. We know that every action, no matter how small, makes a difference. That's why we work every day to shine a light on the living examples of this ideal to inspire current and future generations to take action to change the world.

CIVIC ENGAGEMENT: OUR 10-YEAR JOURNEY

Civic engagement means creating the change you want to see in your own backyard. We partner with people from all sectors and around the globe to turn civic engagement into a worldwide movement. We provide our partners and Global Network affiliates the connections, tools and training to become leaders, taking on challenges and transforming their communities.

In 2019, Points of Light created a 10-year vision. By 2030, Points of Light envisions a society where it is simple for every individual to accelerate change within their community and globally, as a collective. Every individual will have a strong and secure belief in their own civic power. The systemic barriers that keep people from effecting change will be removed and replaced by a civic infrastructure that supports how people want to engage. The intergenerational challenges that have consumed our communities can finally be solved... by placing the power of change in the hands of each individual.

The end of 2021 marked the completion of our first three-year strategy, which focused on strengthening the sector. While we couldn't have anticipated the impact of the COVID-19 pandemic, we found that our model of the Civic Circle gave companies and organizations opportunities to find new ways to do their work. We look forward with hope and optimism toward the next three-year phase of our 10-year strategic vision, which will rely on connection to empower even more people to become civically engaged and shine a light on their communities.



A LETTER FROM OUR PRESIDENT & CEO

Dear Friends,

This annual report marks a very important milestone for Points of Light. Not only is it time to pause and reflect on all we've accomplished in our past fiscal year, this particular report marks the end of our first three-year strategic vision in support of our 2030 vision: **a society where it is easy for every individual to take action and accelerate change within their community and around the world.**

As I look through all Points of Light has accomplished at the end of not only this year, but at the end of our three years, I am excited about the big strides we made and the possibilities to come.

The theme of our three-year strategic plan was "strengthen," and we have done this both internally, through our people, culture and infrastructure, as well as externally with our community, Global Network and corporate partners.

This past year, we launched a second series of civic engagement research to help strengthen and deepen the knowledge in the social impact sector. We uplifted stories of those doing good so others may be inspired, honoring our 7,000th Daily Point of Light Award honorees and many others. We supported our partners in helping identify and distribute more than \$10.2 million in community-focused grants.

Our organization continues to grow, and I am proud to be working with incredible colleagues to usher in the Civic Century.

When I joined Points of Light nearly four and a half years ago, the United Nations Sustainable Development Goals were a global guidepost. They served as our inspiration to realize that nothing gets done without people.

Since then, while we have faced many unprecedented global challenges, we haven't wavered in our belief in the power of people to create positive change.

In fiscal year 2021, in the wake of the COVID-19 pandemic, there was an awakening of people seeing disparities in many forms - in healthcare access, the criminal justice system, education and more.

Once you see something, once you know the truth, you can't un-know it. But it's often in recognizing the darkness that we see the light in others shine. We see that ordinary individuals can make extraordinary progress.

Each era of our organization has been confronted with different challenges and opportunities. But it is our commitment to our ideals that has allowed us to be effective and move the needle. I share my gratitude to Points of Light's long-time partners, many of whom have been with us since our founding more than 30 years ago, as well as those who have joined us along the way and those who are joining us now to help shape the future.

Civic engagement - the power of people - is at the center of civilization. If we harness it, we can create the world we wish to see. And that's just what Points of Light is ready to do.

In service,

Natalye Paquin
President & CEO



A LETTER FROM OUR **BOARD CHAIR**

Dear Friends,

In the past year, we have seen Points of Light shine like never before. While we have continued to navigate the ongoing pandemic, it has been the power of people that has gotten us through the ever-changing world we find ourselves in.

Points of Light's founder, my father, President George H.W. Bush once said, "No problem of human making is too great to be overcome by human ingenuity, human energy and the untiring hope of the human spirit."

And while the 2021 fiscal year had a continued shifting landscape with challenges from the COVID-19 pandemic, social unrest and more, we remained steadfast in our mission and secure in our work. Our Global Network mobilized 1.13 million people in 7.5 million hours of service, supporting 8.4 million people worldwide. And through our thought leadership and recognition programs, we continued to provide inspiration for the thousands of organizations that rely on millions of volunteers to lift individuals and build healthier communities.

It has been awesome to have a front-row seat to witnessing just what my father said - human ingenuity, human energy and the untiring hope of the human spirit. There is an abundant power of people that must be unleashed in tackling some of society's most persistent and intractable challenges.

My father believed deeply in our mission and instilled those values of serving others in me, my siblings and the next generation of family members. I am very proud that my daughter, Lauren Bush Lauren, my nieces, Jenna Bush Hager and Barbara Bush, and my cousin, Wendy Stapleton, honored their grandfather's and uncle's legacies by serving as The George H.W. Bush Points of Light Award Celebration co-chairs this past year. Dad would be excited about their role in helping our good cause and proud of the different ways his grandchildren have found to be points of light in the lives of others.

Points of Light has had partners who have been with us from the beginning. In 1990, Dad brought the first group of Daily Point of Light Award honorees to Walt Disney World's EPCOT. In 2021, Disney partnered with us for our Points of Light Conference and has worked with us nearly every year in between. They're just one of the many impactful, long-standing partners we've had the pleasure of working with.

I am so grateful to the many amazing supporters of Points of Light who work with us in so many ways to ensure that our mission plays out in communities around the world. Thank you for your support and for being bright points of light!

In service,



Neil Bush
Board Chair



OUR MISSION IN ACTION

Points of Light's mission is to inspire, equip and mobilize people to take action that changes the world. Our research tells us that **our mission is more important than ever**. Here is why:



Source: Civic Life Today: American Civic Engagement Amid a Global Pandemic



INSPIRE

OUR MISSION IN ACTION

The **George H.W. Bush Points of Light Awards Celebration** honored individuals who demonstrate the transformative power of service and who are driving significant and sustained impact through their everyday actions and words that light the path for other points of light.

Daily Point of Light Award recognized individuals who change the world. Millions of people act on their power to do good every day, using their hearts, hands and minds to help strengthen communities and solve persistent problems. We lifted up their individual stories to inspire others. In 2021, the 7,000th Daily Point of Light award was given.

Points of Light Inspiration Honor Roll celebrated acts of service, kindness and civic engagement by people who create change in communities around the world. In 2021, 334 people were recognized for taking action, in both large and small ways, to improve the lives of others.

President's Volunteer Service Award celebrated the volunteers who are using their time and talents to solve some of the toughest challenges facing our nation. In 2021, we honored 60,000 volunteers. We've recognized 2 million over the lifetime of the program.

Global Volunteer Month shone a light on the power of people who tackle society's greatest challenges and build stronger, more vibrant communities through volunteerism and everyday actions. In 2021, our messaging around Global Volunteer Month reached 3 million users across our social media channels.

The **Civic 50** is an annual initiative recognizing the 50 most community-minded companies in the nation as determined by a survey administered by True Impact. The 2021 program expanded regionally to recognize the 50 most community-minded companies in Orange County, California, the Greater Philadelphia area and the state of Colorado.

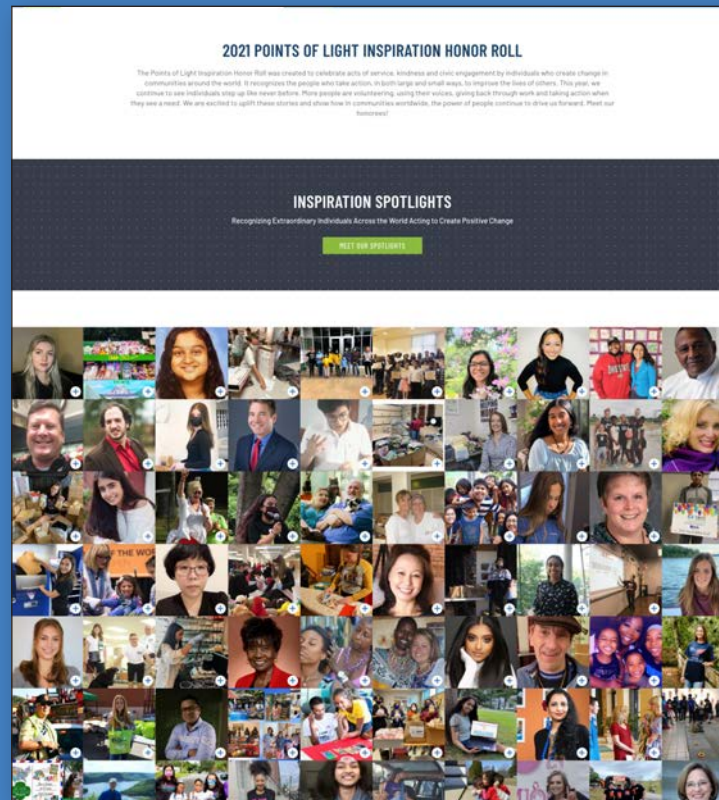
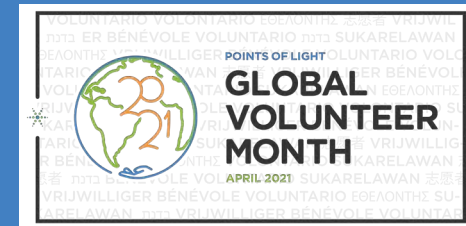
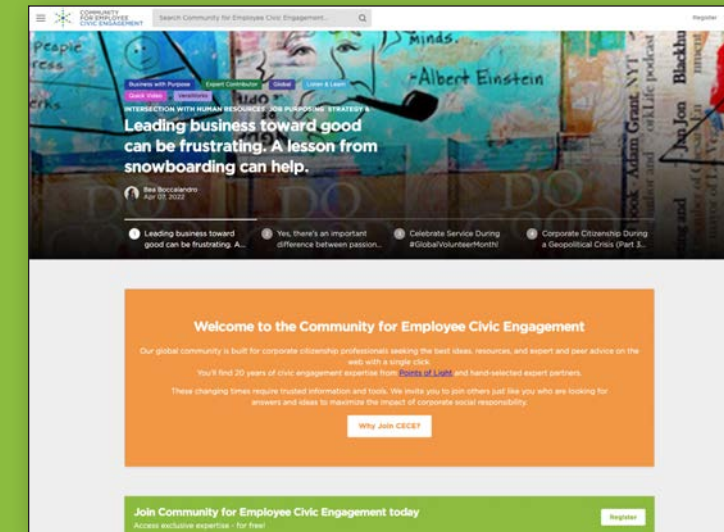


PHOTO: (Top) The George H.W. Bush Points of Light Award. Global Volunteer Month 2021. (Bottom) 334 people were recognized in the Points of Light Inspiration Honor Role in 2021.

OUR MISSION IN ACTION

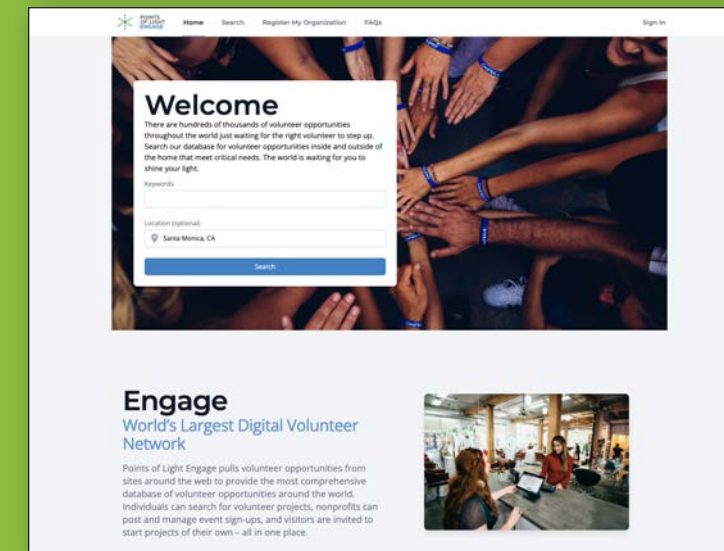
EQUIP



Points of Light's resources, convenings and solutions supported and connected more than 20,000 cross-sector leaders from nonprofits, companies, government, faith-based institutions and more to better engage their communities in civic action and learning.

Points of Light supported our partners in helping to identify and distribute more than \$10.2M in community-focused grants to support local organizations and projects that are best informed of community needs and solutions.

Points of Light Community for Employee Civic Engagement (CECE) launched in 2021 as Points of Light's hub built for corporate citizenship professionals seeking the best ideas, resources and expert and peer advice. The platform currently has more than 1,000 members who have shared nearly 300 pieces of content in Fiscal Year 2021 alone.



Points of Light Engage is the world's largest digital hub for volunteering and community engagement opportunities. It is a searchable database of 300,000 virtual and in-person volunteer opportunities from 70,000 organizations throughout the world that meet critical needs. Anyone can participate from home or onsite.

Points of Light Community is a free, on-demand learning hub for nonprofit organizations and professionals who want to improve how they mobilize people power to deliver their mission. Points of Light **Community for Employee Civic Engagement (CECE)** currently has more than 8,000 members and shared 98 pieces of content in FY21.

PHOTO: (Top) **Community for Employee Civic Engagement (CECE)** website. (Bottom) **Points of Light Engage** website.



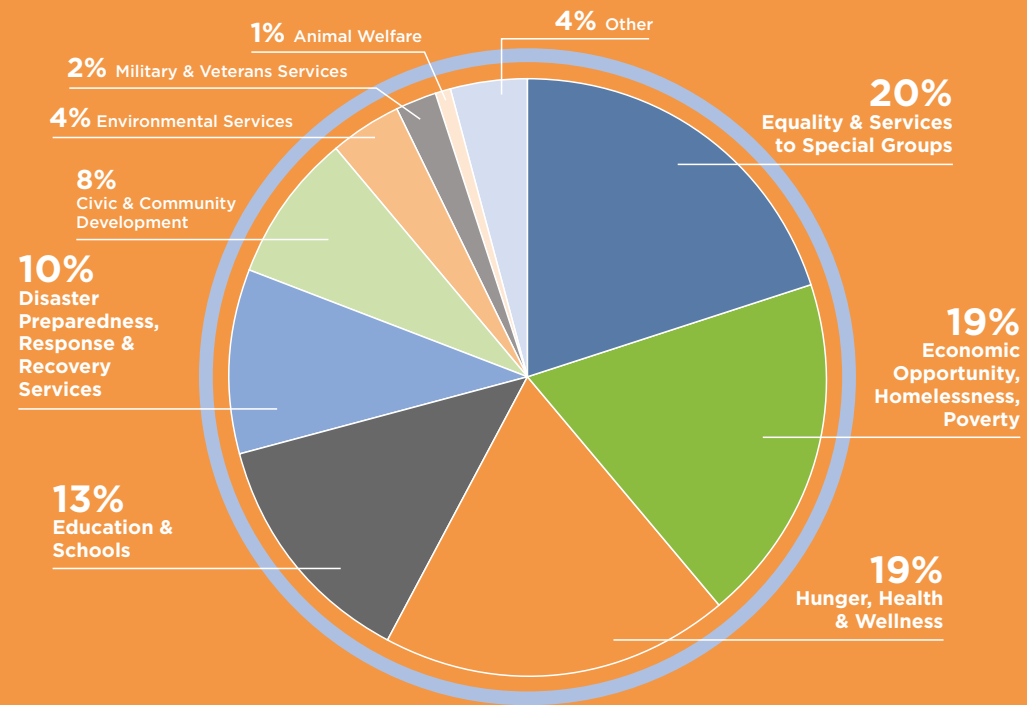
MOBILIZE

OUR MISSION IN ACTION

The **Points of Light Global Network** is made up of 177 social impact organizations working with more than 49,000 community partners in 38 countries around the world.

Over the last five years, our Global Network has mobilized 6.5M people in 28M hours of service benefiting 37M people.

Hours of Service by Issue Areas



POINTS OF LIGHT
GLOBAL NETWORK

177
ORGANIZATIONS

49K+
COMMUNITY PARTNERS

38
COUNTRIES WORLDWIDE

6.5M
PEOPLE

28M
HOURS OF SERVICE

37M
PEOPLE BENEFITED

“The Points of Light Conference is designed to bring people together across sectors to shape the work being done in accelerating people-powered change around the world.”

CELEBRATING COMMUNITY LEADERS

POINTS OF LIGHT CONFERENCE

The **Points of Light Conference** is designed to bring people together across sectors to shape the work being done in accelerating people-powered change around the world. The 2021 event was held virtually, attracting more than 1,700 attendees. Presenting sponsor The UPS Foundation and Host Sponsor Disney were instrumental in the success of the conference. Participants logged in from 47 states and 24 countries. Humanitarian and founder of World Central Kitchen, José Andrés, Grammy-nominated singer, songwriter and philanthropist Aloe Blacc and Mikaila Ulmer of Me and the Bees Lemonade all shared their stories of civic engagement.

The Points of Light Preconference experience provided Global Network affiliates a space to learn, network and share best practices. Content is developed for affiliates by affiliates with support of the Points of Light Global Network staff. In 2021, there were 96 representatives from 44 affiliates across the U.S. and around the globe who attended Conference.

THE GEORGE H.W. BUSH POINTS OF LIGHT AWARDS CELEBRATION

[<< WATCH: Awards Celebration Highlights](#)

On Sept. 28, 2021, Points of Light held the third annual celebration of The George H.W. Bush Points of Light Awards, at Cipriani South Street in New York City with an audience of nearly 200 guests. Livestreamed for a global audience, the program honored individuals who demonstrate the transformative power of service. These honorees are driving significant and sustained impact through their everyday actions and words, creating a path for other points of light.

Presidents Jimmy Carter, Bill Clinton, George W. Bush and Barack Obama graciously served as honorary co-chairs. Barbara Bush, Jenna Bush Hager, Lauren Bush Lauren, Wendy Wear Stapleton and Victor and Patricia Ganzi served as co-chairs.



CELEBRATING COMMUNITY LEADERS

>> CONTINUED

The 2021 honorees included Hugh Evans, co-founder and CEO, Global Citizen; Francine A. LeFrak, founder, Francine A. LeFrak Foundation and the Same Sky Foundation Fund; Dr. Ala Stanford, founder, Black Doctors COVID-19 Consortium; and Bryan Stevenson, founder and executive director, Equal Justice Initiative.

The evening was hosted by ABC News anchor and correspondent Linsey Davis and included special appearances by Dr. Anthony Fauci, John Legend, Dana Perino and Usher Raymond, IV, and performances by the cast of the Broadway musical “Ain’t Too Proud – The Life and Times of the Temptations,” as well as musicians Mark Rivera, John Conte, Jeff Kazee, Rich Pagano and Andy York.

THE CIVIC 50

The Civic 50 recognizes the 50 most community-minded companies in the U.S. each year as determined by an annual survey administered by True Impact. The program has served as a benchmarking tool and platform for sharing best practices in the corporate citizenship sector. The survey is based on Points of Light’s corporate civic engagement framework, which creates a roadmap for companies committed to using their time, talent and resources to drive social impact in their business and community. **The Civic 50 honorees** are selected based on four dimensions of community engagement and social impact programs: investment of resources, integration across business functions, institutionalization through policies and systems and impact measurement.

7,000TH DAILY POINT OF LIGHT AWARD HONOREES

President George H.W. Bush was the first president in American history to institute a daily presidential recognition program from the White House, conferring 1,020 Daily Point of Light Awards while he was in office on citizens and organizations having a significant impact on other people’s lives and solving community problems. Points of Light continues the recognition each weekday and in 2021 reached a milestone with the 7,000th honorees to date.

Kruthik Ravikanti and Deesha Panchal were both named Daily Point of Light Award No. 7,000 and presented with a certificate by Points of Light President and CEO



PHOTO: (Top Left & Right) The George H.W. Bush Points of Light Award honorees Dr. Ala Stanford, Bryan Stevenson and Francine A. LeFrak. (Bottom) Kruthik Ravikanti (left) and Deesha Panchal (right) received the 7,000th Daily Points of Light Award from President and CEO Natalye Paquin (center).

CELEBRATING COMMUNITY LEADERS

>> CONTINUED

“For 17 years L’Oréal Paris has delivered the Women of Worth Award, an annual recognition program that celebrates grassroots nonprofit volunteers who have supported a breadth of causes and helped spread volunteerism across the nation... Points of Light partners with L’Oréal Paris to manage the program.”



Natalye Paquin. Kruthik and Deesha are the co-directors of Georgia Youth Leaders, a 501(c)(3) organization that provides information and guidance to young social entrepreneurs, allows them to benefit from nonprofit status, helps them procure funding and supports them in other ways. Georgia Youth Leaders is a bridge for connecting changemakers with teens trying to find their passions through volunteering.

In fiscal year 2021, 257 Daily Point of Light Awards were given. Honorees from all over the country were recognized in all cause areas.

L’ORÉAL PARIS’ USA WOMEN OF WORTH AWARD

For 17 years L’Oréal Paris has delivered the Women of Worth Award, an annual recognition program that celebrates grassroots nonprofit volunteers who have supported a breadth of causes and helped spread volunteerism across the nation. The 10 honorees receive \$20,000 for their nonprofit and access to a national platform to share information about their cause. One honoree is chosen to receive an additional \$25,000 toward their nonprofit organization based upon a public online vote each November on the **Women of Worth** website to become the National Honoree of the Year.

<< WATCH: NBC Special - Women of Worth

Points of Light partners with L’Oréal Paris to manage the program, nomination review and multi-stage judging process. Points of Light also manages the alumnae engagement with the honoree community to continue their trajectory of empowerment, networking and promotional opportunities. In 2021, there were almost 2,000 women from across the U.S. who were nominated for the award and more online votes for the National Honoree of the Year than ever before. Honorees were also invited to attend the L’Oréal Paris Runway Show in Paris, “Le Défilé L’Oréal Paris,” and an educational summit to continue to strengthen their nonprofit management skills in New York City. Additionally, the honorees were recognized in a primetime NBC Special in December for making a difference through their volunteerism.

BRINGING THE CIVIC CIRCLE TO LIFE

GLOBAL VOLUNTEER MONTH

In 2021, despite a global pandemic and movements on social justice and equity, we saw people continue to take action to meet the most pressing needs of their communities. Our second annual [Global Volunteer Month](#) provided an opportunity to celebrate these individuals and the power of volunteers to tackle society's greatest challenges, to build stronger, more vibrant communities and to take action that changes the world. Continuing a decades-long tradition, President Joseph R. Biden celebrated volunteers in the U.S. with a proclamation recognizing National Volunteer Week in April. Global Volunteer Month lead sponsor Phillips 66 and supporting sponsor The UPS Foundation invested in our efforts enabling Points of Light to partner with TEGNA media on a storytelling initiative in nine key markets as well as the creation and activation of a public service announcement.

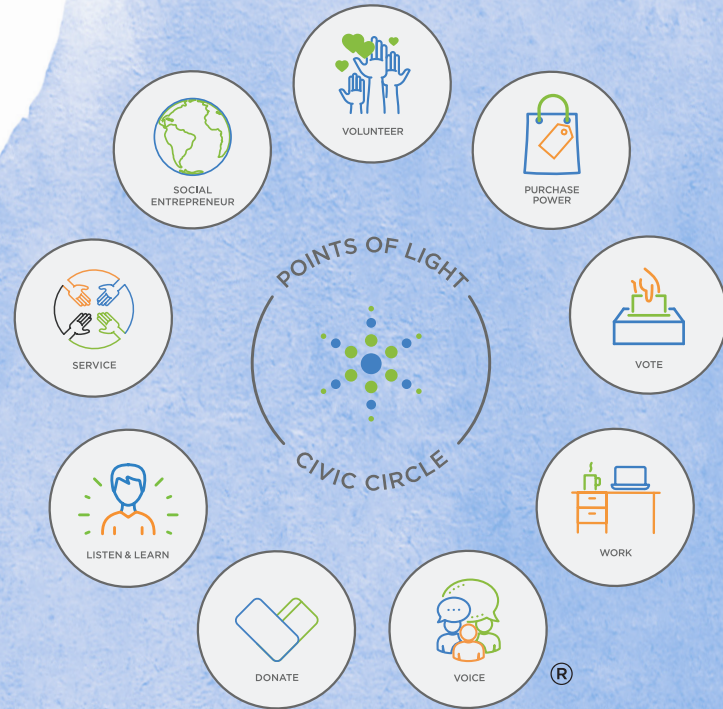
In 2021, our Global Volunteer Month celebration message experienced:

- 244.4M audience reach through public relations efforts.
- 345,620 page views on our website.
- Almost 60,000 earned media impressions.

LISTEN. LEARN. ACT TO END RACISM

In November 2020, Points of Light launched [Listen. Learn. Act to End Racism](#), a two-year initiative in partnership with Morehouse College. The goal of the initiative is to help provide a forum in which people can begin difficult conversations about racism. This framework allows them to gain understanding and learn how to take action that is accessible and impactful in their local communities.

WATCH: Listen. Learn. Act to End Racism >>



BRINGING THE CIVIC CIRCLE TO LIFE

>> CONTINUED

POINTS OF LIGHT
Listen Learn Act
TO END RACISM

in partnership with

6.3K+
Participants
from nonprofits,
companies,
government,
universities and
faith-based
organizations

94%
"I gained new
knowledge about
this topic or
thought about
this topic in a
new way."

95%
"I plan to apply
the information
learned or actions
recommended
during this
conversation."

Since the launch of the initiative, Points of Light and Morehouse College, with generous support from Target, Toyota, Adidas, AT&T and Comcast, have hosted 11 conversations.

Our experts and partners have helped us curate an online resource library of articles, books, podcasts and other content so our audience can continue learning after the conversation ends. Access to these resources can support their next steps in taking action in their neighborhoods, social networks, places of work and communities.

Key Figures:

- 6,300+ individuals from nonprofits, companies, government, universities and faith-based organizations have participated.
- On average, across conversations, 94% of attendees strongly agreed or agreed with the statement, "I gained new knowledge about this topic or thought about this topic in a new way."
- On average, across conversations, 95% of attendees strongly agreed or agreed with the statement, "I plan to apply the information learned or actions recommended during this conversation."

CIVIC LIFE TODAY MAGAZINE

Points of Light, with generous support from The Starbucks Foundation, launched a digital magazine called "[Civic Life Today](#)." Each issue of the magazine takes a deeper dive into an area of [The Civic Circle](#) and equips readers with a personal action plan so they can identify opportunities to engage that are the most meaningful to them and the causes they care about.

The first of nine issues launched in December 2020 with the final issue released in September 2021. This project expanded to include a digital hub that houses the magazine series, educational videos and guides for each element of the Civic Circle. Through these approachable and easy-to-digest resources, Points of Light has the



BRINGING THE CIVIC CIRCLE TO LIFE

>> CONTINUED

vision to create a world where it's impossible to remain on the sidelines. We offer actionable and accessible ways for every individual to apply their skills and passions to be more civically engaged.

ACTIVATING THE CIVIC CIRCLE WITH AFFILIATE MINI-GRANTS

Points of Light knows that effecting change is not a solitary journey. Only with collective action can we change the world. With reflection and idea-sharing in mind, we launched a Civic Circle discussion series and awarded 12 mini-grants of \$3,500 each to affiliates to host local discussions on civic engagement.

Grantees included: HandsOn Greater Phoenix, Giving DuPage, United Way of East Central Iowa, Volunteer New York!, Volunteer Center of Santa Cruz County, Spark the Change Colorado, The Volunteer Center of the Triad, Volunteer Fairfax, Business Volunteers Maryland, Center for Volunteer and Nonprofit Leadership, HandsOn RVA, HandsOn Spain and Volunteer Ireland (working together).

Additionally, through the Civic Life Today Ambassador program, Points of Light awarded 17 mini-grants of \$500 for affiliates to share content from the Civic Life Today magazine issues with their communities.

Grantees included: Volunteer Houston, VolunteerNow, Seattle Works, Boston Cares, Activate Good, HandsOn San Diego, Chicago Cares, Cincinnati Cares, Volunteer Arlington, United Way of Acadiana, Hands On Hartford, HandsOn Broward, HandsOn Northwest North Carolina, HandsOn London, United Way of Volusia-Flagler Counties, HandsOn New Orleans and Caring Choices.

ESSENTIAL WORKERS IN TIMES OF DISASTER

Our Global Network affiliates are key leaders within their communities during difficult times. In 2021, we supported their efforts through our continued response to immediate and long-term needs, from the COVID-19 pandemic to the wildfires that



PHOTO: Anya Dillard Leads West Orange High School climate strike. Source: Wikimedia Commons.

BRINGING THE CIVIC CIRCLE TO LIFE

>> CONTINUED

swept through the western United State to South Asian flooding and heat waves in Europe.

Affiliates were designated essential services in most communities. They worked directly with government and other response organizations to ensure the full potential of the power of people was leveraged for disaster response.

Thanks to generous support from The UPS Foundation, Points of Light's 177 Global Network affiliates in 38 countries shared knowledge in real time so that the lessons learned in one community could be leveraged in others. Points of Light facilitated Regional Roundtables for affiliate leaders across seven regions in the U.S. and around the world including Canada, Europe, Asia and Latin America with more than 85 affiliates typically represented.

BUILDING STRONGER COMMUNITIES WITH THE COMMUNITY RESILIENCY GRANT

At the end of 2020, a \$350,000 competitive grant was launched to promote greater community resiliency in communities across the United States. The funding focused on two themes: COVID-19 recovery and diversity, equity and inclusion in mobilizing communities. Grants ranged from \$10,000 to \$25,000. With generous support from The Starbucks Foundation, grants were awarded to 20 Points of Light Global Network affiliates including the following:

- **Seattle Works** launched Agents of Change cohort, an educational program that brought together a community of 29 nonprofit leaders for discussions and activities exploring how to dismantle white supremacy and incorporate anti-racism into nonprofit work.
- **United Way of Greater St. Louis** developed a mini-grant program to address the digital divide during the pandemic. To expand the impact of the program, they worked with a local community response fund to match the funds from The Starbucks Foundation, doubling the initial grant amount. Ten mini-grants ranging from \$1,000 to \$5,000 were awarded to nonprofits focusing on youth, disability and senior services.

BRINGING THE CIVIC CIRCLE TO LIFE

>> CONTINUED

- **HandsOn Greater Phoenix** organized service projects benefitting veterans, military families and first responders through their annual week of service, Salute to Service, and served as a community connector for volunteers and supplies in support of COVID-19 relief efforts.

CURATING A LIBRARY OF CIVIC ENGAGEMENT RESEARCH

In the summer of 2021, Points of Light, with research partner Influence|SG and the generous support of AT&T, continued [our study](#) of American civic life by focusing on the Millennial population, the largest generation in this country's history with 72 million people ages 26-40. This generation has experienced profound disruption throughout their lives in the form of world-changing events in their early and young adulthood, such as 9/11, multiple recessions, decades-long wars and a global pandemic. It is a generation projected to constitute 75% of the workforce by 2025. For businesses and nonprofits looking to navigate perpetually "unprecedented" waters of the 2020s, the key to future success is understanding this generation and engaging with it successfully.

Here are some key findings around the civic mindset of the Millennial generation:

- Millennials said that the top issues the country must address post-pandemic are healthcare, criminal and social justice, education, environment/climate and financial recovery efforts from the COVID-19 pandemic.
- The number one civic action Millennials took to support social issues was "spent time learning about an issue," followed by "changed purchasing habits" and "used my voice on social media."
- Almost 50% of Millennials believe more in civic engagement now than before the pandemic.
- 69% of Millennials are more likely to volunteer now than before the pandemic.
- 85% of Millennials think people should help their community and country.



Post-Pandemic Civic Mindset of Millennials

TOP ISSUE

healthcare, criminal and social justice, education, environment/climate and financial recovery efforts from COVID-19

TOP CIVIC ACTION

"spent time learning about an issue,"
"changed purchasing habits"
"used my voice on social media"

50%

believe more in civic engagement than before the pandemic

69%

more likely to volunteer now than before the pandemic

85%

think people should help their community and country

INVESTING IN THE FUTURE OF OUR NETWORK

DISNEY AND POINTS OF LIGHT CONTINUE THEIR HISTORY OF PARTNERSHIP

Seeing the incredible work of our Global Network affiliates and partners and recognizing the need for local experts to guide decisions in communities, Disney continued their history of partnership with us by investing in the Points of Light's Fund for Civic Innovation. This support has allowed Points of Light to explore growth and capacity building in partnership with our Global Network Affiliates.

Points of Light established the Fund for Civic Innovation as a resource to accelerate solutions that focus on several areas:

- Centering equity in the volunteering and civic engagement sector.
- Exploring growth and capacity building in partnership with our Global Network to reflect the Civic Circle as the representation for the many ways people engage.
- Shaping the next generation of impact measures for communities and the sector.

THE STARBUCKS FOUNDATION CHAMPIONS COMMUNITY BUILDING

COVID-19 AFFILIATE GRANTS

In the spring of 2020, Points of Light and The Starbucks Foundation were poised to launch the third cohort of The Starbucks Foundation Service Fellows Program. However, with the onset of the COVID-19 global pandemic, the cohort was canceled. Together, Starbucks and Points of Light reimagined how we could redirect this investment to focus on communities and equipping local nonprofit organizations to do the greatest good while mobilizing others to take action.



PHOTO: Starbucks Foundation Martin Luther King Day (top) and Service Fellows Program (bottom) volunteers.

INVESTING IN THE FUTURE OF OUR NETWORK

>> CONTINUED

Through two opportunities totaling \$837,500 in community-based grants, The Starbucks Foundation invested in the community engagement strategies of Points of Light Global Network affiliates in the United States. The initiatives funded varied by organization with the recognition that local stakeholders best inform the needs and solutions for their respective communities.

CAPACITY GROWTH GRANTS

When the pandemic forced the cancellation of The Starbucks Foundation Service Fellows Program, the 20 host sites received \$487,500 in funding in lieu of the fellows. These funds supported the delivery of the critical work the fellows would have done and were directed instead toward supporting COVID-19 response efforts and racial injustice initiatives. Examples of the work funded include the following:

- **HandsOn Broward** developed sustainable family-managed food solutions. Each family in the HandsOn Family Gardens Program receives a personalized, at-home fruit and vegetable garden. HandsOn Broward provides ongoing training and nutrition education, allowing the families to maintain the gardens long-term.
- **The Volunteer Center of Santa Cruz County** took a multi-faceted approach to addressing the needs of the community during the pandemic by mobilizing volunteers to support food insecurity, senior isolation and companionship and the distribution of the COVID-19 vaccine.
- **Chicago Cares** developed two bilingual (Spanish) volunteer programs. The first program, The Bilingual Business Skill Share Program, connects Latinx business owners to skills-based volunteers who help navigate needs such as budgeting and applying for financial assistance. The second program creates a Spanish option for the Read-With Me program. Through this initiative, children for whom English is not their first language receive culturally relevant educational support.
- **L.A. Works** developed a resource library, micro-credential courses and moderated discussion forums for a new online platform called Participate.



PHOTO: (Top) Hands On Broward Family Gardens Program. (Bottom) Hands On Broward cable car pull.

INVESTING IN THE FUTURE OF OUR NETWORK

>> CONTINUED

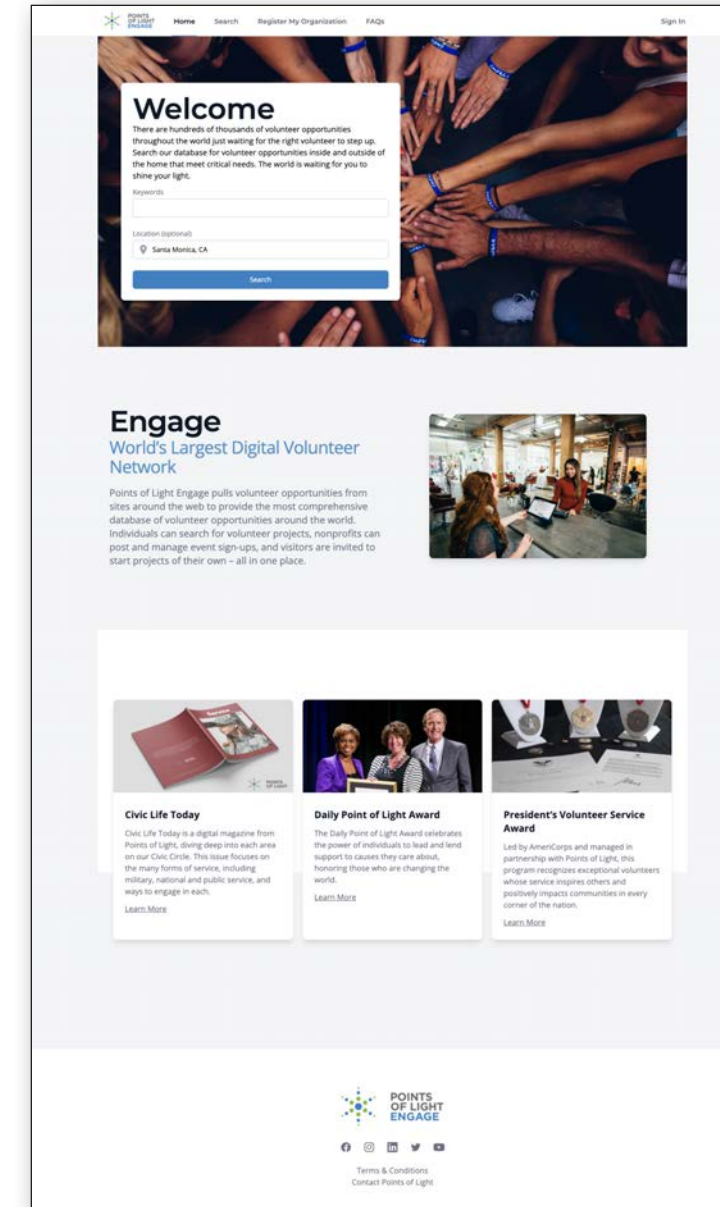
Volunteers learn about and discuss how white supremacy and racism have shaped Los Angeles and contribute to the issues of today. Volunteers then learn how to advocate for critical legislation and take action that can move the needle on equity and justice in Los Angeles.

DIGITIZING VOLUNTEERISM WITH POINTS OF LIGHT ENGAGE

In 2021, we launched **Points of Light Engage**, the world's largest digital hub for volunteering and community engagement opportunities. Engage builds upon the technology and partnerships established through the All For Good initiative, which launched in 2008. The new service serves as Points of Light's premier volunteer platform.

The volunteer opportunity catalog that powers Engage is curated through integrations with more than 70 partnering digital platforms and websites including **Points of Light Global Network** affiliates, AARP, AmeriCorps and local chapters of United Way. Some key enhancements included the addition of a search filter for COVID-19-related volunteer opportunities and partnering with Feeding America to promote emergency food delivery volunteer needs across their network. By aggregating data from these partners daily, Engage represents a dynamic and diverse collection of 300,000 unique opportunities to volunteer with more than 70,000 nonprofit organizations, schools, and other local agencies offered every year. Through our network of search partners like AARP and State Farm, we connected more than 150,000 volunteers to their opportunities of interest each month.

We also expanded the capabilities to support government agencies and schools to register and recruit volunteers. Campaigns included a launch and integration with Google My Business to allow nonprofits to manage multiple locations and enhance the discoverability of their volunteer opportunities through Google search and maps.



CULTIVATING CORPORATE PARTNERSHIPS

Points of Light serves as a resource for [corporate partners](#), helping them to more effectively engage their employees and create impact in communities.

We work closely with companies including [Disney](#), [UPS](#), [L'Oréal Paris](#), [Starbucks](#), [CarMax](#), [Target](#), [Lowe's](#), Activision, Mondelez and many other enterprises to deliver large-scale impact around corporate social responsibility.

CORPORATE SERVICE COUNCIL

The centerpiece of our corporate partnership work is the Points of Light Corporate Service Council, with 87 leading brands driving transformative social change in communities around the world through the work of companies and their employees. In 2021, the Corporate Service Council, chaired by AT&T's Charlene Lake, empowered and equipped corporate citizenship and social impact leaders with:

- Actionable resources.
- Benchmarking data.
- Responsive in-person and online learning opportunities.
- Access to a network of industry experts to spark innovation and achieve business and social outcomes throughout the COVID-19 pandemic.

The Corporate Service Council hosted more than two-dozen conversations and webinars with companies to support the ongoing engagement of their employees and plan through the ever-changing landscape of corporate social responsibility. The membership grew in FY21 to more than 90 recognized member companies and 250 engaged leaders.

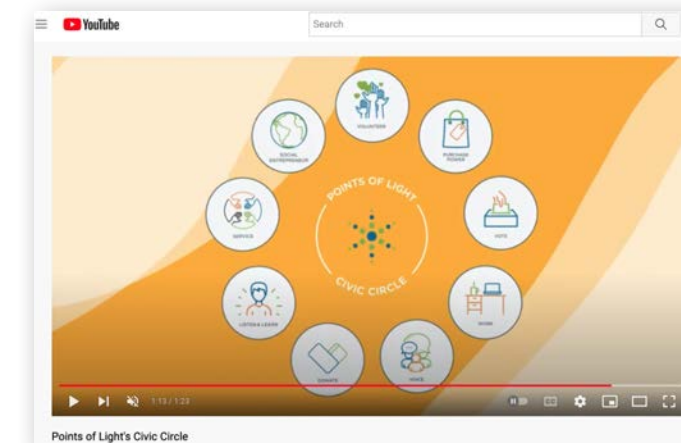
LOWE'S 100 HOMETOWNS

[WATCH: 100 Hometowns Project Recipients Reflect on Community Impact >>](#)



“The transition of this previously blighted, dark and dangerous alley area is absolutely amazing, and it is almost beyond words the difference it has made. The improvements have drawn positive attention to this area and the space is becoming an active and vibrant space for community members of all ages to gather, take selfies, have lunch or just hang out. We had a fun time working on it together with members of the Lowe’s team and members of the community. The project has not only built a community space, but it has built friendships, relationships and pride.”

— DEBORAH MALENFANT, EXECUTIVE DIRECTOR,
ELIZABETH CITY DOWNTOWN



CULTIVATING CORPORATE PARTNERSHIPS

>> CONTINUED

As part of the company's centennial celebration, Lowe's partnered with Points of Light to help select and support 100 community impact projects throughout the United States involving an investment of more than \$10M. Over a series of months, 1,851 Lowe's employee volunteers joined nearly 4,600 community members to volunteer more than 52,000 hours to help complete transformational projects across 36 states. The 100 Hometowns program ultimately helped more than 1.3 million people from coast to coast.

CIVIC CIRCLE MAGAZINES AND VIDEOS

Since "[Civic Life Today](#)," was introduced, this library of work has been deeply impactful, reaching almost 20,000 individuals and helping them understand their civic power. In addition, Points of Light Global Network affiliates created book clubs for each magazine, hosting monthly virtual meetings to discuss each issue with each other and their community members.

[<< WATCH: Points of Light's Civic Circle Points of Light Civic Circle Videos](#)

To further bring our Civic Circle to life, Points of Light worked with CarMax on a [Civic Circle video series](#). CarMax's goal was to reach their thousands of employees across America and inspire them to action in their communities. These animated videos were a way to introduce civic engagement to their diverse employee base, allowing everyone to see themselves and the causes they care about in the center of this new way of engagement.

CULTIVATING CORPORATE PARTNERSHIPS

>> CONTINUED

Additionally, each video was accompanied by a two-page guide with further action steps they could take around that area of the Civic Circle with prompting questions and additional ideas.

Thanks to CarMax's generous partnership, Points of Light was also able to put these videos on our Civic Life website as a complement to the Civic Life Today magazines to further bring the concepts to life.

FIDELITY INVESTMENTS SEASON OF TRANSFORMATION

For more than a decade, Fidelity Investments has partnered with Points of Light and our Global Network affiliates across the country to revitalize school learning environments with the goal of supporting students in achieving academic success.

Fidelity volunteers, working with Points of Light, designed meaningful and impactful virtual or at-home projects and programming to supply local schools with much-needed resources. The 2021 Season of Transformation involved more than 1,160 employee volunteers and their families, virtually, and in total, supported 14 schools and organizations across the country impacting more than 27,000 students and more than 1,500 teachers.

2021 Points of Light + Fidelity Investments Season of Transformation

 **1,160**
VIRTUAL
VOLUNTEERS

 **14**
SCHOOLS &
ORGANIZATIONS

 **27K+**
STUDENTS

 **1.5K+**
TEACHERS

“We are deepening our commitment to supporting racial equity across all of our programming and partnerships and finding new ways to understand and support the underlying issues that underrepresented and underserved communities are facing.”

— TERESA PELLETIER, VICE PRESIDENT
OF COMMUNITY RELATIONS,
FIDELITY INVESTMENTS

A LETTER FROM OUR CHIEF FINANCIAL OFFICER

Dear Friends,

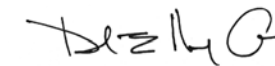
You are the reason Points of Light is able to do the work of inspiring, equipping and mobilizing people to take action to change the world. Your generous support is an integral part of a vibrant community of donors and partners who recognize that when we work together, we have true impact.

As Points of Light has deepened its work through our model of engagement, The Civic Circle, this fresh approach to mission delivery has opened a new world of possibility. In fiscal year 2021, we listened and learned through our partnership with Morehouse College and our Listen. Learn. Act to End Racism initiative. We distributed grants to our Global Network affiliates so they could make a difference where they live and work. Our recognition programs amplified the voices of Daily Point of Light Awardees and so many others. The list goes on, and this report outlines all that we accomplished this past fiscal year.

Our overall revenue in 2021 was US \$17.9 million. Organizational expenses were US \$15.6 million, which reflects our mindset around stewardship, of the gifts that are in our charge as well as the ways in which we use them to deliver our mission. Our program expenses accounted for 65% of our total expenses.

Fiscal year 2021 saw a continuation of extraordinary circumstances brought on by the COVID-19 pandemic. We were fortunate to benefit from needed resources offered through the Paycheck Protection Program, and Employee retention credits. However, we also received a clear message from the generous gifts in support of Points of Light's work that donors find our mission compelling and our foundation strong. These gifts are a testament to the enduring and universal vision of our founder, President George H.W. Bush.

Our financials continue to reflect that our strategy is relevant, necessary and solid. We look forward to staying our current course that is delivering impact that matters. Thank you for your steadfast support.



Robert Herrera, MBA, MSA
Treasurer and
Chief Financial/Administrative Officer



THE POINTS OF LIGHT FINANCIAL REPORT

THE POINTS OF LIGHT FINANCIAL REPORT

>> CONTINUED

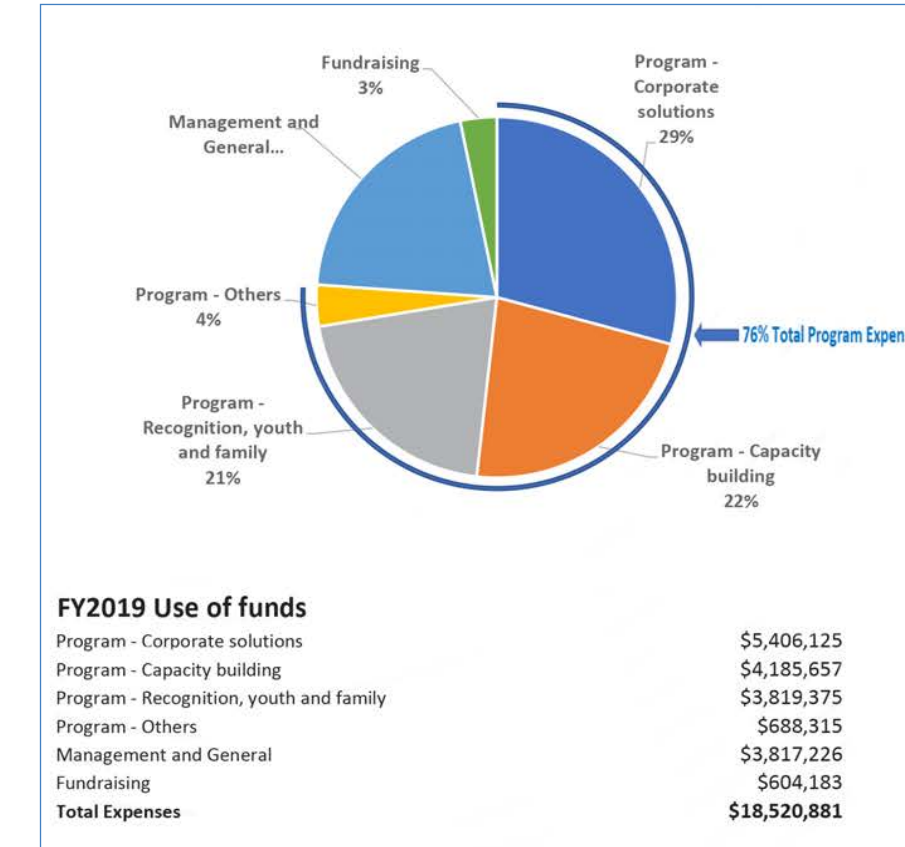
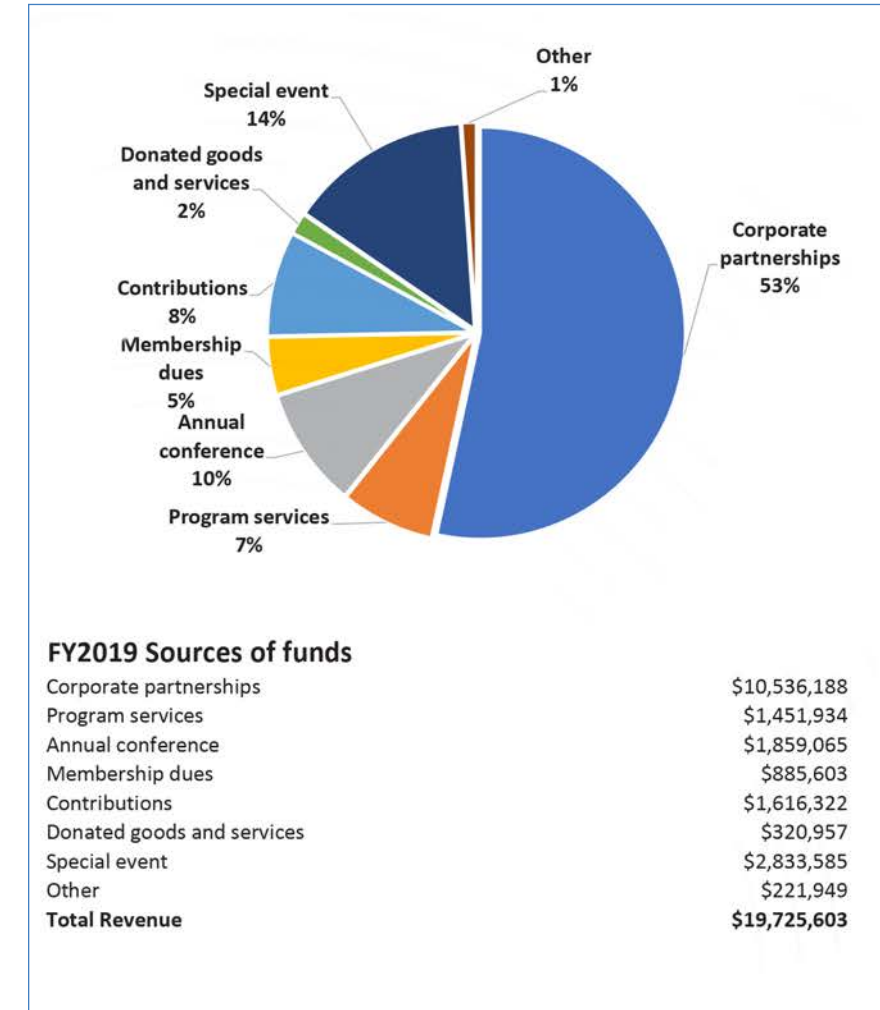
POINTS OF LIGHT FOUNDATION CONSOLIDATED STATEMENT OF FINANCIAL POSITION (*)

POINTS OF LIGHT FOUNDATION CONSOLIDATED STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS (*)

POINTS OF LIGHT FOUNDATION FY2019 CONSOLIDATED FINANCIAL INFORMATION

Year ended September 30	2019	2018	\$ Change
Assets			
Cash and cash equivalents	\$1,822,554	\$823,688	\$998,866
Investments at fair value	8,430,572	8,218,415	212,157
Receivables	1,150,208	800,114	350,094
Other assets	<u>3,311,582</u>	<u>3,442,099</u>	<u>(130,517)</u>
	<u>\$14,714,916</u>	<u>\$13,284,316</u>	<u>\$1,430,600</u>
Liabilities and Net assets			
Total liabilities	<u>9,494,257</u>	<u>9,268,379</u>	<u>225,878</u>
Net Assets			
Without donor restriction	(1,564,442)	(2,531,416)	966,974
With donor restrictiojn	<u>6,785,101</u>	<u>6,547,353</u>	<u>237,748</u>
Total net assets	<u>5,220,659</u>	<u>4,015,937</u>	<u>1,204,722</u>
Total Liabilities and Net Assets	<u>\$14,714,916</u>	<u>\$13,284,316</u>	<u>\$1,430,600</u>

Year ended September 30	2019	2018	\$ Change
Revenue, Support, and Gains:			
Corporate partnerships	\$10,536,188	\$13,282,825	(2,746,637)
Program services	1,451,934	2,329,180	(877,246)
Annual conference	1,859,065	2,131,136	(272,071)
Membership dues	885,603	750,856	134,747
Contributions	1,616,322	2,099,492	(483,170)
Donated goods and services	320,957	434,534	(113,577)
Special event	2,833,585	291,330	2,542,255
Other	221,949	988,670	(766,721)
Total Revenue, Support, and Gains:	<u>\$19,725,603</u>	<u>\$22,308,023</u>	<u>(2,582,420)</u>
Expenses			
Program Expenses			
Corporate solutions	5,406,125	4,642,007	764,118
Capacity building	4,185,657	5,522,311	(1,336,654)
Recognition, youth and family	3,819,375	3,432,813	386,562
Other programs	688,315	2,078,683	(1,390,368)
Total Program Expenses	<u>14,099,472</u>	<u>15,675,814</u>	<u>(1,576,342)</u>
Supporting Expenses			
Management and General	3,817,226	3,691,605	125,621
Fundraising	<u>604,183</u>	<u>968,139</u>	<u>(363,956)</u>
Total Supporting Expenses	<u>4,421,409</u>	<u>4,659,744</u>	<u>(238,335)</u>
Total Expenses	<u>18,520,881</u>	<u>20,335,558</u>	<u>(1,814,677)</u>
Change in net assets	<u>\$ 1,204,722</u>	<u>\$ 1,972,465</u>	<u>\$ (767,743)</u>



(*) Points of Light Foundation's auditors have expressed an unqualified opinion on our September 30, 2019, consolidated financial statements. The financial statements include associated notes that are essential to understanding the information presented herein. The full set of statements and notes is available at Points of Light's website, pointsoflight.org

THE POINTS OF LIGHT GLOBAL NETWORK



INDONESIA
Indorelawan

IRELAND
Volunteer Ireland

ISRAEL
Ruach Tova

ITALY
MilanoAltruista
RomAltruista
Trieste Altruista

JAPAN
Hands On Tokyo

MALAYSIA
Do Something Good

MEXICO
Hands On Mexico

NETHERLANDS
Amsterdam Cares
Samen Voor Eindhoven

PANAMA
Voluntarios de Panamá

PERU
Asociacion Trabajo Voluntario

PHILIPPINES
Hands On Manila Foundation, Inc.

POLAND
Regionalne Centrum Wolontariatu

ROMANIA
Pro Vobis - Centrul National de Resurse
pentru Voluntariat

RUSSIA
CAF Charitable Foundation for
Philanthropy Development

SINGAPORE
Empact
National Volunteer & Philanthropy
Centre

SLOVAK REPUBLIC
Pontis Foundation

SOUTH AFRICA
Cape Fear Volunteer Center

SOUTH KOREA
HandsOn Korea

SPAIN
Fundacion Hazloposible
Voluntariado y Estrategia

UNITED KINGDOM
HandsOn London

UNITED STATES
ACT Volunteer Center
Activate Good
Boston Cares
Business Volunteers Maryland
Capital Area United Way Volunteer
Center
Capital Area United Way Volunteer
Center
Caring Choices
Center for Volunteer and Nonprofit
Leadership
Charities Aid Foundation Southern
Africa
Chicago Cares Inc.
Cincinnati Cares

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Community Foundation of the
Lowcountry
Community Link ABQ
Genesee Serves
Giving DuPage
HandsOn Athens
Hands On Asheville-Buncombe
Hands On Birmingham
HandsOn Broward
Hands On Charlotte
Hands On Greenville
Hands On Hartford
Hands On Nashville
Hands On Orlando
HandsOn Battle Creek
HandsOn Bay Area
HandsOn Blue Ridge
HandsOn Central California
HandsOn Greater Phoenix
HandsOn Greater Portland
HandsOn Greater Richmond
HandsOn Kansas State
HandsOn Maui
HandsOn Miami
HandsOn New Orleans
HandsOn Northeast Ohio
HandsOn Northwest North Carolina
HandsOn River Region
HandsOn Sacramento
HandsOn San Diego
HandsOn Suburban Chicago
HandsOn Texarkana
HandsOn Twin Cities

THE POINTS OF LIGHT GLOBAL NETWORK

>> CONTINUED

HelpLine Center
iVolunteer
Jersey Cares
Killeen Volunteers, Inc.
L.A. Works
Lake County Cares
Long Island Volunteer Center
Metro United Way Volunteer
Connection
Montgomery County Volunteer Center
New York Cares
OneOC
Our Health, Inc.
Pass It Along
PATH Volunteer Center
Pittsburgh Cares
RochesterCares, Inc.
Seattle Works
Skylands RSVP & Volunteer Resource
Center
Spark the Change Colorado
The Service Collaborative of WNY
The Stakeholders, Inc.
The Volunteer Center of Monterey
County
The Volunteer Center of Northeast
Metropolitan Chicago
The Volunteer Center of Santa Cruz
County
The Volunteer Center of the Triad
The Volunteer Center of United Way of
Yellowstone County
The Volunteer Center, a program of the
Round Rock Area Serving Center
United Way for Greater Austin
United Way for Southeastern Michigan

United Way HandsOn Suncoast
United Way of Acadiana Volunteer
Center
United Way of Central Indiana Volunteer
Center
United Way of Central Iowa
United Way of Central Oklahoma
Volunteer Center
United Way of East Central Iowa
United Way of Greater Philadelphia and
Southern New Jersey
United Way of Greater Portland
United Way of Greater St. Louis
Volunteer Center
United Way of Greater Stark County
United Way of Greater Toledo
United Way of Inner Wisconsin
United Way of Johnson & Washington
Counties
United Way of King County
United Way of Larimer County
Volunteer Center
United Way of Monmouth and Ocean
Counties
United Way of Northeast Florida
United Way of Northern New Jersey
United Way of Northwest Georgia
Volunteer Center
United Way of Northwest Vermont
Volunteer
Connection
United Way of Palm Beach County
Volunteer Center
United Way of San Antonio and Bexar
County
United Way of Snohomish County
Volunteer Center

United Way of Southern Nevada
United Way of Southwest Michigan
United Way of the Dutchess-Orange
Region
United Way of the Greater Dayton Area
United Way of Utah County
United Way of Volusia-Flagler Counties
United Way of York County
Volunteer Alexandria
Volunteer Arlington
Volunteer Center of Burlington County
Inc.
Volunteer Center of Cedar Valley
Volunteer Center of Lehigh Valley
Volunteer Center of Lubbock
Volunteer Center of South Jersey
Volunteer Center of Story County
Volunteer Center RSVP
Volunteer Center Serving Howard
County
Volunteer Collier
Volunteer Connections
Volunteer Connections Montcalm-Ionia
Counties
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Volunteer East Tennessee
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Volunteer Ventura County
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GIVING THANKS TO OUR DONORS

Points of Light recognizes the critical role of partnership with donors when it comes to bringing our mission to life. We'd like to thank each one for their support in elevating civic engagement in communities across the globe.

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■ Corporate Service Council member

● The Civic 50 honoree

\$1M+

Lowe's Companies, Inc.
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\$100,000 - 999,999

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\$25,000 - 49,999

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\$10,000 - 19,999

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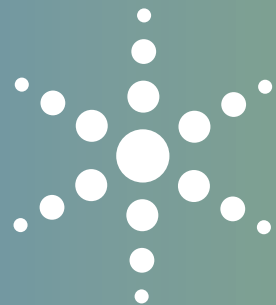
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