



**2020 Year in Review:**  
Elevating Business for Good





# ELEVATING BUSINESS FOR GOOD

2020 was a year of tremendous challenges for our members and the communities you serve. In March, along with you, we pivoted to virtual work and provided updates and best practices as we all responded to COVID-19. As an organization, we deepened our commitment to diversity, equity and inclusion to advance racial equity. With some of our founding members, we established the Colorado Companies Uniting Against Racism pledge to encourage companies to commit to meaningful action.

Together, in the face of multiple crises, we proved that social responsibility is more important than ever. From the \$22 million raised for the Colorado COVID-19 Relief Fund to the 140 organizations that have signed on to the pledge against racism – 2020 has shown we are stronger and more resilient when we lean in to challenges as a community. Through it all, the generosity of this community has kept us connected and focused on our purpose – to elevate business for good. This year has affirmed, beyond a doubt, we have something very special here in Colorado – inspired leadership committed to growing our impact, together.

As we look to the future, we are grateful to work with you to build on the lessons 2020 has provided. **Thank you for all your continued support !**



**Kirsten Vermulen**  
**B:CIVIC Executive Director**

# B:CIVIC BY THE NUMBERS



**145**  
MEMBERS

REPRESENTING  
**100,000+ COLORADO**  
EMPLOYEES



**30 EVENTS**  
DRAWING  
**1,521 PEOPLE**

**26**

VIRTUAL  
EVENTS

**5**

COVID-19  
SPECIFIC

**4**

IN-PERSON



**75 CSR CERTIFICATIONS ISSUED**

**34 B:CIVIC MEMBERS**  
HONORED FOR THE  
**2020 CIVIC 50**  
COLORADO



**INVESTED \$45 MILLION**  
AND VOLUNTEERED  
**160,000 HOURS IN**  
COLORADO

# DOING WELL BY DOING GOOD



## Sharing Resources and Creating Connections

To deliver on our commitment to create connections, share expertise and inspire action, we gathered 1,500+ professionals through 30 programs, events and training opportunities. Our offerings ranged from the essentials of CSR, defining your strategy, local cross-sector partnerships, the integration of HR and CSR, story-telling and virtual volunteering.

To engage businesses in COVID-19 response, we curated a five-part series to share timely updates, best practices and response strategies.



To support companies in authentically inspiring CSR champions across their organizations, we developed a toolkit, [Engaging Your Employees: Best Practices From the Field](#), featuring effective strategies modeled by nine local companies.

## Partnering for Impact

We enhanced local and national partnerships to extend our reach. Together, we inspired organizations to enhance their social responsibility through civic responsibility, benchmarking, philanthropy, and diversity, equity and inclusion.



## Advancing the Work

B:CIVIC has partnered with the University of Colorado, since 2016, on the [Certification in CSR](#) program. To advance our mission, in 2020 we established a needs-based partial scholarship to increase community leaders' engagement in the field of CSR and offer them direct experience to inform their social impact work.

To make connections easier, we launched a new [member directory](#) featuring our 140+ members, representing every major industry and their community impact.

With the support of Comcast Universal we launched a new [B:CIVIC video](#).

Finally, please join us in thanking our 2020 [board of directors](#). They are remarkable leaders who are committed to the B:CIVIC community and passionate about advancing CSR here in Colorado.



# COLORADO COMPANIES UNITING AGAINST RACISM

“As a society, we must have zero tolerance for racism. As business leaders, we have a defining role to play. We fervently believe that we must champion what’s right and stand for justice ... We believe we owe it to our employees, our clients and shareholders and to each other – as human beings – to help make our businesses and communities real examples of inclusivity and equality.” – Founding CEOs

## Founding CEOs:

- Jandel Allen-Davis of Craig Hospital
- Kelly Brough of the Denver Metro Chamber of Commerce
- Tami Door of the Downtown Denver Partnership
- Laura Love of GroundFloor Media | CenterTable
- Robert Cohen of the IMA Financial Group
- Paul Washington of Rocky Mountain Region of JLL

Because words are not enough, Colorado CEOs have banded together and taken a pledge to confront inherent inequalities and demand diversity, equity and inclusion in all that we do to act against racial injustice. By taking the Colorado Companies Uniting Against Racism pledge companies commit to develop action steps for their companies to combat racism by listening, learning and leading more effectively.

See all 140+ organizations who have taken [the pledge](#).

COLORADO  
COMPANIES UNITING  
AGAINST RACISM  
LISTEN.LEARN.LEAD.



# (RE)DEFINE 2020 B:CIVIC SUMMIT

**344**   
SUMMIT ATTENDEES

**GREECE**   
FARTHEST ATTENDEE  
VIRTUALLY TRAVELED

**293**   
ORGANIZATIONS

**21**   
INDUSTRIES  
REPRESENTED



Thank you to all who joined us on Oct. 22 for (Re)Define,  
B:CIVIC's first virtual Summit  
presented by Suncor Energy and VF Corporation

The 2020 Summit (Re)Define was designed to support business leaders and CSR professionals as they (re)define CSR for the next decade.

Over 300 speakers and attendees from across the country gathered virtually to focus on the business of making a positive impact in our communities. We are in awe of the engaging discussions, thoughtful questions and new ideas shared among this group of leaders. Our hope is that momentum built at this year's Summit will guide and propel us as we (Re)Define the future of CSR.

Thank you to our sponsors, speakers and committee for making this possible.  
Access the [full recap](#).



# SPECIAL THANKS TO OUR 2020 INVESTORS

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Janus Henderson  
INVESTORS





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