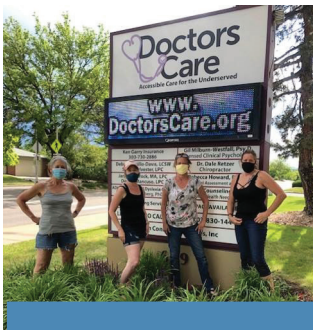




THE CIVIC 50 COLORADO

2020 REPORT



CSR SOLUTIONS
OF COLORADO

THE CIVIC 50 COLORADO and Report *presented by*



About CSR Solutions of Colorado

CSR Solutions of Colorado is a partnership of Spark the Change Colorado and Community Shares of Colorado. We believe that workplaces can **DO BETTER BY DOING GOOD**. We offer a robust suite of cost-effective products and services, making it easy for workplaces large and small to build and grow their community strategies through volunteer engagement, philanthropic impact and community reputation.

For more information, visit www.csrsolutionsco.org.



POINTS OF LIGHT

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 across 37 countries and in partnership with thousands of nonprofits and corporations, Points of Light engages 5 million volunteers in 20 million hours of service each year. We bring the power of people to bear where it’s needed most.

For more information, go to www.pointsoflight.org.

Not Even 2020 Dampened Colorado's Corporate Social Responsibility

As partners who help companies conduct corporate social responsibility (CSR), we've long witnessed firsthand the commitment Colorado companies have to ensuring this is a great state for everyone to work and live in. The severe economic challenges of this past year, however, tested the good intentions of businesses globally.

Amazingly, the prolonged health emergency that affected their workforces and shuttered their retail shops did not seem to dampen the community-mindedness of Colorado businesses. Neither did the economic recession that threw their accounting deep into the red nor the months of long-overdue social justice protests that disrupted business. On the contrary, Colorado businesses partnered as intensely as ever with us in 2020 on developing their CSR. Although it will take another year or two to fully understand how the multi-pronged global crisis affected Colorado companies, this report finds that the 2020 Civic 50 Colorado honorees performed at least as well as the 2019 honorees on most indicators.

It appears that Colorado companies are tenacious in their contributions to their communities. When a historic crisis derails their established ways to contribute and creates dire new needs, Colorado businesses redesign, redirect or otherwise find new ways to make meaningful contributions. It appears that the companies of the Centennial state do not back down from their commitment to do good, no matter what.

We look forward to working with Colorado's exceptional businesses to overcome the hardship 2020 caused in our majestic state and usher in a bright future for all its residents.

Join us and learn more at www.csrsolutionsco.org.

Erin Atwell

CEO, Community Shares of Colorado
Co-Founder, CSR Solutions of Colorado

Kristy Judd

CEO, Spark The Change Colorado
Co-Founder, CSR Solutions of Colorado



THE CIVIC 50 INITIATIVE

The Civic 50 Colorado honors the most community-minded companies in Colorado. Honorees are selected according to their performance on four dimensions of their Colorado community engagement.¹ These dimensions, listed below, were developed by a team of experts and are updated annually.



INVESTMENT | How extensively and strategically the company applies its resources to community engagement, including employee time and skills, cash, in-kind giving, and leadership.

INTEGRATION | How the company's 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 through its institutional policies, systems and incentives.

IMPACT | How the company measures the social and business impact of its community engagement program.

Based entirely on responses to numerical and categorical questions, normalized by company revenue or number of employees when relevant (to ensure size does not provide an advantage), each applicant receives up to a possible 1,000 points in each dimension. The 50 applicants with the highest total score are awarded Civic 50 honors. Human judging is not part of the determination. The 2020 honorees refer to companies' community engagement in Colorado during their most recent complete reporting year. This might include all or portions of the 2019 and 2020 calendar years, depending on the company reporting schedule.

¹ Community engagement is defined as a company's efforts to mitigate societal 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 can be externally oriented such as employee activities/volunteering, monetary giving and in-kind giving directed toward nonprofit organizations and social-cause leadership directed toward audiences external to the company. Community engagement can also be internally oriented, such as employee resource groups, company environmental policies and procedures and employee diversity and inclusion training.

The 2020 **Civic 50 Colorado** Honorees

THE CIVIC 50 COLORADO

AAA Colorado

AT&T

Baker Concrete Construction, Inc.

Ball Corporation

Bank of America

Brownstein Hyatt
Farber Schreck

Capital One

Charles Schwab & Co., Inc.

Comcast NBCUniversal

Conagra Brands

COPIC

Core Contractors,
Roofing Systems

Deloitte

Delta Dental Of Colorado

Denver Community
Credit Union

DISH

Empower Retirement

First Western Trust

GroundFloor Media | CenterTable

HighPoint Resources

IMA Financial Group

Info Cubic LLC.

i-Orthodontics

Janus Henderson Investors

Key Bank

KPMG LLP

Lockheed Martin

Lumen Technologies

Mayfly Outdoors

Molson Coors
Brewing Company

Mountain Avenue Market

Optiv

Otten Johnson Robinson
Neff + Ragonetti PC

PEAK Resources, Inc.

Pinnacol Assurance

PNC Financial Services

Premier Members
Credit Union

Prologis, Inc.

Prosono

QEP Resources, Inc.

RevGen Partners

RK

S&P Global

Salt

Suzie's Pet Treats

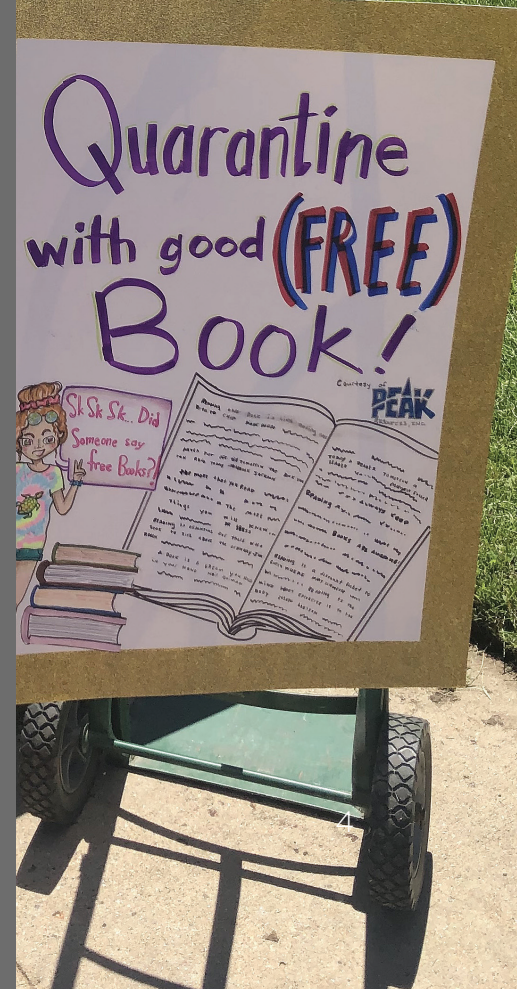
Tegna/9news

U.S. Bank

Vail Resorts

Wells Fargo & Company

Xcel Energy



The Civic 50 Colorado Key Metrics

CONTRIBUTED OVER \$50 MILLION in monetary and in-kind donations to Colorado charitable causes.

CONTRIBUTED OVER 275,000 VOLUNTEER HOURS toward COVID-related assistance, social-justice efforts and other causes.

INVOLVED 5 OUT EVERY 10 EMPLOYEES in volunteer opportunities supporting external nonprofit organizations and 4 out of 10 in employee resource groups (ERGs) and other internal opportunities to support societal issues (on average).

OVER TWO-THIRDS of Civic 50 Colorado honorees offered workplace **diversity, equity and inclusion programs**.

OVER TWO-THIRDS offered **paid time off** to volunteer.

ALMOST TWO-THIRDS established department **community engagement goals**.

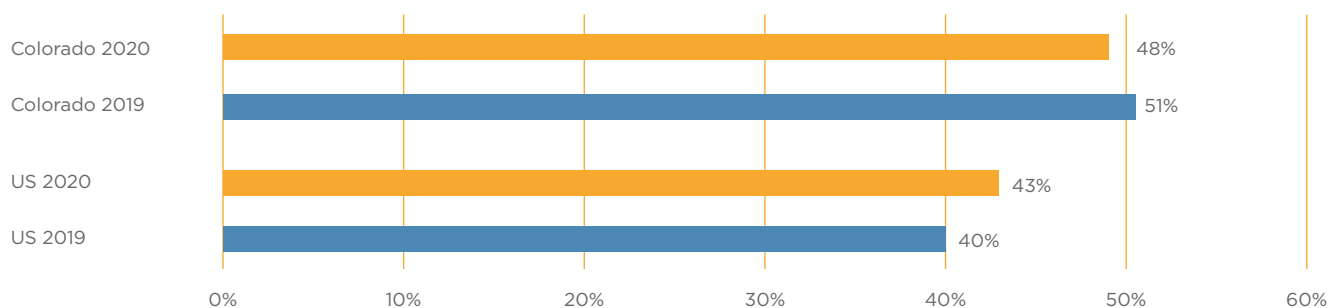


Investment

This dimension evaluates how extensively and strategically the company applies its resources to community engagement in Colorado, including employee time and skills, cash, in-kind giving and leadership.

CASH GIVING	CIVIC 50 CO 2020	CIVIC 50 US 2020	CIVIC 50 CO 2019	CIVIC 50 US 2019
Total cash contributions (in Colorado for the Civic 50 CO and in the United States for the Civic 50 US)	\$35,616,000	\$2,100,000,000	\$37,200,000	\$2,300,000,000
Total value of cash given for employee matches and Dollars-for-Doers grants (in Colorado for the Civic 50 CO and in the United States for the Civic 50 US)	\$3,879,000	\$164,000,000	\$5,900,000	\$152,000,000
Total in-kind giving	\$18,121,000	\$5,600,000,000	\$13,258,000	\$3,500,000,000
Multi-faceted investment: Percent of grants providing additional support through volunteers, in-kind goods, or multi-year pledges	39%	43%	47%	49%
EMPLOYEE TIME AND TALENT				
Total volunteer hours	275,000	11,400,000	409,000	10,500,000
Average percent of employees participating in external company-sponsored volunteerism (including hands-on and pro-bono or skills-based volunteering) ²	48%	43%	51%	40%
Average percent of employees participating in volunteer efforts that are part of the company's internally-oriented community engagement (e.g. employee resource groups, company sponsored issue education, training, awareness building)	44%	42%	36%	33%
Average percent of volunteer hours that are skills-based	29%	25%	35%	28%
Average volunteer hours per employee including efforts internal to the company's citizenship efforts (e.g. employee resource groups, company sponsored issue education, training, awareness building)	8.4	7.1	10.4	7.1
PUBLIC LEADERSHIP				
Percent taking national leadership positions on four or more public education or policy efforts	33%	62%	34%	68%

Percentage of Employees Participating in External Company-Sponsored Volunteerism



² Pro bono or skills-based volunteering/service is employee volunteering that uses employee professional skills in service to a societal cause. This can include, but is not limited to, the donation of services such as accounting, marketing, finance, graphic design and information technology. Hands-on volunteering (also known as traditional and extra-hands volunteering) does not involve applying the employee's workplace skills.

Integration

The Integration dimension measures how a company's Colorado community engagement program supports business interests and integrates into business functions, or how the company "does well by doing good."

Percentage of Civic 50 Colorado Companies that Support Business Functions with their Community Engagement

BUSINESS FUNCTION	CIVIC 50 CO 2020	CIVIC 50 US 2020	CIVIC 50 CO 2019	CIVIC 50 US 2019
Employee Engagement	93%	98%	90%	98%
Marketing/PR	90%	92%	94%	94%
Recruitment	83%	74%	84%	76%
Diversity and Inclusion	68%	96%	70%	90%
Skill Development	68%	86%	76%	84%

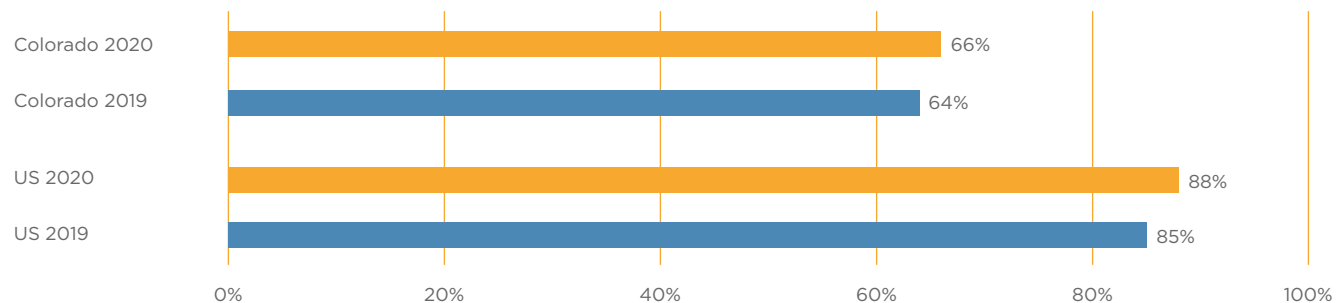
Institutionalization

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

Percentage of Civic 50 Colorado Companies Applying the Practice

COMMUNITY ENGAGEMENT POLICY, PROCEDURE OR PRACTICE	CIVIC 50 CO 2020	CIVIC 50 US 2020	CIVIC 50 CO 2019	CIVIC 50 US 2019
Volunteer recognition	81%	98%	84%	96%
Volunteer paid-time off	76%	86%	78%	72%
Matching grants ³	68%	92%	62%	84%
Department goals for community engagement	66%	88%	64%	86%
Include community engagement on performance reviews	49%	74%	40%	62%
Volunteer grants ⁴	44%	68%	40%	66%
LEADERSHIP SUPPORT				
Leadership presents on the company's community engagement to the company's board at least once per year	53%	82%	54%	86%
Leadership encourages employee participation in community activities at least 12 times a year	44%	64%	36%	76%
Leadership participates in Colorado company community activities at least 12 times a year	39%	70%	46%	74%

Percent of Honorees Incorporating Community Engagement into Department Goals



³ Matching grants are a program where an employer makes a monetary contribution to the organization where an employee has made a monetary contribution. The employer contribution is typically a dollar-for-dollar match up to a maximum (typically between \$500 and \$10,000), although some employers use a two-for-one or different formula for the match.

⁴ Volunteer grants are a program where an employer makes a monetary contribution to the organization where an employee has volunteered. Most commonly, the employer contributes a set amount (typically between \$200 and \$1,000) after the employee meets a minimum number of hours (typically between 10 and 50), although some companies donate a certain dollar amount (typically between \$20 and \$30) for every hour volunteered.

Impact

This dimension evaluates how the company measures the social and business value of its community engagement program, studying outcome and output measures specifically.

Percentage of Civic 50 Colorado Companies that Measure Social (or Societal) Outcomes as Part of a Regularly Implemented Data Collection Process for the Community Engagement Function

COMMUNITY ENGAGEMENT PRACTICE	CIVIC 50 CO 2020	CIVIC 50 US 2020	CIVIC 50 CO 2019	CIVIC 50 US 2019
Grants	29%	54%	34%	66%
Volunteerism	29%	28%	28%	44%
Social Cause Leadership / Advocacy	22%	44%	6%	40%
In-Kind Giving	17%	14%	24%	14%

Percentage of Civic 50 Colorado Companies that Measure Business Outcomes as Part of a Regularly Implemented Data Collection Process

BUSINESS FUNCTION	CIVIC 50 CO 2020	CIVIC 50 US 2020	CIVIC 50 CO 2019	CIVIC 50 US 2019
Employee Engagement	34%	70%	34%	66%
Diversity and Inclusion	28%	64%	28%	54%
Marketing / PR	27%	38%	30%	50%
Skill Development	15%	28%	20%	32%
Recruitment	15%	16%	18%	20%

Conclusion

The deadly pandemic, severe economic downturn and social-justice unrest of 2020 created one of the most challenging business climates in Colorado's history. With their operations hampered and offices closed, it would have been understandable for businesses to pause their societal contributions to focus on their own survival. The numbers suggest, however, that the Civic 50 Colorado honorees did not allow circumstances to undermine their community commitments. Indeed, they seem to have done the opposite. They adjusted, redesigned and did whatever else it took to stand by their communities during these extraordinarily difficult times.

In the early days of the pandemic, for example, Comcast NBCUniversal partnered with the White House, CDC and Health and Human Services to launch "The More You Know" campaign. It provided videos and graphics in both English and Spanish to educate people on reducing their risk and prevent the spread of COVID-19. Similarly, when employees started working from home, many honorees — including Denver Community Credit Union, Prologis and S&P Global — redesigned their volunteer events to be virtual. Furthermore, when the racial-justice protests erupted, some honorees — including Bank of America — encouraged employees to use the company's volunteer-time-off policy to participate.

In other words, despite many obstacles, the Civic 50 Colorado have provided a steadfast helping hand to the state throughout the trials and hardships of 2020.

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