

THE CIVIC 50 COLORADO

2021 REPORT



CSR SOLUTIONS
OF COLORADO

THE CIVIC 50 COLORADO and Report *presented by*



About CSR Solutions of Colorado

CSR Solutions of Colorado is a nonprofit 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 is a nonpartisan, global nonprofit organization that inspires, equips and mobilizes millions of people to take action that changes the world. We envision a world in which every individual discovers the power to make a difference, creating healthy communities in vibrant, participatory societies. Through 177 affiliates across 38 countries, and in partnership with thousands of nonprofits and corporations, Points of Light engages five million volunteers in 16 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.

The Businesses Forging Colorado's Path to Excellent Corporate Social Responsibility

CSR Solutions of Colorado is delighted to share data from the 2021 Civic 50 Colorado. These companies earned state-level recognition for their corporate social responsibility (CSR). They collectively donated over \$80 million of value and their employees dedicated more than 160,000 hours to elevating the well-being of our state's six million residents. They helped extinguish wildfires, prevent future mass shootings, minimize the humanitarian costs of COVID-19 and otherwise strengthen our beautiful state.

The 2021 Civic 50 Colorado honorees were recognized for excelling in the four dimensions of the Civic 50 assessment: investment in community engagement, integration of community engagement with business functions, institutionalization of community engagement into policies and practices, and impact measurement of community engagement. This report presents the key data in each dimension and comparable data for the national Civic 50 for the last three years.

At CSR Solutions of Colorado, we are dedicated to offering services and products that help every Colorado business do well by doing good. We hope this report's quantitative benchmarks from the best in CSR will guide and inspire many more Colorado businesses to forge their own path to excellent CSR.

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 2021 honorees refer to companies' community engagement in Colorado during their most recent complete reporting year. Depending on the company reporting schedule, this could include all or portions of the 2019 and 2020 calendar years.

¹ Community engagement is defined as a company's efforts to mitigate societal issues such as hunger, poverty, environmental degradation, and 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 and in-kind giving directed toward nonprofit organizations, and social-cause leadership focused on 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 2021 **Civic 50 Colorado** Honorees

THE CIVIC 50 COLORADO

9NEWS/TEGNA

AAA Colorado

Anthem

AT&T, Inc.

Ball Corporation

Bank of America

Brownstein Hyatt Farber Schreck,
LLP

Charles Schwab & Co. Inc.

CoBank

Comcast NBCUniversal

COPIC

Core Contractors, Roofing Systems

Craig Hospital

Deloitte

Delta Dental of Colorado

Denver Community Credit Union

Empower Retirement

First Western

GroundFloor Media | CenterTable

Group14 Engineering

HealthONE

Husch Blackwell, LLP

IMA Financial Group, Inc.

Info Cubic Employment Screening

Janus Henderson Investors

KeyBank

KPMG LLC

Liberty Global

Lockheed Martin

Lumen Technologies

Mayfly Outdoors

Mortenson Otten Johnson
Robinson Neff + Ragonetti

PC

Pax8

PEAK Resources, Inc.

Pinnacol Assurance

PNC

Premier Members Credit Union

Prologis, Inc.

RevGen Partners

S&P Global

Slalom

TIAA

UPS

U.S. Bank

Vail Resorts

Vectra Bank Colorado

Wells Fargo

Western Union

Xcel Energy



The Civic 50 Colorado Key Metrics

MORE THAN \$80 MILLION in monetary and in-kind donations to Colorado charitable causes.

OVER 160,000 VOLUNTEER HOURS, thanks to their employees, toward COVID-related assistance, social justice efforts and other causes.

OVER THREE-QUARTERS offered **paid time off** to volunteer to their employees.

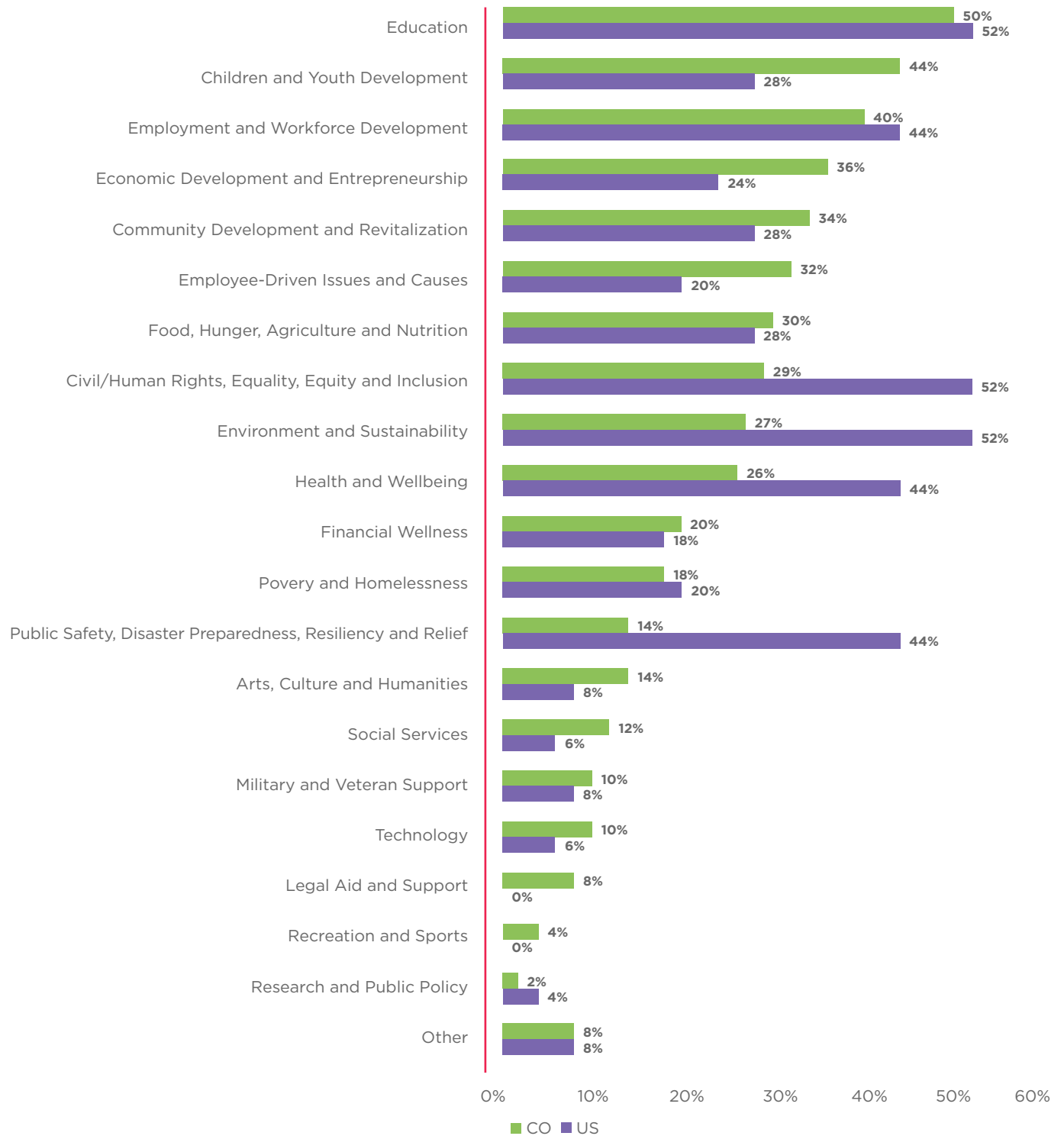
INVOLVED 3 OUT OF EVERY 10 EMPLOYEES in volunteer opportunities supporting external nonprofit organizations and five of ten in employee resource groups (ERG's) and other internal opportunities to support societal issues (on average).

ALMOST ALL (98%) offer workplace **diversity, equity and inclusion programs**.

ALMOST ALL (98%) have formal practices to **support voting and related actions**.



Focus Cause Areas of the Civic 50



Performance on the Civic 50 Dimensions

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.

CORPORATE GIVING	CO 2021	US 2021	CO 2020	US 2020	CO 2019	US 2019
Total cash contributions ²	\$66.71 million	\$2.50 billion	\$35.62 million	\$2.10 billion	\$37.20 million	\$2.30 billion
Total value of cash given for employee matches and Dollars-for-Doers grants	\$5.16 million	\$173.00 million	\$3.88 million	\$164.00 million	\$5.90 million	\$152.00 million
Total in-kind giving	\$17.17 million	\$8.20 million	\$18.12 million	\$5.60 billion	\$13.26 million	\$3.50 billion
EMPLOYEE TIME AND TALENT						
Total volunteer hours ²	160,000	7.1 million	275,000	11.40 million	409,000	10.50 million
Average percentage of employees participating in external company-sponsored volunteerism (including hands-on and pro-bono or skills-based volunteering) ³	34%	27%	49%	25%	51%	43%
Average percentage 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)	53%	23%	42%	43%	36%	36%
Average percent of volunteer hours that are skills-based	24%	48%	29%	42%	35%	28%
Average volunteer hours per employee, excluding efforts internal to the company's citizenship efforts (e.g., employee resource groups, company sponsored issue education, training, awareness building)	5.7	3.1	17.0	7.1	10.4	7.1
PUBLIC LEADERSHIP						
Percentage taking leadership positions on six or more public education or policy efforts	33%	54%	33%	62%	34%	68%

² Year-to-year comparisons of this figure are not an indication of progress, or lack of, because honorees vary in size from year to year.

³ 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 Companies that Support Business Function with their Community Engagement

BUSINESS FUNCTION	CO 2021	US 2021	CO 2020	US 2020	CO 2019	US 2019
Employee Engagement	100%	93%	93%	98%	90%	98%
Marketing / PR	98%	92%	90%	92%	94%	94%
Recruitment	98%	84%	83%	74%	84%	76%
Diversity and Inclusion	98%	100%	73%	96%	70%	90%
Skill Development	94%	92%	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 Companies Applying the Practice

COMMUNITY ENGAGEMENT POLICY, PROCEDURE OR PRACTICE	CO 2021	US 2021	CO 2020	US 2020	CO 2019	US 2019
Remote volunteering	76%	98%	NA	NA	NA	NA
Volunteer recognition	88%	96%	80%	98%	84%	96%
Volunteer paid time off	80%	82%	75%	86%	78%	72%
Direct service (hands-on volunteering)	96%	94%	NA	NA	NA	NA
Skills-based/pro bono volunteering	80%	94%	NA	NA	NA	NA
Matching grants ⁴	52%	96%	68%	92%	62%	84%
Volunteer grants ⁵	52%	70%	43%	92%	40%	66%
Board training	36%	62%	NA	NA	NA	NA
Issue workshops and training	70%	88%	NA	NA	NA	NA
Service sabbaticals or externships	14%	22%	NA	NA	NA	NA
LEADERSHIP SUPPORT						
Leadership participates in Colorado company community activities at least 12 times a year	92%	84%	38%	70%	46%	74%
Leadership encourages employee participation in community activities at least 12 times a year	78%	74%	43%	64%	36%	76%
Leadership presents on the company's community engagement to the company's board at least once per year	51%	74%	53%	82%	54%	86%

⁴ Matching grants is a program where an employer makes a monetary contribution to an organization to which 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.

⁵ Volunteer grants is a program where an employer makes a monetary contribution to an organization that an employee has volunteered for. 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 specific 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.

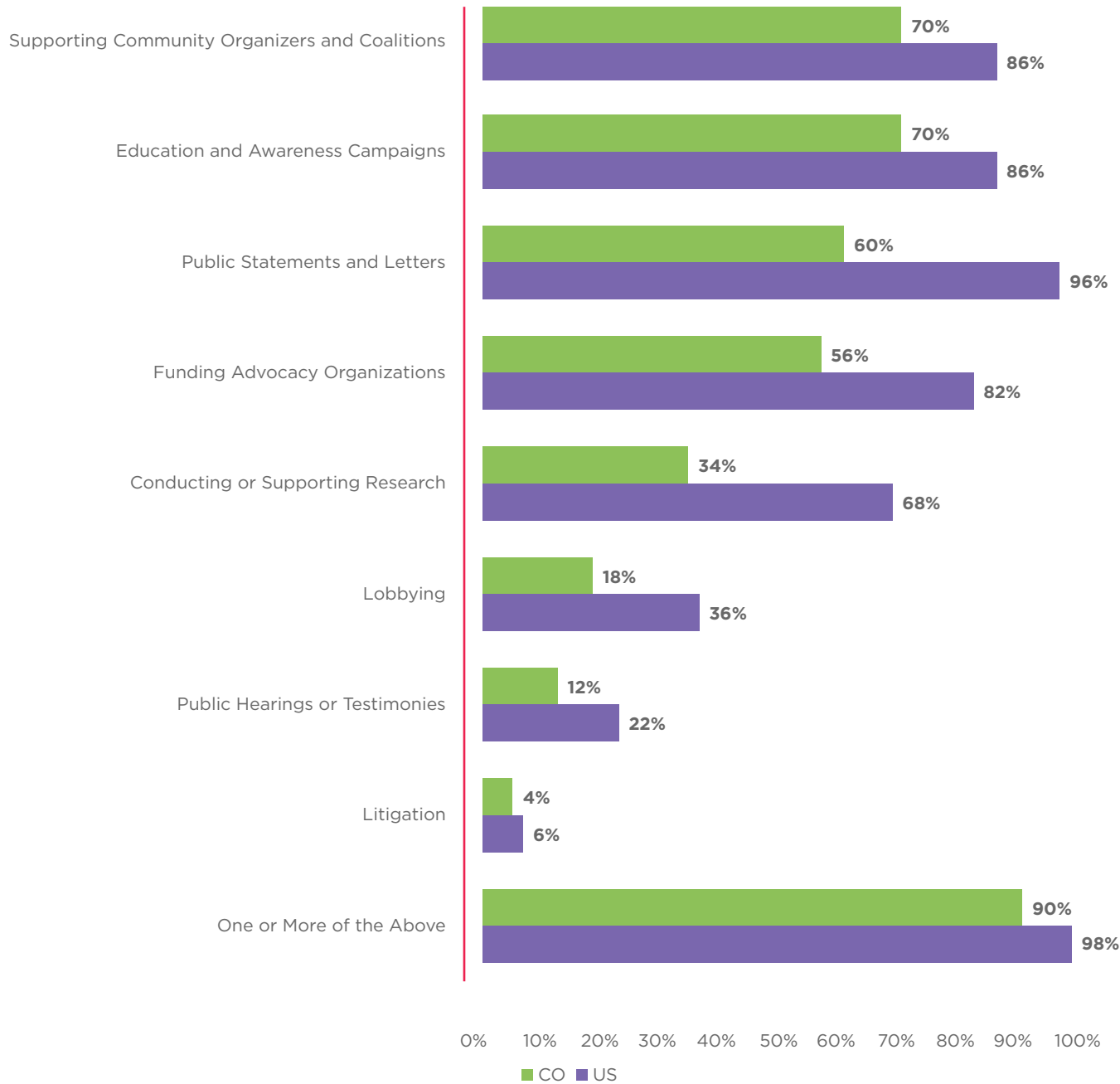
Percentage of Civic 50 Companies that Measure Social (or Societal) Outcomes as Part of a Regularly Implemented Data Collection Process for the Community Engagement Function

COMMUNITY ENGAGEMENT PRACTICE	CO 2021	US 2021	CO 2020	US 2020	CO 2019	US 2019
Volunteerism	30%	22%	28%	28%	28%	44%
Social Cause Leadership/ Advocacy	28%	34%	20%	44%	6%	40%
Grants	26%	62%	28%	54%	34%	66%
In-Kind Contributions	12%	20%	18%	14%	24%	14%

Focus on Social Justice (new in 2021)

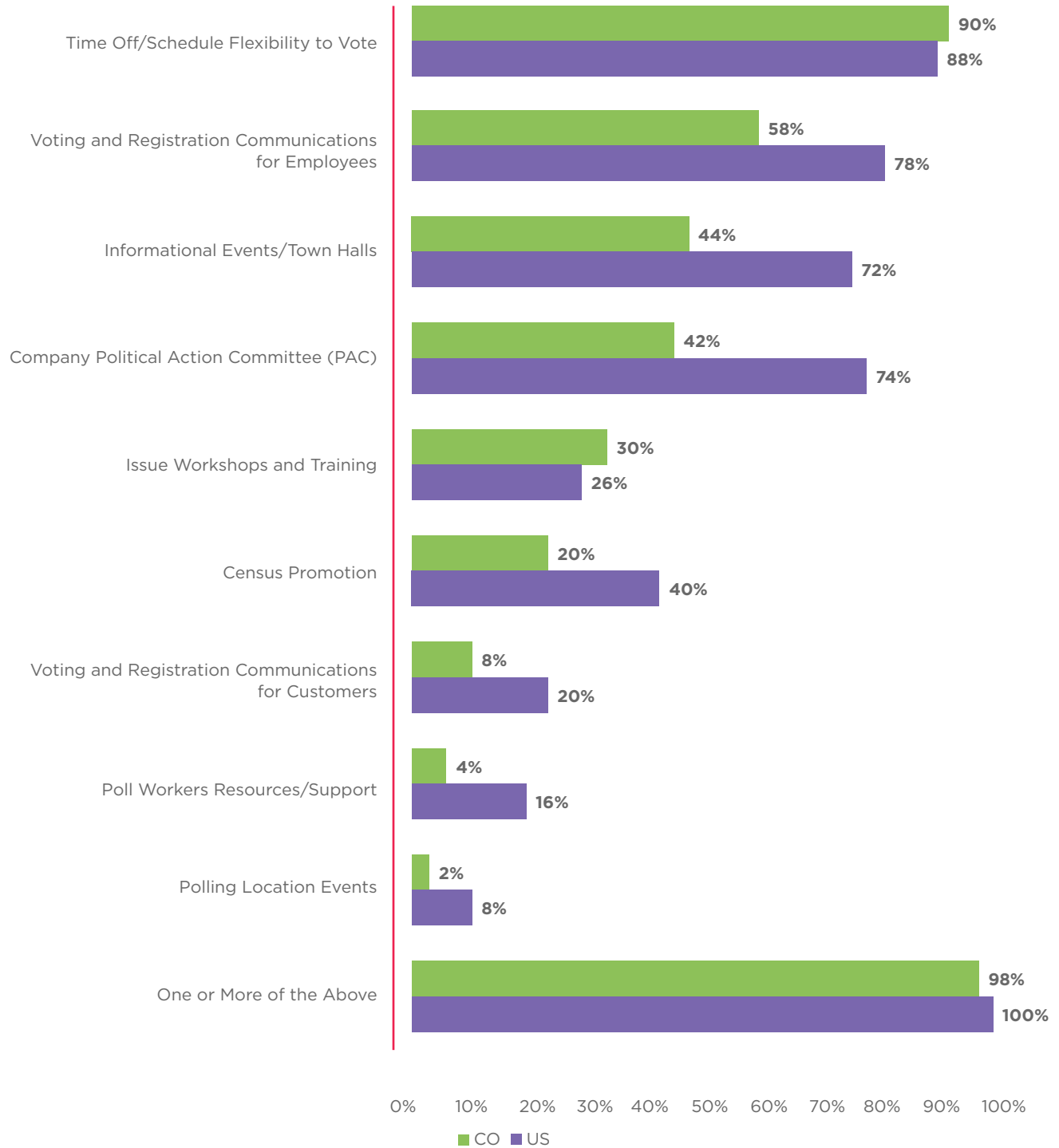
SOCIAL JUSTICE ADVOCACY

Percentage of Civic 50 companies applying a social justice advocacy practice



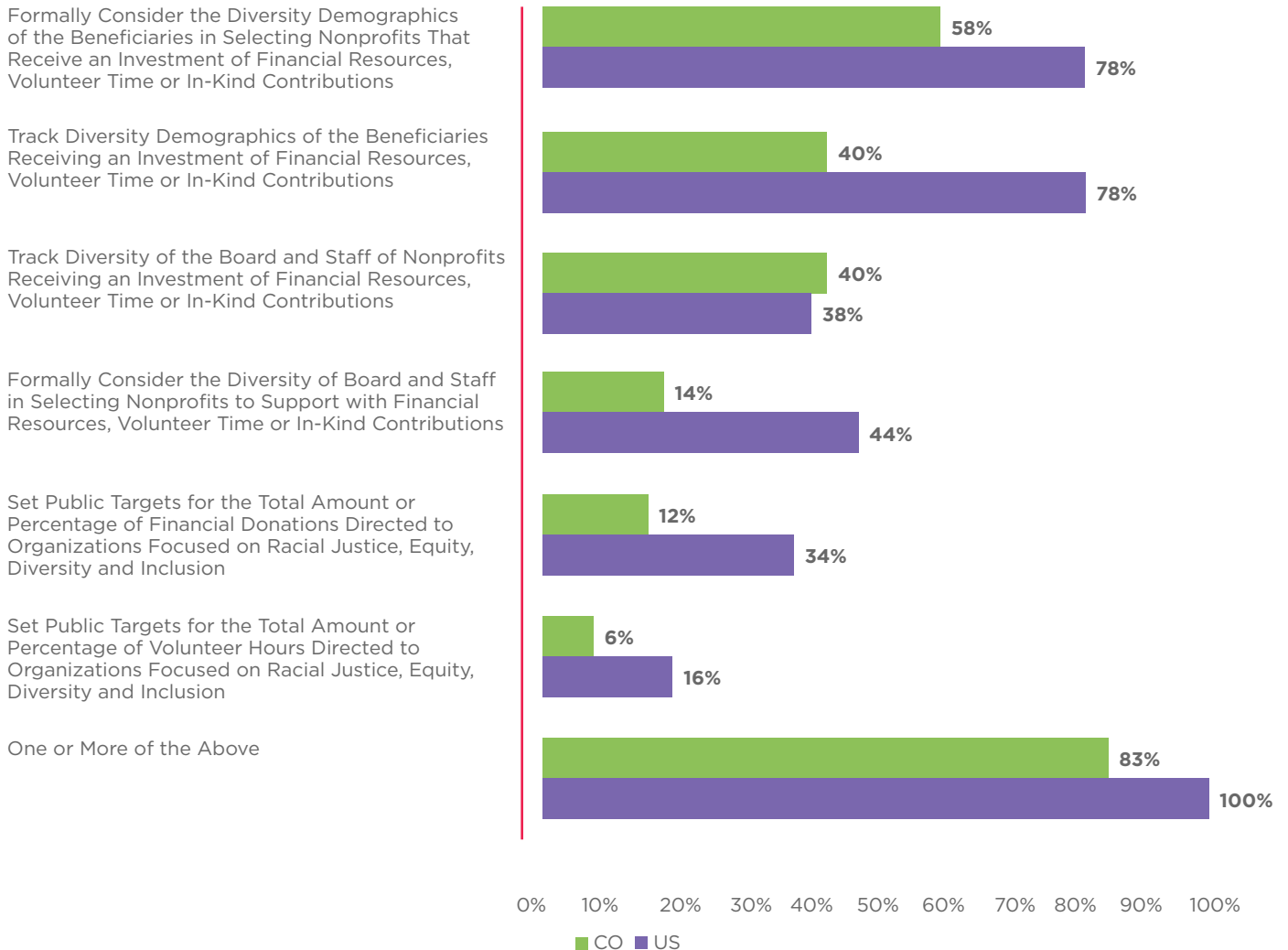
VOTING AND CIVIC ENGAGEMENT

Percentage of Civic 50 companies applying a voting or civic engagement policy, program or practice



SOCIAL JUSTICE MEASUREMENT

Percentage of Civic 50 companies that apply social justice impact tracking practices



Conclusion

This report offers one of the first glimpses of the pandemic's impact on Colorado CSR (the reporting year for the vast majority of the 2021 Civic 50 Colorado consisted mostly of calendar year 2020). It appears that the massive global disruptions of the last two years did not dampen CSR in our state but, instead, strengthened it by:

- **GIVING CSR GREATER IMPORTANCE.** Leadership at 92% of 2021 Civic 50 Colorado honorees participated in CSR activities at least 12 times during the year, up from 38% in the 2020 Civic 50 Colorado.
- **INCREASING DEI EFFORTS.** Over 98% of Civic 50 Colorado honorees used their CSR to promote DEI, up from 73% for the 2020 honorees.
- **EXPANDING THE CSR REPERTOIRE.** Given that most businesses had employees under COVID-19 lockdown during much of the reporting year, it's not surprising that the average percentage of employees participating in external volunteering of the Civic 50 Colorado dropped to 34% (from 49% the prior year). Civic 50 honorees, however, found a way to continue involving employees in societal causes. The average percentage 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) increased from 42% to 53%.

In summary, data from the 2021 Civic 50 Colorado suggests that our state's businesses converted two years of grave economic and societal challenges into more heightened, just and agile CSR.

www.csrsolutionsco.org

720.420.3219

789 Sherman Street,
Suite 220,
Denver, CO 80203

Participate
in the 2022
Civic 50
Colorado
initiative!

For all your
Civic 50
questions,
CSR
services, or
philanthropic
& volunteerism
needs, **CSR**
Solutions
of Colorado
is here to help.

Presented By



POINTS OF LIGHT



Partnership With



THANK YOU to The Civic 50 Colorado Host Committee and Sponsors

2021 Host Committee members: Skyler McKinley, AAA Colorado; Lauren Press, Charles Schwab; Mary Spillane, Comcast; Meredith Hentze, COPIC; Sarae Kurth, Denver Community Credit Union; and Carolyne Cavicchio, S&P Global.

Underwriting Host Committee Sponsors



IN-KIND HOST COMMITTEE SPONSORS



The Civic 50 Colorado 2021 honoree announcement and weekly feature stories in the Denver Business Journal Good Works column are generously underwritten by Delta Dental of Colorado.



CSR SOLUTIONS OF COLORADO



 **spark the change**
COLORADO

 **COMMUNITY
SHARES**
COLORADO'S COMMUNITY GIVING FUND