



THE CIVIC 50 COLORADO

2022 REPORT



THE CIVIC 50 COLORADO and Report *presented by*



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

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.



Meet Colorado's Best Corporate Citizens

CSR Solutions of Colorado is happy to support corporate social responsibility (CSR) in our state by sharing, via this report, the key data from the 2022 Civic 50 Colorado. These 50 companies attained this recognition by 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 data across these dimensions over the last four years, as well as the comparable data for the national Civic 50.

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 performers in CSR will inspire and propel many more Colorado businesses on their CSR journey.

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

Kristy Judd

CEO, Spark the Change Colorado
Co-Founder and Co-Director, CSR Solutions of Colorado

Robin Wood-Mason

CEO, Community Shares of Colorado
Co-Director, 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 2022 honorees refer to companies' community engagement in Colorado during their most recent complete reporting year. Depending on the company reporting schedule, this might include all or portions of the 2020 and 2021 calendar years.

¹Community engagement is defined as a company's efforts to mitigate societal issues such as hunger, poverty and environmental degradation, 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 external audiences. Community engagement can also be internally oriented, such as employee resource groups, company environmental policies and procedures and employee diversity and inclusion training.



The 2022 **Civic 50 Colorado** Honorees

THE CIVIC 50 COLORADO

9NEWS

AAA Colorado

Adobe

Alteryx

Ball Corporation

Bank of America

Blue Star Recyclers

BOK Financial

Brownstein Hyatt Farber Schreck

Caesars Entertainment

Charles Schwab & Co. Inc.

CoBank®

Comcast NBCUniversal

Conagra Brands

COPIC

Core Contractors Roofing Systems

Craig Hospital

Deloitte

Delta Dental of Colorado

Empower

First Western

Groundfloor Media | Centertable

HealthOne

Hewlett Packard Enterprise

IMA Financial Group

Info Cubic

Janus Henderson Investors

Kaiser Permanente Colorado

KeyBank

KPMG

Lockheed Martin

Mayfly Outdoors

Native roots

Otten Johnson Robinson Neff +
Ragonetti PC

PEAK Resources, Inc.

Pinnacol Assurance

PNC

Premier Members Credit Union

Prologis Inc.

RevGen Partners

S&P Global

Slalom

U.S. Bank

United Health Group

UPS

Vail Resorts

Wells Fargo

Western Union

Xcel Energy

Zing



The Civic 50 Colorado Key Metrics

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

MORE THAN 230,000 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.

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

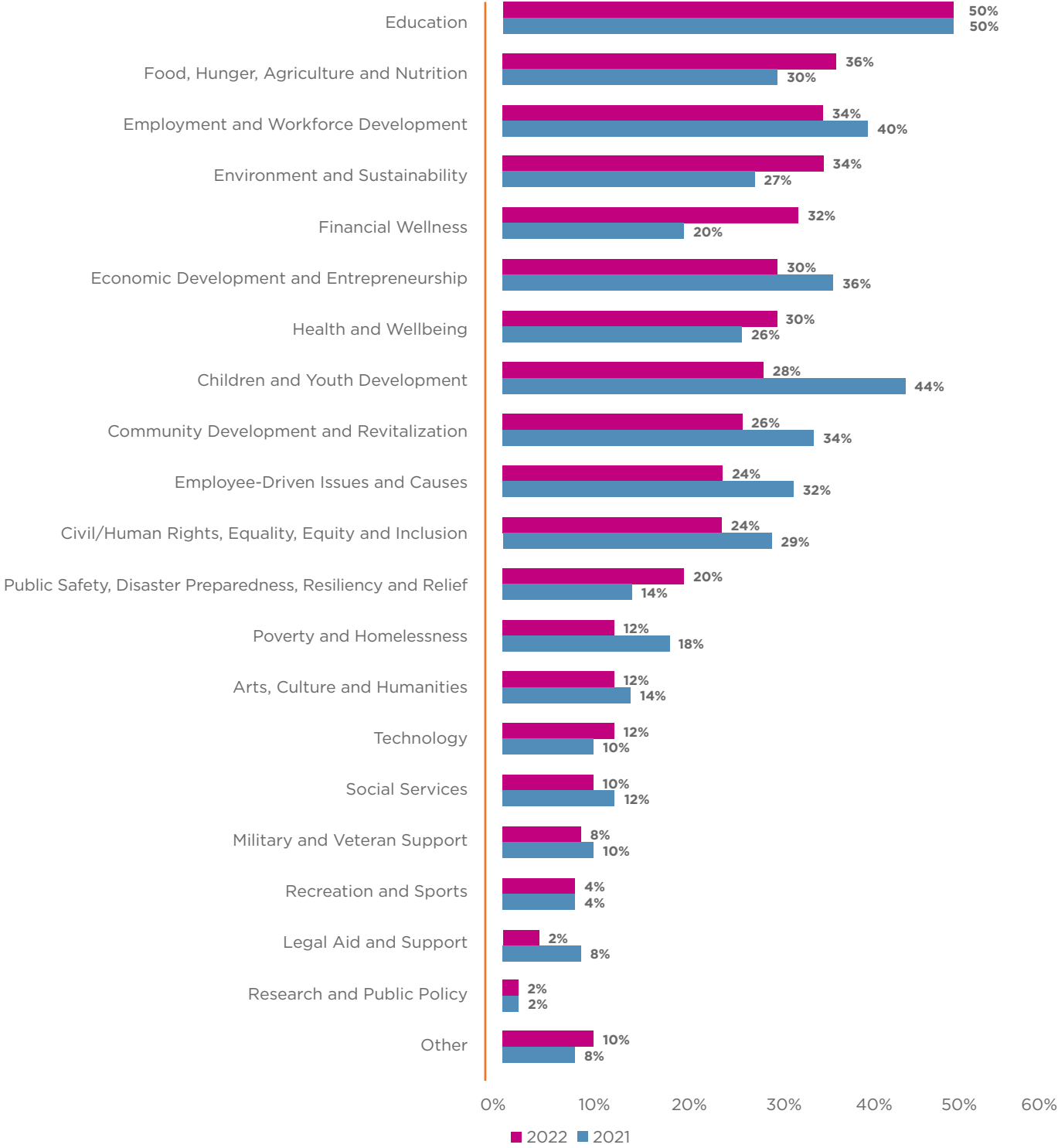
OVER TWO-THIRDS (70%) offer workplace **diversity, equity and inclusion programs**.

ALMOST ALL (96%) have formal practices to **support voting and related actions**.

THE MOST COMMON CAUSES supported are **education, food and related, employment and workplace development and environmental sustainability**.



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 2022	US 2022	CO 2021	US 2021	CO 2020	US 2020	CO 2019	US 2019
Total cash contributions ²	\$64.79 million	\$2.0 billion	\$66.71 million	\$2.5 billion	\$35.62 million	\$2.1 billion	\$37.20 million	\$2.3 billion
Total value of cash given for employee matches and "Dollars-for-Doers" grants	\$4.67 million	\$161 million	\$5.16 million	\$173 million	\$3.88 million	\$164 million	\$5.90 million	\$152 million
Total in-kind giving	\$13.40 million	\$1.8 billion	\$17.17 million	\$8.2 billion	\$18.12 million	\$5.6 billion	\$13.26 million	\$3.5 billion
EMPLOYEE TIME AND TALENT								
Total volunteer hours ²	232,000	5.8 million	160,000	7.1 million	275,000	11.4 million	409,000	10.5 million
Average percentage of employees participating in external company-sponsored volunteerism (including hands-on and pro-bono or skills-based volunteering) ³	34%	22%	34%	27%	49%	25%	51%	43%
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 and awareness building)	58%	45%	53%	23%	42%	43%	36%	36%
Average percent of volunteer hours that are skills-based	24%	22%	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 and awareness building)	4.9	2.9	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	56%	60%	33%	54%	33%	62%	34%	68%

² Year-over-year comparisons on this figure do not indicate progress or lack thereof 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 Community Engagement⁴

BUSINESS FUNCTION	CO 2022	US 2022
Diversity and Inclusion	74%	100%
Employee Engagement	74%	96%
Marketing/PR	64%	80%
Recruitment	42%	68%
Skill Development	50%	66%

⁴ This question was updated in 2022, making comparisons to prior years invalid.

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 2022	US 2022	CO 2021	US 2021	CO 2020	US 2020	CO 2019	US 2019
Direct service (hands-on volunteering)	92%	96%	96%	94%	NA	NA	NA	NA
Volunteer recognition	88%	100%	88%	96%	80%	98%	84%	96%
Volunteer paid time off	80%	84%	80%	82%	75%	86%	78%	72%
Remote volunteering	76%	100%	76%	98%	NA	NA	NA	NA
Skills-based/pro bono volunteering	74%	98%	80%	94%	NA	NA	NA	NA
Matching grants ⁵	74%	86%	52%	96%	68%	92%	62%	84%
Issue workshops and training	66%	92%	70%	88%	NA	NA	NA	NA
Volunteer grants ⁶	54%	68%	52%	70%	43%	92%	40%	66%
Board training	38%	70%	36%	62%	NA	NA	NA	NA
Service sabbaticals or externships	12%	20%	14%	22%	NA	NA	NA	NA
LEADERSHIP SUPPORT								
Leadership presents on the company's community engagement to the company's board at least once per year	62%	90%	51%	74%	53%	82%	54%	86%
Leadership participates in Colorado company community activities at least 12 times per year	46%	70%	92%	84%	38%	70%	46%	74%
Leadership encourages employee participation in community activities at least 12 times per year	42%	72%	78%	74%	43%	64%	36%	76%

⁵ Matching grants are a program in which 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.

⁶ Volunteer grants are a program in which 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 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 societal outcomes as part of a regularly-implemented data collection process for the community engagement function⁷

COMMUNITY ENGAGEMENT PRACTICE	CO 2022	US 2022
Grants	18%	48%
Volunteerism	6%	20%
Social Cause Leadership / Advocacy	6%	22%
In-Kind Contributions	4%	4%

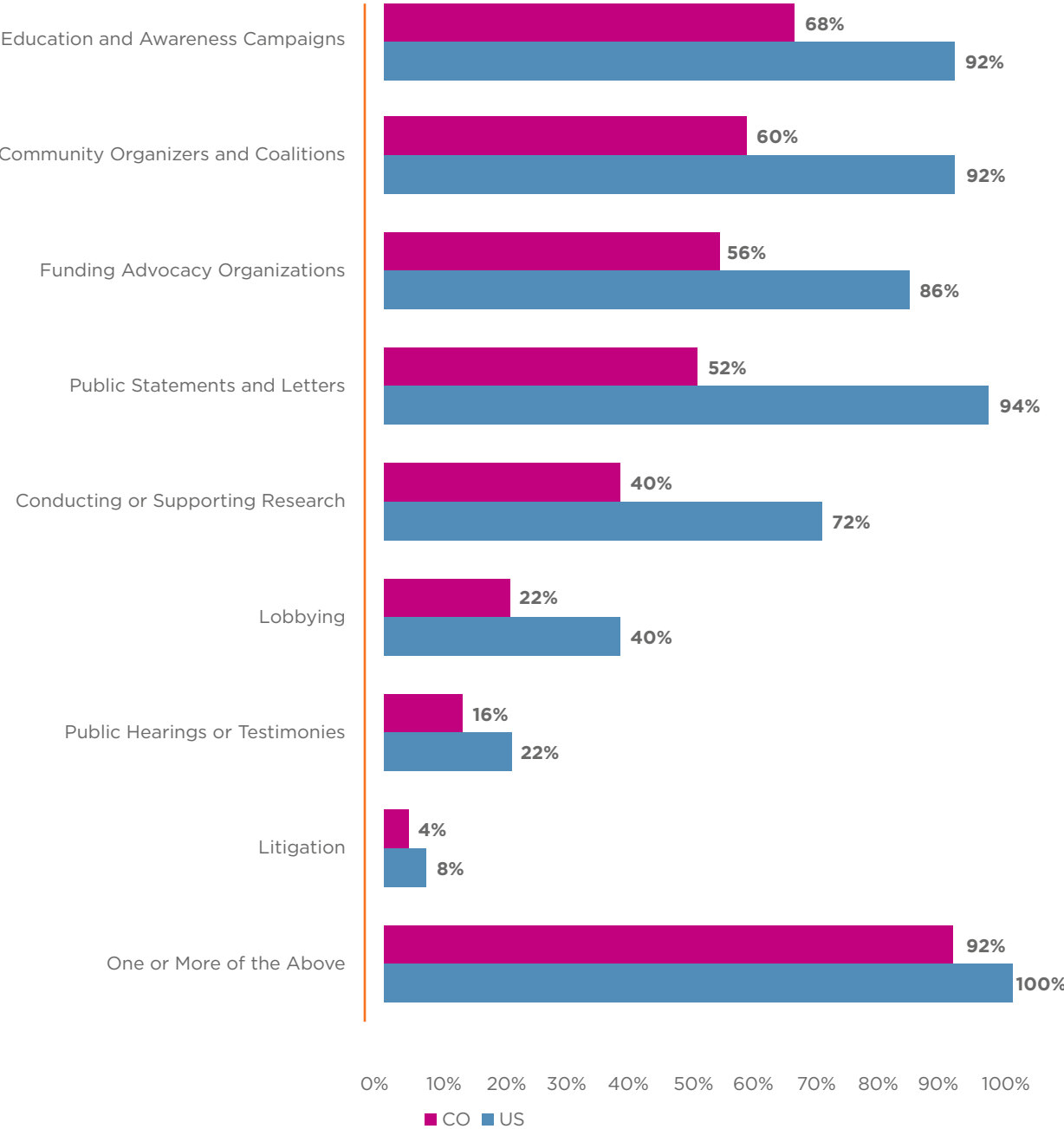
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Focus on Social Justice

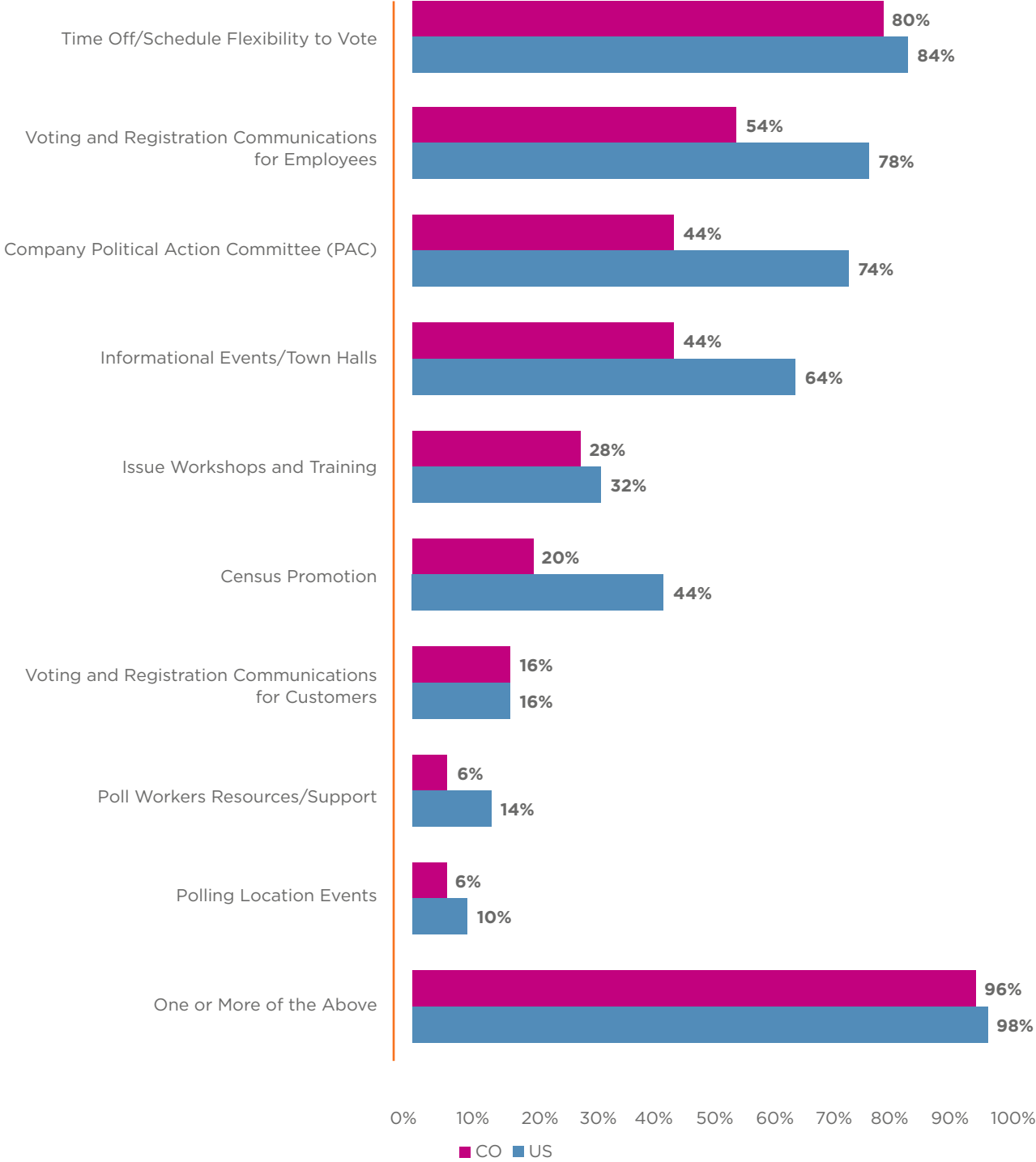
SOCIAL JUSTICE ADVOCACY

Percentage of Civic 50 companies applying a social justice advocacy practice



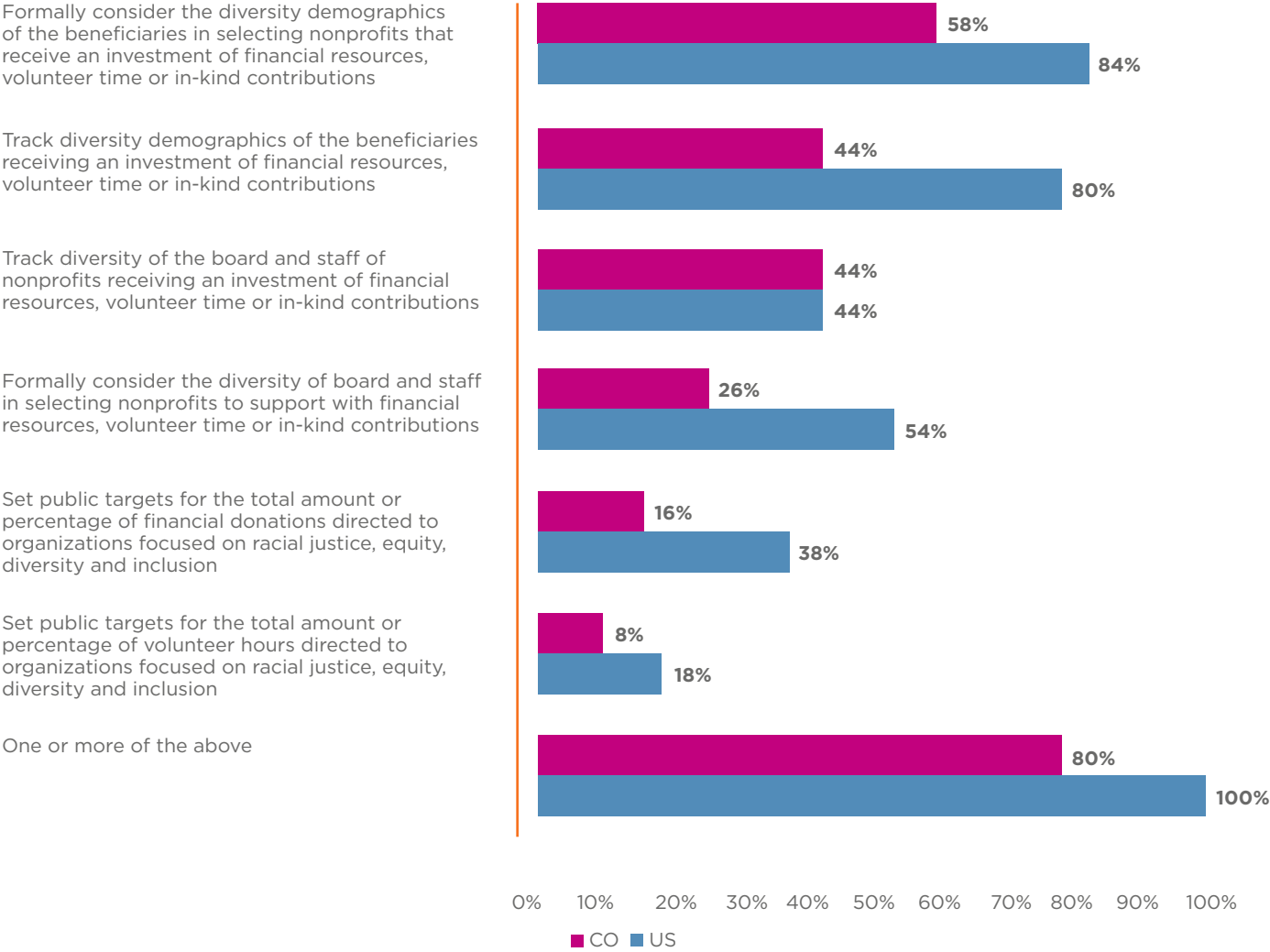
VOTING AND CIVIC ENGAGEMENT

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

As COVID-related restrictions eased through 2021 and 2022, many of the societal challenges brought about by the pandemic eased and business began a return to normalcy. This did not, however, lead to a general reduction in the community efforts of the Civic 50 Colorado, who continue to support social causes through an impressive array of activities.

Most Civic 50 Colorado indicators were similarly strong or stronger in 2022 than in prior years. The two exceptions are that the percentage of honorees with leadership who encouraged community engagement activities 12 or more times dropped from 78% in 2021 (reporting rather than the calendar year) to 42% in 2022, and the percentage with leadership who participated in community engagement activities 12 or more times dropped from 92% in 2021 to 46% in 2022.⁸ However, other leadership involvement increased. For example, the percentage of Civic 50 Colorado companies that included the company's community engagement in corporate board meetings increased from 51% in 2021 to 62% in 2022. Even more impressive, the percentage of Civic 50 Colorado companies taking external leadership positions on six or more public education or policy efforts increased from 33% in 2021 to 56% in 2022.

This report finds that the 2022 Civic 50 Colorado companies have adjusted but haven't diminished their service to our communities over the past few years. They integrate their community engagement across a plethora of business functions, involve most employees in service and conduct various community engagement activities. In other words, despite all the volatility and difficulties of the last few years, the 2022 Civic 50 Colorado raised the bar on corporate community engagement.

Participate in the 2023 Civic 50 Colorado initiative!

www.csr-solutions.co.org

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Participate
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**Civic 50
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initiative!

For all your
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questions,
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or philanthropic
& volunteerism
needs, **CSR
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is here to help.

⁸ The other indicators that dropped, such as total in-kind giving, are likely a function of the smaller size of the 2022 honorees compared to prior years.

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Partnership With



THANK YOU to The Civic 50 Colorado Host Committee and Sponsors

2022 Host Committee members: Skyler McKinley, AAA Colorado; Lauren Press, Charles Schwab; Melinda McCluskey, Comcast; Meredith Hentze, COPIC; and Carlyne Cavicchio, S&P Global.

Underwriting Host Committee Sponsors



The Civic 50 Colorado 2022 honoree announcement and weekly feature stories in the Denver Business Journal Good Works column are generously underwritten by Delta Dental of Colorado.



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