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GOOD WORKS
A look at corporate social responsibility and philanthropic efforts happening in the Denver region

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GROUNDFFLOOR MEDIA BUILDS CSR NETWORK

The GroundFloor Media team at work

PR firm has a foundation and just launched a podcast

Locally driven effort is a way companies in Colorado demonstrate a commitment to corporate social responsibility. Denver-based marketing and PR firm GroundFloor Media and its sister company, CenterTable, developed a series of innovative programs to impact change within their community.

One especially inspiring project is their “Good & Grounded” podcast. Topics have included creating an equitable economy in the state and making good happen during the pandemic. GroundFloor Media, a Civic 50 Colorado 2020 honoree, shares their story of commitment to CSR.

What CSR has your company conducted that is especially innovative?
When Covid-19 shut things down a year ago, we realized smaller Colorado nonprofits would be hit especially hard in terms of volunteers and resources. Within weeks of the state’s shelter-in-place order, our team launched GroundFloorMedia.com/Doing-MyPartCO, a website designed to help smaller Colorado nonprofits communicate their immediate volunteer and donation needs.

Then, in August, we launched our “Good & Grounded” Podcast to shine light on what Colorado leaders are doing and the issues they are facing, how best to support those nonprofits, innovative ways small businesses are making a difference, and what individuals and their families can do to help.

What advice would you give other companies on how to get started with CSR?
Know your company values, hire people who align with those values and then continue to evolve with employee engagement programs that offer hands-on and virtual volunteering, as well as strong partnerships.

Our CSR pillars serve as a guide for our giving. In 2020, none of us were thinking about a global pandemic. We’ve had to be nimble to help quickly address critical community needs. The actions a business takes today will have a lasting impact on how communities, employees and customers view that business moving forward.

The Civic 50 Colorado 2020 award is supported by CSR Solutions of Colorado, which submitted this Q&A. CSR Solutions of Colorado, a project of Community Shares of Colorado and Spark the Change Colorado, provides companies with the best tools and practices to implement corporate social responsibility. Through this important work, CSR Solutions of Colorado connects companies to great causes, truly highlighting the power of volunteerism and collaboration.

Denver Business Journal edited this story.