With so many local causes and initiatives to support, investing in corporate social responsibility may be a daunting task. Rather than attempting to address a vast number of issues, QEP Resources demonstrates the importance of selecting focus areas of service. By directing attention to specific causes, QEP has been able to maximize their community impact. Similarly, the company works with key partners to extend its impact. QEP was selected as an honoree in the Civic 50 Colorado, an annual award that recognizes the 50 most community-minded companies across the state.

Why does your company engage in CSR?

QEP engages in CSR as part of our commitment to our values: “Responsible, Respectful and Resourceful.” We want to enhance our communities, making them a better place to live and work. We invest in our communities by focusing our contributions on key issues to leverage our efforts and make a lasting difference. We work with key stakeholders to create partnerships that have a positive and meaningful impact - not only through our operations in the form of capital investment, taxes and employment opportunities, but also through our community investment and engagement program, QEP Cares.

What advice would you give other companies on how to get started with CSR?

Create a CSR strategy that focuses on a small number of key partners that align with your business and employee interests. Plan an investment strategy that includes time, in-kind donations and financial resources. When QEP partners with an organization, we identify multiple points of engagement that leverage our assets to provide impact to the partnering organization and QEP and to our employees. “Fewer is better” when creating partnerships that bring a positive impact to both your company culture and your communities.

What’s one thing that your company considers CSR best practice?

We focus our community investments in key areas where we can have the greatest impact. These focus areas are aligned with our business expertise, address critical needs in local communities and provide opportunities to engage our employees. In general, we apply the “80/20” rule for funding events and programs. We allocate at least 80% of our resources (financial and other) on efforts that align with our focus areas. This allows us to have a greater community impact. The remaining 20% is available for industry initiatives, employee initiatives and other special projects that are important to our employees.

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.