Creating an effective corporate social responsibility program requires participation from a variety of stakeholders along with intentional action. First Western Trust, a Civic 50 Colorado 2020 Honoree, shares key aspects of its CSR program, including three important pillars, and the way the company adapted to meet growing community needs. The Civic 50 Colorado award is presented annually, honoring the 50 most civic-minded companies in the state. What CSR has your company conducted that is especially innovative? We recognize that the best way to help our communities prosper is to support the growth of a successful workforce and local businesses. In 2020, by remaining nimble and focused on the needs of our clients and community, we were in the fortunate position to provide support in a new way. In many cases, and in many ways, we went above and beyond what many of our larger peers have been able to do. We processed more than $200 million in Paycheck Protection Program loans helping to protect more than 15,000 jobs. How did your company start on its CSR journey? Since we opened our doors in 2004, we have invested more than $19 million in the form of donations, sponsorships, community development loans, and affordable housing investments to organizations and projects that are making a lasting difference in our communities. First Western Trust’s associates are also involved with a number of non-profits in our communities donating their time to local organizations by serving on boards and advisory committees, as well as through direct volunteering. What’s one thing that your company considers a CSR best practice? We continue to listen to our clients, our associates, our communities and our shareholders to ensure we understand the needs and interests of each of our stakeholders. With this input in mind, our corporate social responsibility program is focused on three philanthropic pillars: economic development through entrepreneurship, the arts, and equity and equality. By focusing on these three pillars we believe we can have a significant and positive impact on our business and our community at large.