Across Colorado, companies have implemented corporate social responsibility to engage with their communities. As interests and needs inevitably shift within those communities, businesses may alter their focus to respond appropriately. PNC Bank was honored by The Civic 50 Colorado, which recognizes the state’s 50 most community-minded companies. PNC Bank’s holding company, PNC Financial Services Group, is publicly traded on the New York Stock Exchange under the ticker PNC.

PNC Bank shares the impact areas important to the company as well as the ways they have refreshed their commitment to CSR.

**Why does your company engage in corporate social responsibility?** We remain committed to constantly engaging all of our stakeholders, being as transparent as possible and using what we learn to better look after our business, our employees, our clients, our communities and our environment.

This moment matters. It matters that we commit to listening and learning. Most importantly, it matters that we commit to doing - based on what we learn from our employees, our clients, our investors and our communities.

**Tell us about an especially innovative CSR initiative.** In June 2020, PNC committed more than $1 billion to help end systemic racism and support the economic empowerment of Black Americans and low-to-moderate-income communities.

As outlined in our announce-ment, the majority of this com-mitment will come to life through our work in community development banking.

**How did your company start on its corporate social responsibility journey?** In 2018, we conducted our second materiality analysis, which has informed the latest issue of our corporate social responsibility report through a refreshed set of priority issues. These issues include data privacy and protection, risk management, diversity and inclusion, customer relations, innovation, talent management, responsible lending, community engagement and employee engagement. To be successful in these key areas, we continue to invest in our employees, customers and communities; remain aware of our impact on the environment; and adhere to strong governance and risk management practices.

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 high-lighting the power of volunteerism and collaboration. Denver Business Journal edited this story.