2021: AN OPPORTUNITY TO DO MORE

Delta Dental of Colorado is proud to sponsor Voices of The Civic 50 Colorado and continue the conversation around corporate responsibility. In difficult times, budgets get tight, and CSR and corporate philanthropy are often the areas where companies cut back. This is also a time when we are seeing a fundamental shift in how companies demonstrate what “responsibility” really means. Responsibility for the health and safety of our employees ... for the stability and viability of our communities ... for environmentally conscious practices ... for equity and social justice.

The pandemic forced us to redefine how we serve Coloradans through our giving, volunteerism, inclusivity, and sustainability. We strengthened our focus on our team members, the community, and the planet. We believe that doing good is good business, and we can have an impact on the health of our communities. Throughout 2020, the spirit of collaboration extended across companies of all sizes.

2021 will continue to pose challenges that businesses must continue to take on. The pandemic and its reverberations will be felt for years. Many institutions and businesses will be permanently affected, and our most underserved communities will face significant hardship. The business community has a role to play as a service provider, employer, and steward of the community. I encourage all businesses that are able to find ways to increase philanthropy in 2021 as a long-term investment in Colorado and continue to put into practice lessons learned in redefining responsibility. What will you take from the lessons of 2020? Send me your thoughts at csr@ddpco.com.

ADEEB KHAN

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PROSONO builds tool to help measure financial impact of CSR

The Civic 50 Colorado honors the 50 most civic minded companies in the state each year.

Prosono, a strategy-focused management consulting firm and Civic 50 Colorado 2020 honoree, highlights its experience with corporate social responsibility and the ways its has engaged with its community.

Why does your company engage in corporate social responsibility? At Prosono, we have two “big bets.” First, we believe the trillion-dollar wealth transfer taking place is shifting assets into the hands of consumers who want to do good for the world and will choose to spend their money with companies that align with their values.

Second, for long-term sustainability, businesses need to align their profit motives with a higher social purpose. We engage in social responsibility and help clients engage in a meaningful way that not only improves company morale, attracts, and retains the best talent, but, most importantly, unlocks business assets to systematically address big societal issues.

How did your company start on its corporate social responsibility journey? Prosono was born out of the idea that one does not have to choose between a career focused on doing good for the world or working at a for-profit organization. Sitting at the intersection between business strategy and tackling society’s biggest challenges, we developed a company that partners with purpose-driven organizations to bring bold business practices and validated strategies as well as with businesses to improve or maximize opportunities to put people and the planet on par with profit.

We also donate our time and talent to work on critical community needs, including economic recovery, entrepreneurial advancement and social injustice.

What will corporate social responsibility look like in the future for your company? One of the things we are most excited about is our “5X social return on investment” goal. Prosono is working on becoming a $25 million business with a 5X multiplier that we can return to the community through our work, corporate giving, and volunteerism – returning $125 million to address social issues. To do this we are investing time and resources in creating a social-return-on-investment tool to put our work into financial terms for our clients and our internal tracking.

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.
GOOD WORKS, IN BRIEF

WEALTH MANAGEMENT FIRM LAUNCHES FOSTER PROGRAM

National wealth management company Allworth Financial, which expanded into Denver in 2016, rallied its employees to raise $1 million to help foster kids. The money will not only benefit foster-focused Ticket to Dream Foundation, but it also marks the launch of Allworth Kids, which will focus on providing support to kids in the foster system nationwide.

NONPROFIT TEACHES KITCHEN SKILLS TO AID THE UNHOUSED

Denver-based nonprofit Housed, Working and Healthy has teamed up with Emily Griffith Technical College in an effort to provide the unhoused skills that could help them find stability. The program is an extension of Emily Griffith’s Culinary Quick Start program, which teaches students cooking basics and prepares them for hospitality work. Big names like The Kitchen Restaurant Group, Postino, Village Inn, Ameristar Casinos and Teriyaki Madness are among the restaurants that participate in the job fair at the program’s end.

COORS LAUNCHES NEW DRINK WITH CONSERVATION ANGLE

Molson Coors has launched a new product — Coors Seltzer — along with a new commitment to restore 1 billion (or more) gallons, much of it in the Colorado River, by year’s end via a partnership with Colorado Water Trust and Change the Course initiative, which is uniting corporations and nonprofits in water restoration and conservation projects. For every 12-pack of the seltzer it sells, Molson Coors says it will restore 500 gallons of water.

‘FRIENDS IN WEED’ SERVES UP ‘MEALS THAT HEAL’

Friends in Weed, a cohort of several cannabis companies either based in Denver or with a significant area presence, and led by Veritas Fine Cannabis has teamed up with big names in the restaurant industry to provide meals to the community, including the unhoused and industry workers. Sponsors of Meals That Heal purchase plates priced between $8 and $10, which are prepared by a restaurant like Lola Coastal Mexican, Jax Fish House and Oyster Bar, Centro Mexican Kitchen or Bar Dough.

SMALL BUSINESS AWARDS

Small businesses are the foundation of our economy, facing unprecedented pandemic-fueled challenges. DBJ’s Small Business Awards honors excellence and resilience among small businesses, highlighting their contributions to metro Denver’s community.

DEADLINE: NOMINATIONS DUE JANUARY 11, 2021

Learn more, and nominate online at DENVERBUSINESSJOURNAL.COM/NOMINATION