

KEY FINDINGS FROM THE CIVIC 50 COLORADO

The State's Most Community-Minded Companies

The Civic 50 Colorado recognizes the most community-minded companies in the state. Honorees have shown excellence in making corporate citizenship part of their business as a way to make substantive contributions to their communities.



INVESTMENT



\$37 MILLION | CONTRIBUTED IN CASH LAST YEAR

400,000 | EMPLOYEE HOURS VOLUNTEERED LAST YEAR

Civic 50 Colorado honorees extensively and strategically apply their resources to community engagement, including employee time and skills, cash, in-kind giving and leadership.



INTEGRATION



94% | THE VAST MAJORITY INTEGRATED INTO MARKETING/PR

90% | EMPLOYEE ENGAGEMENT

84% | RECRUITMENT

Civic 50 Colorado honorees have community engagement programs that support business interests and integrate into business functions, or that “do well by doing good.”



INSTITUTIONALIZATION



78% | THE VAST MAJORITY OFFER PAID-TIME OFF TO VOLUNTEER TO THEIR EMPLOYEES

62% | THE MAJORITY OFFER GRANTS TO ORGANIZATIONS WHERE EMPLOYEES VOLUNTEER OR DONATE TO, AMOUNTING TO \$6 MILLION LAST YEAR

Civic 50 Colorado honorees support community engagement through their institutional policies, programs, systems and incentives.



IMPACT



48% | ALMOST HALF REGULARLY MEASURE THE SOCIETAL OUTCOMES OF THEIR COMMUNITY ENGAGEMENT PROGRAM

Civic 50 Colorado honorees measure the social (or societal) and business value of their community engagement programs.

PRESENTED BY



KEY PROMOTIONAL PARTNER



CIVIC 50 COLORADO HOSTS



NATIONAL PARTNERS

