The past year has presented notable changes and challenges for individuals and companies across Colorado. Despite major shifts in everyday life, we’ve witnessed unprecedented levels of civic engagement – with individuals engaging themselves and calling upon businesses to lead the way.

Wells Fargo (NYSE: WFC) was selected as an honoree in CSR Solutions of Colorado’s 2020 Civic 50 Colorado program, which honors the most civic-minded companies across the state.

What’s one thing that your company considers corporate social responsibility best practice?

Leveraging our national reach and collaborating with community organizations, nongovernmental organizations and other stakeholders has helped us to deliver capital, credit, financial education and other solutions that meet the needs of our customers and communities.

In July, Wells Fargo launched a $400 million recovery effort to help small businesses impacted by Covid-19 keep their doors open, retain employees and rebuild. Wells Fargo’s Open for Business Fund will donate approximately $400 million in gross processing fees from the U.S. Small Business Administration’s Paycheck Protection Program to support nonprofit organizations that serve small businesses, particularly businesses owned by underrepresented individuals.

What does your company consider corporate social responsibility best practice?

Leveraging our national reach and collaborating with community organizations, nongovernmental organizations and other stakeholders has helped us to deliver capital, credit, financial education and other solutions that meet the needs of our customers and communities.

What corporate social responsibility has your company conducted that is especially innovative?

Our increased capacity building support to small and diverse businesses by 40%, helping more than 700 diverse entrepreneurs.

Why does your company engage in corporate social responsibility?

Through our business and the Wells Fargo Foundation, we are using our philanthropic resources, business expertise, ingenuity and collaborations with public and private-sector organizations to help solve complex housing, small-business and financial-health needs. We recognize that no single company or government can solve these issues.

We focus a significant portion of our philanthropic contributions on nonprofits that can work with us on a broad level to tackle these systemic issues and drive innovative solutions at scale. We also place a high priority on funding community-based nonprofits that address the specific needs of local communities.

What corporate social responsibility has your company conducted that is especially innovative?

$455 million invested in grants to unlock economic opportunity for people and communities across the U.S. and internationally.

Provided approximately $26 billion in financing to sustainable businesses and projects to accelerate the transition to a low-carbon economy, bringing our cumulative total to about $49 billion of our $200 billion commitment through 2025.

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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

CAR DEALERSHIP PARTNERS WITH ANIMAL SHELTER

The Peak Kia North team donated $7,600 to Larimer Humane Society. Peak Kia North donated $100 for every car the Windsor dealership sold during November to Larimer Humane Society, resulting in a $7,600 contribution. The gift was a result of Peak Kia North’s promotion. It was the second year the dealership has partnered with Larimer Humane Society. Larimer Humane Society’s Give Hope initiative seeks to help thousands of pets that are homeless, sick or abandoned get “second chances,” according to the organization. Each year it houses more than 6,000 animals.

CHFA DONATES THOUSANDS TO RURAL NONPROFIT

The Piñon Project Family Resource Center in Cortez, Colorado Housing and Finance Authority gave $6,095 to family support nonprofit The Piñon Project Family Resource Center as part of CHFA’s annual “Like it Forward” campaign. The online initiative encourages the authority’s social-media audience to like and share stories shared on its channels. More than 3,000 families and kids in Montezuma and Dolores counties are served by The Piñon Project’s emergency services and programs, and demand has ramped up during the pandemic, according to the organization.

IV HYDRATION COMPANY STICKS IT TO HUNGER

Onus iV Bar, an intravenous-hydration-therapy company headquartered in Denver that just opened its fourth location in Wheat Ridge, donated $1,000 to Denver-based food-recycling nonprofit We Don’t Waste. The donation was the result of a monthlong campaign in which Onus iV donated a dollar for every sale. We Don’t Waste rescues unused food from caterers, food providers, restaurants and events and then donates it to charity.

GIANTS JOIN FORCES FOR FRONT-LINE WORKERS

Denver-based restaurant chain Birdcall, Greenwood Village’s Tuchman Family Foundation, Englewood tech company TTEC (Nasdaq: TTEC), Centennial-headquartered Centura Health and Phoenix-based Shamrock Foods have teamed up to form Fuel Hope Kitchen. FHK is raising cash and making packaged meals that are being delivered across Colorado, with a focus on front-line workers and their families. It aims to deliver 200,000 meals in Colorado by spring and has raised more than $200,000 toward its $600,000 goal.