Encouraging business involvement in giving, volunteering and civic leadership.
BUSINESS GOOD CITIZENSHIP KIT

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A publication developed by the Denver Office of Strategic Partnerships.
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Welcome to Metro Denver

We welcome your business to the Metro Denver region and extend our sincere gratitude and enthusiasm for your organization’s commitment to our Mile High community.

The Business Good Citizenship Kit will help your business thrive as an active community member. The Denver Office of Strategic Partnerships, in conjunction with numerous local nonprofits, developed this kit to introduce businesses to the benefits of active community involvement and support.

The Denver Foundation is Colorado’s oldest and largest community foundation and has met our community’s charitable needs for over 80 years. In 2005, the Denver Foundation’s annual Giving and Volunteer Study examined how Metro Denver residents give and volunteer. The report found 98% of Metro Denver residents either give time or money, and 72% give both. Among this highly involved population, 93% of individuals believe corporations should support charity.

We encourage your company to become community supporters. Your business might consider adopting a nonprofit organization with financial donations and employee volunteer teams. Employees who volunteer can be offered paid time off or recognition in the workplace, or a matching gifts program might be established to double employees’ donations. Refer to this Kit for information on corporate service through a number of volunteer clearinghouses.

This Business Good Citizenship Kit is an introduction to Metro Denver’s wealth of community networking resources. You can learn even more by contacting the Denver Office of Strategic Partnerships. You’ll learn about opportunities to access established businesses and new clients through the Denver Metro Chamber of Commerce and gain a leader’s understanding of our community with the programs of the Denver Metro Chamber Foundation. We are here to help your business get involved.

We hope the Business Good Citizenship Kit serves as a practical guide for implementing your own program, and we look forward to a mutually beneficial relationship!

Mayor John Hickenlooper

“We will help businesses succeed in Denver, and, in return, expect them to give back to the community by supporting the nonprofit organizations in our community.”

“Being a good corporate citizen is good business.”

– Mayor John Hickenlooper
Introduction to the Business Good Citizenship Kit

Why should my company be interested in a good citizenship program?

Being a good corporate citizen is good for business. Companies that give by donating money, products and services or volunteer time gain recognition by supporting their communities. Corporate giving can increase your company’s visibility, reputation for goodwill and employees’ sense of purpose.

Consider the tangible benefits of giving:
- Create a strong sense of purpose with a corporate vision that goes beyond profits and includes making the world a better place.
- Strengthen your local economy by supporting nonprofits that improve our community.
- Empower and unite employees by allowing them to lead giving efforts.
- Generate positive media recognition for your company’s good works.
- Improve your company’s reputation by establishing community goodwill.

You can make corporate giving a part of your company vision and mission. We encourage Metro Denver businesses to set larger goals beyond the bottom line. Your company has an opportunity to serve a larger purpose by helping to make our community a better place.

What is the purpose of the Business Good Citizenship Kit?

1. To show companies the benefits of corporate giving
2. To provide guidelines to help you establish a company program
3. To provide information about resource organizations that can connect your company with nonprofits and City initiatives that interest you
Introduction to the

DENVER OFFICE OF STRATEGIC PARTNERSHIPS

Created in January 2005, the Denver Office of Strategic Partnerships (DOSP) is the connecting bridge between the City and its nonprofit and philanthropic organizations. We build innovative partnerships between the City, nonprofits, foundations and corporations in order to strengthen nonprofit capacity and enhance how Denver serves its residents.

The DOSP works with individuals, foundations, corporations and nonprofit partners to raise critical funding for cooperative initiatives. We foster innovative partnerships to support nonprofits and engage the entire community in volunteer efforts that help to make Denver a great city.

The DOSP fulfills its mission by partnering with individuals, foundations, corporations and nonprofits on these objectives:
- Raising critical funding for cooperative initiatives
- Fostering innovative partnerships to support nonprofits
- Engaging the entire community in volunteer efforts

Objectives are met with these strategies:
- Increase giving by foundations, corporations and individuals
- Develop corporate sponsorship for nonprofits
- Promote participation and volunteer opportunities
- Inspire trust in, and promote, volunteerism and philanthropy
- Provide resources to nonprofits that support their knowledge and growth

We encourage businesses to contact us for more information about corporate giving. We can connect you with nonprofits and public initiatives that need your support.

Contact DOSP
Mike Roque, Director
720.944.2552 phone
www.denvergov.org/strategicpartnerships

DOSP Commission
Melinda Higgs, DOSP Commission Chair
President/Executive Director
Colorado Nonprofit Development Center
Mike Roque, Director
Denver Office of Strategic Partnerships
Jenny Alber, Program Coordinator
Denver Office of Strategic Partnerships
Chris Chavez, Senior Manager, Community Relations
Qwest Foundation
Denise Delgado, Board member
Young Nonprofit Professionals Network
Heather Gallien, President
Idée-Force Communications
Ben Levek, Resource Development Administrator
Denver Human Services
Lindsay Tracy, Director, Public Relations
Johnson & Wales University

Maureen McDonald, Executive Director
Denver Metro Chamber Foundation
Jacqueline Norris, Executive Director
Metro Volunteers
Glenna Norvelle
Denver Public Schools
Patty Ortiz, Director
Museo de las Americas
Katherine Pease, Consultant
Katherine Pease & Associates
Charles Shimanski, President & CEO
Colorado Nonprofit Association
Jesse Wolff, CEO
Community Shares of Colorado
Rose Williams, Administration
Denver Office of Strategic Partnerships
Step-by-Step Instructions for Good Business Citizenship

Use these steps, and the resources in this kit, to create a corporate giving and volunteer program that gives your company a greater sense of purpose and supports important community causes.

1. **Identify corporate priorities** and goals that can be met by your program. A successful corporate program reflects the corporate culture and values of your company and brings added value to business goals.

2. **Determine employee interests** through employee surveys or an advisory committee representative of all departments. Survey your employees to determine their experience and specific interests.

3. **Determine community needs** and develop your company’s program around these needs. To determine current needs, see the list of the Mayor’s community initiatives on page 12.

4. **Develop a program structure** which facilitates and encourages participation at all levels. Your program management structure should reflect employee interests and should include an employee steering committee to determine activities.

5. **Develop written corporate policies** to support your program. For example, release time for volunteering and monetary grants for service are powerful incentives for employee participation in projects.

6. **Select projects** relative to company interests and community needs. For example, if you are a construction company, it would be relevant to support a nonprofit that builds houses for homeless people.

7. **Evaluate your program** to measure its impact on employees and the local community. You can measure the impact on employees by surveying them. You can measure the impact on your reputation by tracking media coverage and awards. You can measure the impact on the community by asking for statistics on how your support helped a nonprofit or initiative reach its goals.

8. **Publicize your company’s efforts**, both internally and externally, to the media, senior management, Metro Volunteers and partnering nonprofits to communicate the level of impact. You deserve to be recognized for your good works!

9. **Reward and recognize your employees** through external and internal award programs, CEO receptions and recognition gifts.

10. **Participate with your local Corporate Volunteer Council (CVC)**. A CVC is a local coalition of companies with employee volunteer programs or plans to begin a program. This will help you launch your own volunteer program.

Contact Metro Volunteers at www.MetroVolunteers.org to participate with the Corporate Volunteer Council. *This material was excerpted from Metro Volunteers employee volunteer program manual, Heart @ Work.*
Corporate Giving and Volunteering Models

The following is a list of the most common types of corporate giving models. It is only a short list of potential programs and is not meant to limit your creativity in creating partnerships. Also see samples of real company programs at the end of this guide.

1. **Give Money Through Philanthropy** – For many corporations this is the easiest way to contribute to local nonprofit organizations. It is quick and easy and is tax-deductible when you donate money to an IRS 501(c)(3) nonprofit organization.

2. **Employee Volunteer Program** – Encourage your employees to volunteer with a nonprofit organization. Many companies allow employees to use work time (limited to 4 or 8 hours per month) to volunteer with a nonprofit organization.

3. **Employee Matching** – Match employee contributions to nonprofit organizations, thereby doubling the impact of their donations.

4. **Donate Pro Bono or In-kind Services** – Give your products or services to help a charity. Nonprofits often need legal, computer, technical, construction and other services to help them do their work. For example, Dependable Cleaners dry cleans coats at no charge and donates them to homeless shelters.

5. **Match Volunteer Time with Dollars** – Match your employees’ volunteer hours with dollars. For example, Qwest matches an employee’s 50 hours of volunteer service with $500.

6. **Group Volunteer Efforts** – Many companies organize a group volunteer effort, for example, building a Habitat for Humanity house together. They have found that these build employee morale and teamwork.

7. **Workplace Giving Campaigns** – Invite Community Shares or Mile High United Way to conduct a workplace giving campaign which allows your employees to donate monthly amounts from their pay checks to worthy nonprofits.

8. **Sponsor Nonprofit Events** – Give money to a nonprofit in return for sponsoring a program, service or event. Buy a corporate table at a nonprofit event. Ask your favorite nonprofits what sponsorship opportunities they have available.

9. **Donate Company Perks or Sponsor Benefits to Nonprofits** – If your company has season tickets to professional sports games, or if you receive gifts as part of your sponsorship of corporate events, consider donating these items to nonprofits. They can often use gifts and event tickets for fundraising auctions.

10. **Cause Oriented Marketing** – Your company can generate both sales and goodwill by publicizing the fact that you will donate a portion of your sales to a nonprofit. This can drive sales and provide valuable funds to a nonprofit.

11. **Purchase Nonprofit Products** – Purchase items from nonprofit vendors when looking for office items. For example, Work Options for Women offers catering services and YouthBiz can print t-shirts and other items for your company.

12. **Foster Employees’ Leadership Development** – Join one or more local Chambers of Commerce and have employees take advantage of their leadership training programs to foster civic leadership.
Corporate Volunteer Programs: Organizations that can Help

“Employees who volunteer enjoy higher employee morale and greater company loyalty.”
- The Independent Sector

The organizations listed below serve as clearinghouses for many local nonprofits. By contacting them, you can discover volunteer opportunities and decide which ones match the goals and interests of your company’s community involvement plan.

METRO VOLUNTEERS

HOW THEY CAN HELP YOU
Metro Volunteers helps your company attract and maintain an outstanding, involved and contributing employee base through the implementation of an employee volunteer program.

Metro Volunteers can help your company:
- Provide a structure through which organized groups of employees participate in community service projects and take an active approach to helping solve critical social issues
- Promote company pride, teamwork and camaraderie among employees while developing their skills and talents
- Improve the quality of life in our communities and neighborhoods and make a positive impact on community problems
- Develop partnerships by educating employees about nonprofit agencies, their needs, service and programs while also informing the community about your company’s products and services

WHAT THEY DO
Metro Volunteers is the expert resource center on volunteerism in the metro Denver area. Their mission is to mobilize and cultivate volunteers as a vital force in our community. Their programs and services support our vision of creating a strong community through engaged volunteerism.

Benefits of a Corporate Volunteer Program

Businesses Benefit from Volunteering by:
- Demonstrating a culture which values and is committed to communities working together
- Investing in an environment which will affect future business success
- Gaining recognition and positive public perception
- Enjoying an increase in company loyalty, job satisfaction and productivity
- Becoming part of the solution to community problems

Employees Benefit from Volunteering by:
- Receiving training in leadership, team-building and skill development
- Developing a broadened knowledge of the community, its needs and services
- Enjoying a sense of self-worth, accomplishment and pride in giving back
- Enhancing family values

The Community Benefits from Volunteering by:
- Involving citizens to productively address community concerns
- Expanding services by leveraging financial support with volunteer efforts
- Increasing the understanding between businesses and the nonprofit sector
- Improving the quality of life for its residents

CONTACT: For more information, visit: www.metrovolunteers.org or call 303-282-1234.
Metro Volunteers BoardBank Program

HOW THEY CAN HELP YOU
The BoardBank Program helps your employees get involved with board positions at nonprofits. They recruit and train volunteers to serve on nonprofit boards of directors. This helps your company develop engaged employees who are actively serving the community.

WHAT THEY DO
A community-based organization’s greatest asset is a qualified board member—one who is well-trained, well-connected, well-informed, and committed to the mission of the organization. Metro Volunteers’ BoardBank program opens doors to community leadership by providing opportunities for your employees to be trained on the roles and responsibilities of board service, and to help them choose a board that fits with their interests and expectations. This unique, proven program offers an avenue for nonprofit agencies to be introduced to qualified, interested and available professionals who will add new insights, energy and value to the governing committees and/or boards of directors.

Metro Volunteers BoardBank Benefits Employee Candidates by:
• Educating them about the vital role played by the board of directors in the organizational structure of a nonprofit, and the unique responsibilities of board membership
• Connecting their goals and aspirations to organizations making an impact on our society’s most pressing needs
• Providing an environment of ongoing learning to continually sharpen their leadership skills in the company of other committed men and women
• Strengthening their ties to community building initiatives by becoming actively involved citizens

The BoardBank Program Benefits Nonprofit Agencies By:
• Minimizing research time to identify and recruit qualified candidates with specific skills
• Improving access to committed, enthusiastic volunteers with a diverse range of backgrounds and interests
• Gaining professional expertise to provide a governance structure that operates as a community “brain trust”
• Securing board candidates who are trained and “ready to be seated” at the board table

How Metro Volunteers BoardBank Works:
• Nonprofit agencies and individuals register with Metro Volunteers BoardBank Program
• Board development consultation interviews are conducted with nonprofit agencies seeking board candidates
• Candidates attend a training session, “An Introduction to Board Service” and select agencies compatible with their interests and skills
• Candidates are referred to agencies; agencies contact and interview candidates
• Agency and candidate discuss expectations and responsibilities
• A match is made or more research is conducted and the process is continued

CONTACT: For more information, visit: www.metrovolunteers.org or call 303-282-1234.
National Volunteer Week

HOW THEY CAN HELP YOU
By celebrating National Volunteer Week, you can raise awareness in your workplace about the importance of volunteering. It honors past and current volunteers and can inspire employees to become volunteers.

WHAT THEY DO
Sponsored by the Points of Light Foundation, National Volunteer Week is about thanking one of America’s most valuable assets – our volunteers – and calling the public’s attention to all they do to improve our communities.

National Volunteer Week began in 1974 when President Richard Nixon signed an executive order establishing the week as an annual celebration of volunteering. Since then, every U.S. President has signed a proclamation promoting National Volunteer Week. Additionally, governors, mayors and other elected officials make public statements and sign proclamations in support of National Volunteer Week.

CONTACT
For more information on programs in our region that highlight this national event held in April of each year, contact Metro Volunteers at 303-282-1234 or metrovol@metrovolunteers.org.
Overview of Where to Get Involved: Initiatives and Resource Organizations

Get Involved in City of Denver Initiatives

These city initiatives enjoy the partnership and support of many nonprofits in Metro Denver. By contacting these organizations, you can aid these initiatives and find out how to help the nonprofits that also support them.

Find Nonprofits that Need Support

By contacting local clearinghouses to learn about volunteer opportunities and getting to know local funding sources, you can discover many giving and volunteer opportunities with nonprofits that need your support.

Join Organizations that Promote Civic Leadership

These nonprofit business organizations foster civic leadership and help businesses connect with one another. By joining these organizations, you encourage all businesses to get involved in our community while making valuable network connections.
Get Involved in City of Denver Initiatives

These city initiatives enjoy the partnership and support of many nonprofits in Metro Denver. By contacting these organizations, you can aid these initiatives and find out how to help the nonprofits that also support them.

Youth Mentoring Collaborative
You can support Denver’s youth. The Youth Mentoring Collaborative’s goal is to match more kids with adult mentors. Comprised of 15 youth mentoring organizations and eight resource partners, the YMC needs adults to volunteer their time to mentor at-risk youth. Mentoring is simply spending time with a young person who can benefit from a positive role model.
Call United Way’s 2-1-1 or visit www.MetroVolunteers.org

Denver’s Road Home
You can help to end homelessness. Denver’s plan to end homelessness is a role model for other cities and is based on best practices from successful plans. Denver’s Road Home: The Ten Year Plan to End Homelessness combines services and compassion with accountability and measurable outcomes.
www.denversroadhome.org

Making College Possible for all kids in Denver Public Schools
You can help kids go to college. Denver believes money should not be the hurdle that keeps kids from going to and completing a post-secondary education. The City has partnered with DPS Superintendent Michael Bennet and to develop and implement an endowed college scholarship program.

Greenprint Denver
You can help Denver go green and protect the environment. In his State of the City address on July 12, 2006, the Mayor announced a long-term, citywide initiative called Greenprint Denver to promote the importance of sustainable development and ecologically-friendly practices throughout the community. Among the plan’s initiatives is an effort to plant one million trees.
www.greenprintdenver.org

After School Initiative
You can help kids gain access to after school programs. Research demonstrates that after-school programs are a crucial support system for today’s youth. They provide constructive activities, supervision, and safety in the after-school hours. The After School Initiative strives to implement more after school programs to support Denver’s youth.
www.denvergov.org/afterschoolinitiatives
Find Nonprofits that Need Support

According to the 2005 Colorado Giving Study conducted by the Colorado Association of Funders, Colorado corporate funders contributed nearly $27 million to charitable causes throughout the state.

“*In the past five years, Metro Denver residents’ opinions have shifted regarding who should support charities. Nearly all agree that Colorado’s businesses need to continue to play a strong role.*”

By contacting local clearinghouses to learn about volunteer opportunities and getting to know local funding sources, you can discover many giving and volunteer opportunities with nonprofits that need your support.

**Colorado Association of Funders – 303.398.7404**  [www.coloradofunders.org](http://www.coloradofunders.org)

The Colorado Association of Funders (CAF) is a nonprofit regional membership organization for grantmakers throughout the state. CAF’s mission is to bring people, information and resources together to promote effective and responsible philanthropy in Colorado.

CAF is comprised of many types and sizes of grantmakers. As members of CAF, funders have the opportunity to network with each other, explore peer collaborations, learn about current issues within the community-at-large and the nonprofit industry, and benefit from trainings and programs designed specifically for grantmakers. CAF and its member organizations work to strengthen the voice and impact of philanthropy in the state. CAF members reflect the broad diversity of the Colorado grantmaking community.

**Get Involved in the Corporate Funder Network**
The Corporate Funder Network, a peer network facilitated by CAF, meets regularly to present and discuss issues that specifically affect corporate funders. These smaller meetings provide a great opportunity to network with other corporate funders and participate in highly focused discussions about unique funding experiences and challenges. Meetings are hosted by participating corporations. Contact CAF if your company would like to get involved in this network.

**Becoming a Member**
Private, community, corporate, and operating foundations, corporate grantmakers and federated funds are eligible for membership, and must have a verifiable giving program within Colorado. Member organizations pay dues according to the amount of grants awarded within the state during a fiscal year. Interested organizations can find further eligibility guidelines and applications online.

**2005 Colorado Giving Study**
This CAF study is the most comprehensive evaluation of the impact of organized philanthropy in the state. Data from 290 Colorado-based grantmakers reveals that private and community foundations, corporate funders and federated funds contribute more than $272 million to charitable causes throughout the state. Charities providing human services, health and education receive the largest share of giving. The study also shows CAF member organizations provide more than 68 percent of Colorado’s organized philanthropy. To access the full contents of the 2005 Colorado Giving Study, visit [www.coloradofunders.org](http://www.coloradofunders.org).
The Colorado Nonprofit Association, formerly the Colorado Association of Nonprofit Organizations (CANPO), is a statewide nonprofit membership coalition connecting nonprofits of all sizes, missions and geographic locations.

- We lead the nonprofit sector in influencing public policy and public opinion.
- We serve our members by providing tools for communication, networking and administration.
- We strengthen the nonprofit community through trainings, issue discussions, and public advocacy about the importance of the nonprofit sector.
- We represent the sector and nonprofit issues in the media.
- We lead state-wide initiatives that affect the sector as a whole. As example, the association led a successful campaign in 2005 to help pass Referendum C. In 2006-2008, the association will facilitate a widespread program to increase charitable giving in Colorado.
- The association gathers and disseminates data pertaining to the nonprofit sector, including a bi-annual nonprofit salary and benefits survey and, in 2007, a comprehensive nonprofit economic impact study.

**Become a member**

Your company can become a business member of the association, granting you the opportunity to be featured in the annual business directory, direct communications access to the full membership and a variety of purchase discounts. Three different levels of business membership allow an array of options for recognition and benefit.

**Get Involved in the Work of the Association**

Your employees can support the work of the association in many ways. Direct fiscal support is always appreciated, but in-kind and volunteer support are also welcomed. There are numerous ad hoc committee and program activities in which to participate – including, but not limited to: Teaching a seminar for nonprofit employees, assisting with a conference or event committees, participating in the public policy forums, submitting pertinent articles to the bi-monthly newsletter, helping to build business and skill-based curriculums for nonprofits, developing a group purchase program with association members, and offering pro bono services to nonprofits through the association.

**Use the Association as a Resource**

The association is frequently called upon for speaking engagements, information pertaining to the sector, and formal response to nonprofit issues. Contact the Manager of Membership and Communications at 303-832-5710, ext. 202 for further details.

**Learn from the Economic Impact Study**

The Colorado Nonprofit Association has initiated a comprehensive economic impact study to highlight the importance of the sector to the state’s economy, the number of jobs provided by the sector, the social impact of programs and services across the state, and the influx of new money into the state as a result of sector activities. Both regional and statewide data will be presented in the report generated by the study, expected to be completed mid-2007.
Community Shares of Colorado – 303.861.7507  www.cshares.org

Community Shares of Colorado is one of the national leaders in the alternative fund movement. Founded in 1986, Community Shares offers employees a variety of choices for charitable giving, such as animal welfare organizations, advocacy organizations, public radio stations, arts organizations, environmental nonprofits as well human service groups throughout Colorado.

Community Shares of Colorado’s mission states, “We connect Coloradans to the charities and causes they care about most.” Community Shares follows four guiding principles: choice in giving, local significance, membership diversity and financial credibility and clarity. Community Shares runs three programs: Community Giving Campaign, Building Community Program and Nonprofit Sustainability Program. Other resources offered on the Community Shares website include a community calendar of events and a nonprofit job bank.

You can get involved in the Community Giving Campaign
The Community Shares of Colorado’s Annual Community Giving Campaign brings representatives to an employer’s worksite. The Community Shares representatives work with employers to schedule a presentation to employees and answer questions, as well as hand out informational packets with pledge cards. An employee’s completed pledge card can be given to the campaign coordinator, and the designated funds will be detracted from the employee’s payroll, forwarded to Community Shares and distributed to the designated nonprofits.

Since 1988, Community Shares has sponsored annual workplace giving campaigns. The most recent campaign for 2005-2006 raised over $1.43 million from over 6,000 employees to benefit 114 Colorado nonprofit organizations.

Becoming a Member
Membership applications are accepted once per year on an invitation-only basis. These select organizations meet initial membership requirements, including 501(c)3 status recognized by the IRS. A more complete listing of membership requirements is available online. To be considered for invitation, an organization should submit a Member Interest Form, also available online, in May or early June.

Metro Volunteers – 303-282-1234  www.metrovolunteers.org

Metro Volunteers helps your company attract and maintain an outstanding, involved and contributing employee base through the implementation of an employee volunteer program. Metro Volunteers is the expert resource center on volunteerism in the metro Denver area. Their mission is to mobilize and cultivate volunteers as a vital force in our community. Their programs and services support our vision of creating a strong community through engaged volunteerism.

Metro Volunteers can help your company:
- Provide a structure through which organized groups of employees participate in community service projects and take an active approach to helping solve critical social issues
- Promote company pride, teamwork and camaraderie among employees while developing their skills and talents
- Improve the quality of life in our communities and neighborhoods and make a positive impact on community problems
- Develop partnerships by educating employees about nonprofit agencies, their needs, service and programs while also informing the community about your company’s products and services
Who We Are
The first branch of the United Way began in Denver in 1887, beginning a 120-year legacy of serving the community. Mile High United Way maximizes the collective strength of over 50,000 individual donors, 800 local businesses, 100 nonprofit partners and numerous community resources to support our three focused initiatives of School Readiness, Youth Success, and Adult Self Sufficiency.

What We Do
We focus on the important issues in our community and each of our initiatives supports the vision of a more educated workforce and a positive business climate. By making sure that our children are ready to go to school, we increase the likelihood of students graduating from high school. By increasing high school graduating rates, we begin to build a highly skilled pool of future Colorado employees. The ultimate result is a population of self sufficient and employed adults who are not dependent on public assistance.

How You Can Become Involved
We are experts in working with local businesses to develop strategic partnerships and collaborations that serve your specific philanthropic vision in the community. There are a variety of ways your business can get involved:
- Run a workplace fundraising campaign and get your employees involved.
- Offer corporate matching to your employees who give to Mile High United Way.
- Make a corporate donation to support our initiatives.

Mile High United Way donors have the opportunity to make an even greater investment in one or all of our initiatives, School Readiness, Youth Success and Adult Self Sufficiency through several levels of giving:
- Become part of the Tocqueville Society, a group of over 350 business and civic leaders who contribute to Mile High United Way at a $10,000 level or above.
- Join the 3,600 Mile High United Way Leadership donors who give at the $1,000 level or above.
- Join our Women’s Leadership Council, dedicated to inspiring, educating, and encouraging women to effect change in the community through philanthropy and leadership.

United Way’s 2-1-1 phone line is a free, multi-lingual service that refers callers to non-emergency health and human services such as early childhood education programs, after-school programs, emergency assistance, senior services and volunteer opportunities. To give or get help, simply dial 2-1-1.
Who We Are
The 2% Club is a coalition of over 200 large and small businesses in Denver who have agreed to support and promote charitable giving through their company, and to encourage others to become involved. We encourage business donations of time, goods, services and money to community causes throughout metro Denver. Each business member, based on the honor system, agrees to donate a minimum of 2% of profits to charitable organizations of its choice. Included are cash donations, employee volunteerism, company volunteer projects, in-kind goods and services, pro bono assistance and other types of charitable activities.

What We Do
The 2% Club promotes corporate giving and participation in the metro Denver community. Our members meet periodically to hear speakers, share ideas on charitable giving and network with other professionals who have an interest in philanthropy.

Become a member
Businesses are encouraged to show their support of our community by joining The 2% Club. Since our purpose is to promote community giving and the support of nonprofits, the fee to join the 2% Club is a nominal, one-time charge. By joining, your business becomes part of the strong corporate community in Denver that has come together to show that we care about our quality of life and are willing to do our part. The 2% Club welcomes you. We encourage you to attend one of our meetings or contact us if you need more information.
Join Organizations that Promote Civic Leadership

“Success in business is the direct result of what you know – and who you know”
– Denver Metro Chamber of Commerce

These nonprofit business organizations foster civic leadership and help businesses connect with one another. By joining or supporting these organizations, you can help to encourage all businesses to get involved in our community while making valuable network connections.

Denver Metro Chamber of Commerce – 303-534-8500 www.denverchamber.org

The Denver Metro Chamber of Commerce is the voice of the regional business community, advocating on behalf of member companies on issues critical to the economic vitality and quality of life within the region. Chamber membership includes more than 2,500 metro area companies and their 300,000 employees, representing the region’s largest corporations, as well as the smallest entrepreneurial ventures. Along with its affiliate, the Metro Denver Economic Development Corporation, the organization is focused on economic development, tax policy, transportation, health care reform and small business services.

Members gain important benefits and have access to volunteer opportunities through:

– Community access. Meet existing and prospective customers as well as other business and civic leaders at Chamber events.

– Participation. Volunteer work and other participation increases a company’s visibility and enhances credibility throughout the community.

– Chamber resources. Chamber events, training programs, and other resources can bring awareness about the issues currently facing business, help solve financing, marketing and human resources challenges and provide an opportunity to build a strong networking base.

The Chamber is a customer-focused membership organization dedicated to:

– Providing members value-added benefits
– Collaborating with community organizations to achieve mutual goals
– Representing members’ interests in government and legislative issues
– Enhancing our region’s global competitiveness
– Ensuring the highest standards for an improved community quality of life

This mission is accomplished through five areas of focus: Coordination of metro area economic development activities by the Metro Denver Economic Development Corporation; technical assistance to small businesses and entrepreneurs through the Colorado Small Business Development Center; Public Affairs advocacy; the provision of visibility and networking through Membership services and the development of community trustees through the efforts of the Denver Metro Chamber Foundation.

The Denver Metro Chamber of Commerce is not affiliated with any government entity and is funded by companies investing in the Chamber through membership dues, sponsorships, advertising and event attendance. The Chamber’s Board of Directors is comprised of 55 metro area business leaders.
The Denver Metro Chamber Foundation works to promote the development of civic leadership by the business community and fosters opportunities for increased cooperation among the private, public and nonprofit sectors. Through a series of initiatives and programs the Foundation provides opportunities for both recognized and emerging leaders to work collaboratively on issues of regional importance.

Encourage your employees to take advantage of these programs:

- **Access Denver**: A two-day series of informational forums and social events designed for senior-level Denver executives that provides important context for local business and civic issues, access to Denver's leaders, and tools for becoming active in the community.

- **Impact Denver**: A six-month introductory civic leadership program for Metro Denver’s next generation of community leaders interested in developing their leadership skills and learning about the region.

- **Leadership Denver**: Now in its 3rd year, this ten-month program for active leaders focuses on assuming civic leadership roles through in-depth issues seminars, retreats and a group community project.

- **Leadership Exchange**: The city-to-city exchange brings Denver’s prominent business and civic leaders together to discuss the innovations and best practices of another city facing relevant business and policy issues while strengthening the collective vision and collaboration in our own community.

- **Legacy Denver**: A leadership mentoring program convening established and retiring community leaders for small group conversations regarding issues of regional importance, personal leadership development, and the process of community engagement.

- **Colorado Leadership Alliance**: CLA unites the comprehensive leadership training programs of nine undergraduate institutions across the state in training our best and brightest students to become future leaders of Colorado. The DMCF and CLA partnership allows unique opportunities for Colorado’s business leadership to connect with talented, motivated students, thus enhancing the state’s workforce structure and development.

The Denver Metro Chamber Foundation provides issue-based education for members of the business community who wish to become civically engaged.
Asian Chamber of Commerce  
www.asianchambercommerce.org  

The mission of the Asian Chamber of Commerce is to promote awareness of the Asian business community and to assist in its economic development. They achieve this through workshops and programs in business networking, business consulting, financial planning, and international trade leads. Membership in the ACC includes 423 individuals, small businesses, corporations and nonprofits.

Colorado Black Chamber of Commerce  
www.coloradoblackchamber.org  

The Colorado Black Chamber of Commerce (CBCC) provides leadership for the growth and development of African American businesses and facilitates the economic empowerment of the African American community. Their membership includes over 800 individuals and 52 corporations. To develop leadership among their members, CBCC sponsors Chamber Connect, a 10-week selective executive training and networking program.

Colorado Women’s Chamber of Commerce  
www.cwcc.org  

The Colorado Women’s Chamber of Commerce (CWCC) is the largest women’s chamber in the nation, with over 1,600 members statewide. Their efforts are focused on creating an economic community for women, with programs in the areas of business development, professional excellence and leadership.

Denver Hispanic Chamber of Commerce  
www.dhcc.com  

The Denver Hispanic Chamber of Commerce is a membership-driven organization comprised of small-business owners, corporate representatives, community leaders and association members representing various professions. With over 1,400 members, DHCC is the state’s largest minority chamber, and works to promote and advance the growth of Hispanic business. DHCC is a strong advocate of legislation affecting small business, and provides access to valuable information and training opportunities for its members. The DHCC formed an independent nonprofit organization to address the educational needs of Hispanic children in Denver. The Hispanic Chamber Education Foundation (HECF) assists K-12 and college students with educational and leadership programs.

Latina Chamber  
www.latina chamber.org  

The Latina Chamber was begun in 2004 in order to promote and advance the personal, professional, and business interests of Latinas, their families, and their communities. The Chamber serves as a clearinghouse for information and resources to benefit their members, promotes awareness of available services, and assesses ongoing needs for the Latina community. Their services extend beyond their direct membership, actively involving individuals, families, business owners, corporations, nonprofits, government, and the general community in their services.
Colorado Notebook is a comprehensive statewide listing of over 6,000 decision makers and organizations. It is who you need to know. It is available online, 24 hours a day, seven days a week, and is constantly updated to keep it accurate. You will know in a matter of minutes who matters most to you and how to reach them. When you subscribe to Colorado Notebook online, you’ll receive a password to the most innovative and reliable community relations resource tool on the market today.

Metro Mayors Caucus – 303.477.8065  www.metromayors.org

The Metro Mayors Caucus, founded by metro area mayors in 1993, is comprised of mayors of 39 municipalities in the Denver region. Since its inception, the Caucus has nurtured an environment of cooperation among Caucus members and among other governmental agencies and levels as a key strategy for effectively addressing the complex issues facing the region. To this end, the Caucus provides a non-confrontational arena for the discussion of common issues and multi-jurisdictional challenges.

The Caucus uses consensus based decision making and collaboration to reach agreement and address issues of mutual concern. This commitment to consensus, unique among regional organizations, has allowed the Caucus to reach consensus on issues that have divided the region in other forums.

With a foundation of collaboration and consensus based decision making, the Caucus serves a number of functions for its mayor members:

– The Caucus develops consensus positions on key issues facing the metro area and advocates their adoption by other levels of government.
– The Caucus and its staff monitor policy at the local, regional, state and federal levels to keep members abreast of issues affecting their municipalities and the region.
– The Caucus is a voice for regionalism in a time of growing awareness of the need for regional approaches to challenges such as affordable housing, and transportation planning and finance.
– The Caucus acts as a sounding board for actors and agencies from the private, nonprofit and public sectors that seek to implement change at the local, regional and state levels.
– The Caucus provides a forum for the resolution of differences among jurisdictions in the metro area.
– Caucus meetings provide opportunities, through dialogue, for enhancing personal relationships and building trust among the chief elected officials of the region’s municipalities.

Issues
The Metro Mayors Caucus focuses on issues that span geographic boundaries and benefit from regional approaches. Since its founding, the Caucus has focused on issues as varied as air quality and youth violence. In the past three years the Caucus has focused predominantly on the following issues: Water Conservation, Energy Efficiency and Conservation, Workforce Housing, and Transportation.

Meet the Mayors
To contact the Caucus or view a full list of participating mayors, including Denver Mayor John Hickenlooper, Boulder Mayor Mark Ruzzin, and Northglenn Mayor Kathy Novak (Caucus Chair), visit www.metromayors.org.
Recognition: How to Get Noticed for Giving

Once your company has implemented its corporate giving program, you deserve to be recognized for your efforts! We encourage your company to enter award shows and send press releases to local media to tell them about your good works!

Here is a list of media and nonprofit-sponsored award shows that recognize companies that give back to their communities.

**9News Leader of the Year Award**  
[www.9news.com/life/community/leaderoty](http://www.9news.com/life/community/leaderoty)

The 9News Leader of the Year Award, presented by TIAA-CREF, recognizes an emerging leader who has made a lasting contribution to the well-being of the community and to the state of Colorado. It is an investment in the potential of extraordinary individuals who, in the early to mid stages of their careers, demonstrate character and competence through their behavior and accomplishments. The 9News Leader of the Year is awarded at the annual Colorado Leadership Alliance Luncheon, hosted by the Denver Metro Chamber Foundation.

**Business Ethics Award, presented by the Colorado Ethics in Business Alliance**  
[www.cobusethics.org](http://www.cobusethics.org)

Recognizing business success accompanied by a proven record of ethical conduct and socially responsible business practices including community service.  
Recent Recipients include: CAP Logistics, FirstBank Holding Company, Aspen Skiing Company, Downing Street Garage, and Village Homes.

**Colorado Biz Magazine’s Top Company Awards**  
[www.cobizmag.com/top_company.asp](http://www.cobizmag.com/top_company.asp)

Colorado Biz Magazine annually recognizes Colorado’s most outstanding businesses that demonstrate exceptional achievements in the areas of financial performance, community involvement, and either marketing/production innovation, operational efficiency, or research development. Awards are given to one business in each of nine industry categories: Health Care, Energy/Natural Resources, Financial Services, Services, Real Estate/Construction, Manufacturing, Retail/Wholesale, Tourism/Hospitality, and Technology/Media/Telecommunications.

**Colorado Business Committee for the Arts**  
[www.cbca.org](http://www.cbca.org)

Their annual awards honors businesses that get involved in the arts:
- Philanthropy Award: This award recognizes exemplary corporate citizenship and generosity to arts and culture.
- Innovation Award: This award recognizes an inspired blending of business and arts that propels business achievement.
- Workforce Award: This award recognizes creative investments in employee development and volunteerism.
- Workspace Award: This award recognizes exceptional design that advances business objectives.
The Denver Business Journal hold several events throughout the year that recognize different aspects of the local business atmosphere such as: the Best Places to Work, Fastest Growing Private Companies, Forty Under 40, Health Care Heroes, Outstanding Women in Business, and Top Public Companies.

**Martin Luther King, Jr. Business Social Responsibility Awards**
The Business Social Responsibility Award is a high honor bestowed upon individual business people, businesses, or non-profit organizations who have contributed enormously to the greater community within the context and spirit of the life of Dr. Martin Luther King, Jr. That context and spirit embrace concepts of equal opportunity for all, promotion of good will toward all people and encouragement of programs that make the world a better place, as exemplified by the nominee’s business participation and actions beyond the scope of normal practices. Award winners are honored at the annual MLK Luncheon. Business recipients in 2006 include: The Denver Foundation, Mental Health Center of Denver, and Museo de las Américas.

**National Philanthropy Day in Colorado**
National Philanthropy Day is a day set aside each November to recognize thousands of generous people who donate their time, talent and financial resources to worthy causes all over the country. The annual National Philanthropy Day in Colorado Awards Luncheon has been Colorado's premier celebration of philanthropy since it the first event in Colorado in 1989. More than 1,000 people attend the luncheon to honor Colorado’s most outstanding philanthropists, supporters and volunteers. During the luncheon, recipients of National Philanthropy Day awards will be honored for exceptional philanthropic and volunteer contributions in Colorado, including both large and small businesses and corporations.

**Small Business Awards, presented by the Denver Metro Chamber of Commerce**
Small Business of the Year
The spirit of the Small Business Award is to recognize those businesses that have a history of outstanding business practices in the Denver community. This award is to honor the entrepreneurship, sustainability, productivity and effort put forth in a small business.

Emerging Business of the Year
The spirit of the Emerging Business Award is to recognize those businesses that have truly defined entrepreneurship, personified success and exemplified a unique business beginning.

Minority-Owned Business of the Year
The spirit of this award is to recognize a minority-owned business that has a history of outstanding business practices. This award is to honor entrepreneurship, sustainability, productivity and effort of a minority-owned business.

If your organization has additional awards that you would like listed please contact the Denver Office of Strategic Partnerships @ 720-944-2552. www.denvergov.org/strategicpartnerships
Examples of Community Involvement Programs From Metro Denver Companies

Company: Comcast

Contact:
Tiffany K. Payne, Public Relations Manager
8000 E. Iliff Avenue, Denver, CO 80231
Phone: 303.603.2515, Fax: 303.603.2077, E-mail: tiffany_payne@cable.comcast.com

Company Community Involvement Program(s)

At Comcast Colorado, we have a deep commitment to serving the communities where we live and work. We provide service to nearly every area of the communities, from underserved neighborhoods to newly built areas. For us, our commitment to our communities goes well beyond bringing the best digital cable TV, video-on-demand, HDTV, high-speed Internet, and digital phone services to our customers’ homes. We believe that one of the most important investments we can make as citizens is to support our community through local partnerships and sponsored events.

Comcast takes this commitment to the community seriously. Comcast partnered with more than 80 different community organizations in Colorado in 2005 and 2006. This year alone, we will sponsor more than 130 events, providing more than $4 million in cash and in-kind contributions to our communities and local organizations.

A wonderful example of this community spirit was during the height of the Hurricane Katrina and Hurricane Rita crises, Comcast assisted the American Red Cross by hosting a temporary call center for the overflow of callers who wished to donate to the relief effort. Comcast employees volunteered their time to cover the phones for the incredible number of inbound calls. Comcast also set up the Cable Hope Fund in an effort to raise money to help aid the victims of the natural disaster. Throughout this nationwide struggle, Comcast Colorado felt it necessary to lend a helping hand.

In October 2006, nearly 1,700 Colorado Comcast employees and their families and friends gave back to the communities and non-profit organizations in need, with our annual “Comcast Cares Day.” From Greeley, to Pueblo, from Glenwood Springs to school grounds across the Denver metro area, Comcast volunteers rolled up their sleeves at 30 different projects and made our communities a better place for all by painting classrooms, landscaping school properties, renovating non-profit facilities and beautifying community parks. Comcast Cares Day is one of the cornerstones of this company’s culture.

In 2004, Comcast Cares Day included 30,000 employees and their family members from across the nation, donating 180,000 hours of service on local projects – the hours are the equivalent of 86 years of service in one day. In Colorado that year, Comcast Cares Day tackled 14 different projects across the state, with the helping hand of 1,500 Comcast volunteers.

This year on October 7, Comcast Cares Day will focus on the issue of homelessness in Colorado in partnership with Mile High United Way.
Comcast has a strong history of working with the United Way Campaign. In 2005, Comcast joined with the United Way in efforts to raise money to improve areas in their local regions. In Pueblo alone, 56 Comcast employees – nearly 75 percent of all Pueblo employees – generously donated a total of $7,996 to the United Way Campaign. In total, Comcast Colorado employees donated more than $42,000 in the 2005 United Way Campaign.

In addition to the volunteer accomplishments on Comcast Cares Day, the Comcast Foundation has generously provided separate grants to the Mile High Chapter of the American Red Cross and the Denver Public Schools Foundation in 2005 in the amount of $25,000 each in recognition of the Comcast employees and their families who volunteered their time on Comcast Cares Day. This grant will support the year-round goals and mission of the American Red Cross and the DPS Foundation. The Comcast Foundation also has given $45,000 to the Children’s Hospital Foundation in the past three years and will continue to support it. Earlier this year, Comcast gave $10,000 to Stories On Stage, a performance organization that incorporates and promotes creativity and diversity.

Comcast and the Comcast Foundation annually award the Leaders and Achievers scholarship worth $1,000 to graduating high school seniors who embody achievement in academics, leadership, and community. Over the past three years, 163 scholarships have been awarded to Colorado students, totaling $163,000 toward promoting higher education. Comcast also is partnered with Partners for a Drug Free America, another organization that works closely with Colorado schools.
Company: Kamlet Shepherd & Reichert, LLP

Contact:
Willie E. Shepherd, Chairman
Anita Russell, Public Relations Director
Terri M. Taylor, Marketing Coordinator
1515 Arapahoe Street, Tower 1, Suite 1600, Denver, CO 80202
(303) 825-4200, www.ksrlaw.com

Company Community Involvement Program(s)

Kamlet Shepherd & Reichert is one of the fastest growing law firms in the Rocky Mountain Region. Co-founders of the firm, Jay Kamlet and Willie Shepherd, have consistently demonstrated a commitment to Denver through civic responsibility, volunteerism, political participation and philanthropy and have worked to model the way for others.

As their firm has grown, they have encouraged their colleagues and employees to give back to the community, supporting many of their employees’ individual causes and highlighting their community participation on the Kamlet Shepherd website. At the beginning of the year, each attorney is allotted an individual community relations budget which they are encouraged to use for charitable contributions, fundraising events and sponsorships. This gives each person the ability to participate in community causes and organizations that are meaningful to them, ensuring that the firm’s resources are being invested in a diverse array of community programs and non-profit organizations. It also provides these Kamlet Shepherd volunteers with the support they need to successfully contribute to the Denver community.

As a result of this unique initiative, Kamlet Shepherd is effectively represented at leadership levels on scores of important organizations including the Colorado Children’s Campaign, Colorado Council on Economic Education, Colorado Symphony Orchestra, National Sports Center for the Disabled and the National Pro Fastpitch League.

Employees with the firm are also deeply engaged with organizations including Denver’s Road Home, Denver SCORES, Denver Active 20/30, Concerts for Kids, Habitat for Humanity, Planned Parenthood of the Rocky Mountains and the Alliance of Professional Women.

The founding partners at Kamlet Shepherd are also passionate about promoting the economic development of the region. Willie has worked with the City and the Metro Denver Chamber of Commerce and has served on the Board of Directors of the Chamber and the Chamber Foundation. Realizing the importance of the work the Chamber does, he has worked to ensure that employees at the firm participate actively in Chamber program. Each year employees are encouraged to apply for and participate in programs such as Leadership Denver, Impact Denver and the Chamber 100. In addition, at least two representatives from the firm are sent on the annual Leadership Exchange Trip, in which Denver city leaders interact with leaders from other metro areas.
Company: Qwest

Contact:
Chris Chavez
www.qwest.com/community
1801 California Street, 50th Floor
Denver, CO 80202

Company Community Involvement Program(s)

Qwest in the Community
On one level, we’re Qwest®, the communications company. But on another, we’re a group of dynamic individuals, nearly 40,000 strong, committed to improving the quality of education – and life – in the communities we serve. As a company and as individuals, our educational and technological initiatives work to bolster student success, increase community involvement and encourage financial investment.

Education
Education is the cornerstone of every individual’s future, making richer lives, stronger families and more prosperous communities possible. And literacy, in turn, is the cornerstone of a successful education. Qwest is helping to establish those foundations through initiatives that strengthen pre-K through grade 12 education.

The Qwest Foundation specifically funds pre-K through grade 12 programs. Some of these partnerships include Boys & Girls Clubs, Big Brothers Big Sisters and Goodwill Industries. Additionally, the Qwest Foundation funds Teachers & Technology grants that reward teachers who develop innovative uses of technology to promote student success.

Volunteerism
Qwest is more than a communications company. We’re nearly 40,000 individuals living and working with you and your family in communities all across the region. Each of us has a personal stake in helping to improve the towns and neighborhoods where we live.

That’s why the Qwest Foundation funds a matching program through which $500 donations are made to nonprofit organizations where employees volunteer at least 60 hours over a six-month period.

Perhaps the perfect embodiment of our commitment to service is the Qwest Pioneers, current and retired employees who together volunteer a combined one million hours each year in their communities. That’s sixty million minutes devoted to improving thousands of communities, one individual at a time.

Qwest Foundation
The Qwest Foundation is dedicated to enriching the lives of customers and the communities we serve. It’s more than just caring; it’s a commitment to making a difference.

Supporting our communities is not only a privilege, but also a responsibility.
Company: TIAA-CREF

Contact:
Vanecia B. Kerr, Corporate Sponsorships & Community Relations
370 17th Street – Suite 200, Denver, CO 80202
303-607-2554 phone, 303-607-2470 fax, kerr@tiaa-cref.org

Company Community Involvement Program(s)

TIAA-CREF is the leading provider of retirement services in the academic, medical, research and cultural fields. Consistent with our commitment to serving the greater good, we have both a formal employee volunteer program and a formal employee giving program. Both of these programs are key elements in our efforts to support our local communities where we live and work. The TIAA-CREF Corporate Sponsorships and Community Relations area has identified four focus areas: Arts & Culture, Education, Health & Human Services and Volunteerism. Our efforts are primarily concentrated in these areas.

TIAA-CREF currently has over 40 offices throughout the country and Denver is one of our major hub locations with over 1300 employees in the downtown Denver area. With a significant employee base we encourage our employees to support volunteerism through corporate programs as well as on their own. We recognize our employee volunteers through a Volunteer Recognition event each year and through our Volunteer Grant program that rewards nonprofit organizations with a grant if an employee volunteers a certain number of hours during a calendar year.

One of our key corporate volunteer programs is our annual Giving Back for the Greater Good Service Days held each year in April. This effort occurs around National Volunteer Week and we typically plan approximately 15 volunteer opportunities geared toward employee involvement in the local community. Some of these programs are held on-site and some are held at nearby nonprofit organizations. The identification of volunteer projects is partially done through employee recommendations and also through research by the community relations staff. We typically look for projects that meet the needs of the community and our employees while supporting our business goals. During our recent effort we had more than 460 employees participate in our Giving Back for the Greater Good Service Days in Denver. Throughout the country this project involved over 90 projects and over 1700 employees.

TIAA-CREF also has a very strong employee giving program. This program encourages employees to donate contributions to nonprofit organizations in the Denver community through a pre-tax payroll deduction. Each year in October this campaign is promoted through various employee events such as fairs, carnivals, and other fun events. We highlight numerous nonprofit organizations by emphasizing the type of work they do in the Denver community. Some of the key organizations involved in this campaign include the United Way, America’s Charities, Global Impact and Community Health Charities. TIAA-CREF matches contributions to these organizations and their member charities dollar for dollar. In 2005 more than 20% of our employees in Denver participated in this campaign by donating over $100,000 to the Denver community.

Although these are our two major efforts during the calendar TIAA-CREF often seeks other opportunities for employee and leadership involvement. Our leadership actively supports our efforts by serving on key boards of directors and by serving as the executive sponsor for various events. Other partnerships include the Denver Metro Chamber of Commerce and the Downtown Denver Partnership. Our employees are also involved in the American Heart Association Heart Walk, Junior Achievement, American Cancer Society’s Daffodil Days and the Susan G.
Company: Xcel Energy

Contact Person:
Carol Shearon
303-671-3806

Company Community Involvement Program(s)

At Xcel Energy we are proud of our employees who spend countless hours providing leadership and volunteer services to nonprofit organizations in our communities. Likewise, many of our retirees find themselves putting more energy than ever into their favorite causes, applying lifetimes of experience to serve their communities.

Employee Involvement at Xcel Energy can take many forms: Participation in company sponsored programs such as Hobie Day for Craig Hospital or Junior Achievement; rallying coworkers in our annual United Way campaign; becoming involved in one of our school partnerships; joining with fellow employees to organize a food drive; or using our volunteer opportunities search engine powered by VolunteerMatch to search for an after work volunteer activity. Through our Matching Gifts programs, Xcel Energy Foundation recognizes these efforts.

In 2005, Xcel Energy was selected as Outstanding Large Business or Corporation at the annual National Philanthropy Day in Colorado Awards Luncheon, Colorado’s premier celebration of philanthropy. More than 1,000 people attend the luncheon to honor Colorado’s most outstanding philanthropists, supporters and volunteers. Xcel Energy was nominated for the award by 100 Colorado educators who participate in Classroom Connection, an Xcel Energy Foundation sponsored teacher networking program (www.classroomconnection.org)
Company: Idée-Force

Contact Person:
Heather Gallien
303.295 3845 x101

Company Community Involvement Program(s)

Idée-Force is a full-service Denver advertising agency that specializes in brand identity, advertising, marketing, fundraising campaigns and public relations for nonprofits. Idée-Force is a small business, and yet we continually strive to find new ways to give back to the nonprofit sector. Since many nonprofits need marketing assistance, most of our giving is provided through in-kind services or corporate sponsorships.

Our company donates extensive pro bono work to local nonprofits: Our advertising agency is committed to giving back to Denver’s nonprofit and cultural organizations. In 2006, Idée-Force donated an estimated $100,000 in pro bono or in-kinds marketing services – a very significant donation based the agency’s annual revenues.

Idée-Force launched Denver’s Extreme Marketing Makeover for Nonprofits: Idée-Force, in partnership with the Denver Office of Strategic Partnerships, launched Denver’s Extreme Marketing Makeover for Nonprofits in 2006. Each year, we select a nonprofit and grant the winner a suite of new marketing materials valued at $25,000. The 2006 winner received a new logo, stationery, web site, brochure, graphic email template and public relations tools. Idée-Force will announces the annual Extreme Marketing Makeover winner each January.

We give money or services through corporate sponsorships: Idée-Force provides cash and/or in-kind marketing services as corporate sponsors for many nonprofits and their fundraising events. For example, we are the Official Marketing Sponsor of the Cherry Creek Arts Festival and donate 50% of the value of our work to their cause. We have also sponsored organizations such as the American Transplant Foundation’s Summit For Life fundraising event and Cherokee Ranch and Castle’s new performing arts series.

Our company hosts fundraisers for local nonprofits: In August 2006, Idée-Force hosted a fundraising party that raised over $5,000 in proceeds for Colorado Business Committee for the Arts. Our goal is to plan one annual fundraising event each year to generate community involvement and raise funds for local nonprofits.

Recognition for our community support: The September/October 2006 issue of Colorado Company magazine profiled Idée-Force president Heather Gallien as an outstanding business leader for giving back to the nonprofit community. Idée-Force has also been announced as a finalist for the Business for the Arts Awards, an annual award show hosted by Colorado Business Committee for the Arts.
Company: EnCana Oil & Gas (USA) Inc.

Contact Person:
Joyce Witte
Community Investment Advisor
(720) 876-5290

Company Community Involvement Program(s)

EnCana strives to be an industry leader in both the energy business and in community engagement. We continually look for creative ways to partner with the communities in which we operate. We view our role as an active community member with responsibilities to the areas where our operations are part of local daily life. We believe this to be simply part of our license to operate. EnCana’s Community Investment is focused on the following areas:

Sciences, Trades and Technology
The oil and gas industry’s demand for highly skilled technical and trades people is experiencing unprecedented growth. While EnCana has long been an active supporter of educational, vocational and technical training institutions, this is now a key area of focus for us. In addition, we are a partner in several new training ventures tailored to develop skills and promote employment opportunities in communities where EnCana operates.

Family and Community Wellness
Strong, healthy families help create vibrant, viable communities. EnCana is an active supporter of programs that strengthen the social fabric by bringing families and communities together in the pursuit of health, recreational and social activities that contribute to wellness.

Community Development
Every community is unique in their aspirations and EnCana is proud of the leadership role we play as an enabler in helping them to realize their goals. Our partners are as diverse as the people they serve, and together we work to develop creative solutions to community issues that are sustainable and value-added.

EnCana Cares Employee Programs
EnCana Cares offers employees two convenient ways to plan charitable giving:

Annual Campaign: Every year during the month of October, the annual EnCana Cares campaign offers employees in Canada and the U.S. a convenient, confidential opportunity to plan yearly charitable giving. EnCana matches employee donations to charity dollar-for-dollar, with the option of utilizing payroll deduction. Donations made outside of the annual campaign are submitted to the Matching Gifts program.

Matching Gifts: Offered throughout the year, the Matching Gifts program offers all employees an opportunity to double their donation each time they give to a charitable or non-profit organization.
Company: Kaiser Permanente

Contact Person:
Jana Baker, Community & Local Government Relations Coordinator &
Assistant to Maureen Hanrahan | National Director, Medicaid & Subsidy Programs
(303) 344-7678
Jana.Baker@kp.org

Company Community Involvement Program(s)

Kaiser Permanente is the largest private health care provider in Colorado with more than 475,000 members in the
Kaiser Permanente owns and operates 17 medical offices, four mental health and chemical dependency offices, and
state-of-the-art health care technologies, such as our electronic medical record system, KP HealthConnect®.

As a nonprofit organization, Kaiser Permanente is committed to improving the health of our communities. We
do this through efforts like charity care, grant funding, employee volunteerism, supporting safety net clinics, and
educating kids through theater programs. We participate in government programs such as Medicaid and Child
Health Plan Plus. And, we partner with key organizations to tackle challenges such as decreasing the number of
uninsured, improving health care affordability, and public health issues such as obesity.

Examples of programs that give back to the communities we live and work in, include:

In 2006, we held our 10th annual Neighbors in Health fair; a one-day health fair that provides preventive and basic
health care to approximately 3,000 uninsured and underinsured people. Over 1,000 volunteers both from Kaiser
Permanente and our community partners make this event a huge success. Follow-up care is arranged for patients
when necessary.

MLK Day of Volunteerism: January 15, 2007, over 300 employees helped with basic health screenings and other
community volunteer projects at over 22 sites in the Denver metro area, including staffing the Volunteers of America
“Dinner for Those Who Hunger”. We have supported this event for years.

KP Crew Volunteer Board: a board consisting of approximately 40 physicians and staff ambassadors who provide
communication and volunteer opportunities for the employees in the Colorado region. This board meets every other
month and are often team leaders for projects. The board sponsors over 44 different events and activities throughout
the year and sponsor a holiday outreach program with gift-matching.

Employees participate in a number of one-day activities including walks and runs: Stadium Stampede benefiting the
Exempla Hospital Foundation; The American Lung Association Run the Register; the American Heart Association
Heart Walk; the Alzheimer’s Foundation Memory Walk; Rebuilding Together; the American Diabetes Association
Walk to Cure Diabetes; the Juvenile Diabetes Research Foundation Walk to Cure Diabetes; Cystic Fibrosis Walk,
Arthritis Foundation Walk, AIDS Walk, annual food drives, school supplies drives; and many more.
The Educational Theatre Program employs 16 full-time professional actors and actresses who educate through
theatre programs developed for school-aged children and presented to local schools, free to the public. They offer
innovative, interactive programs such as “Teens Take It On” and “What Would You Do?”, engaging children in
healthy choice activities.
The annual employee giving campaign raises over $400,000 for local non-profits every year through private employee donations.

Kaiser Permanente supports Project Cure and local non-profits by donating gently used or recyclable medical equipment and office furniture and supplies. Donations do not include computers or equipment that could compromise member confidentiality.

Kaiser Permanente offers employees a volunteer time release policy that pays for an employee to volunteer during normal work hours up to eight hours each month as long as patient care is not compromised.

Community Health Initiatives is a grant program providing money to communities who are working to improve living conditions in a self-sufficient manner and can measure the progress being made. Approved projects are focused on a healthy eating, active living (HEAL) model.
Company: The IMA Financial Group

Contact: Patty Fontneau, CAO
1550 17th Street, Suite 600
Denver, CO 80202
303-615-7469

Company Community Involvement Programs:
The IMA Financial Group is a mid-sized diversified financial services company which primarily provides risk management, insurance services and employee benefit solutions to companies across the country. The organization’s stated purpose is to protect assets and make a difference - and this is true in every aspect of the community in which they live and work.

The Community Action Committee is an employee volunteer committee that supports and encourages employees to donate of time, energy and funds in order to improve the quality of life in our Colorado communities. The CAC currently supports the following groups within our community: Bryant Webster Elementary (weekly mentor and reading program, as well as financial support), Gateway Battered Women’s Shelter, Meals on Wheels Program, Denver’s Road Home, Habitat for Humanity, Kempe Foundation, I Have a Dream Foundation, Race for the Cure, Dumb Friends League, the United Way and ongoing blood drives for Bonfils Blood Center. The FAO Schwartz Volunteer Award is given each year to IMA employees who proves to be a “Fantastic Advocate For Others” and includes an additional $1,000 donation to the charity of their choice. The Adopt a Platoon program sends monthly gift boxes to our servicemen oversees. The CAC alone contributes over 3000 volunteer hours a year in our Denver communities.

The IMA Foundation is a 501(c)(3) organization funded through the IMA Financial Group that distributes funds in the communities in which we live and work. Last year, the IMA Foundation and IMA of Colorado distributed over $100,000 in the Denver metro region.

IMA also encourages and supports its employees’ Board Involvement. Denver is one of seven IMA offices, and in Denver alone (with 160 employees), the executives, managers and staff serve, chair, or work with over 30 local non-profit boards, including: Warren Village, Gateway Battered Women’s Shelter, I Have a Dream Foundation, CollegeInvest, The Denver Art Museum, Qualistar Early Learning, The Mile High United Way, the Denver Metro Chamber of Commerce, the Denver Metro Chamber Foundation, the Downtown Denver Partnership, and many others.

IMA has an active United Way Campaign, and supports other Fundraising Initiatives including in-house programs to support needy families during holidays throughout the year, as well as insurance industry collaboration to support our designated charities.
### Resource List: Organization Web Sites

**Nonprofits, Government Initiatives and Support Organizations**

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<th>Organization</th>
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<td>Blacktie Colorado</td>
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<td>Colorado Nonprofit Association</td>
<td><a href="http://www.coloradononprofits.org">www.coloradononprofits.org</a></td>
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<tr>
<td>Colorado Notebook</td>
<td><a href="http://www.coloradonotebook.com">www.coloradonotebook.com</a></td>
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<td>Community Resource Center</td>
<td><a href="http://www.crcamerica.org">www.crcamerica.org</a></td>
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<td>Community Shares of Colorado</td>
<td><a href="http://www.cshares.org">www.cshares.org</a></td>
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<td>Denver Metro Chamber Foundation</td>
<td><a href="http://www.denverchamber.org/foundation">www.denverchamber.org/foundation</a></td>
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<tr>
<td>Denver Office of Strategic Partnerships</td>
<td><a href="http://www.denvergov.org/strategicpartnerships">www.denvergov.org/strategicpartnerships</a></td>
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<td>Denver’s Road Home</td>
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<td>Greenprint Denver</td>
<td><a href="http://www.greenprintdenver.org">www.greenprintdenver.org</a></td>
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<td>Metro Mayors’ Caucus</td>
<td><a href="http://www.metromayors.org">www.metromayors.org</a></td>
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<td>Metro Volunteers</td>
<td><a href="http://www.metrovolunteers.org">www.metrovolunteers.org</a></td>
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<td>Mile High United Way</td>
<td><a href="http://www.unitedwaydenver.org">www.unitedwaydenver.org</a></td>
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<td>Providers Resource Clearinghouse</td>
<td><a href="http://www.prccolorado.org">www.prccolorado.org</a></td>
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<tr>
<td>Youth Mentoring Collaborative</td>
<td><a href="http://www.youthmentoringcollaborative.org">www.youthmentoringcollaborative.org</a></td>
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**Chambers of Commerce**

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<th>Chamber</th>
<th>Web Site</th>
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<td>Asian Chamber of Commerce</td>
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<td>Colorado Black Chamber of Commerce</td>
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<td>Colorado Women’s Chamber of Commerce</td>
<td><a href="http://www.cwcc.org">www.cwcc.org</a></td>
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<td>Denver Hispanic Chamber of Commerce</td>
<td><a href="http://www.dhcc.com">www.dhcc.com</a></td>
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<td>Latina Chamber of Commerce</td>
<td><a href="http://www.latinaclub.org">www.latinaclub.org</a></td>
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<td>Rocky Mountain Indian Chamber of Commerce</td>
<td><a href="http://www.rmicc.org">www.rmicc.org</a></td>
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THANK YOU!

We wish to thank the Denver Metro Chamber Foundation, Metro Volunteers, Idée-Force Communications and the Denver Office of Strategic Partnerships Commission for all their work in putting this toolkit together.