Rooted in Business

B:CIVIC elevates business for good by empowering organizations and their people to do more for their communities.

We do that by creating connections, sharing expertise and inspiring action.
Purpose and profit are inextricably linked. It’s not only possible to do business while making the world a better place, it’s essential if companies want to remain relevant.”
- Larry Fink
Chairman & CEO, BlackRock
Putting Their Money Where Their Mouths Are

Americans are willing to reward or punish based on company values and actions.

- 87% would purchase a product because that company stood up for or advocated for an issue that they care about.
- 76% would refuse to purchase a company’s product or services upon learning that it supported an issue contrary to their beliefs.
Looking Under the Hood

Hot air won’t get you anywhere – Americans are willing to find out for themselves if your efforts are authentic.

65% of Americans say when a company takes a stand on a social or environmental issue, they will do research to see if it is being authentic.

76% of Millennials will do research – more than 10 percentage points more than the average.
ROI of Purpose on Employees

organizations with purpose programs can drive a 7.5% increase in employee engagement

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>25% - 50% reduction in turnover rate</td>
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<tr>
<td>90% - 200% savings in replacement costs</td>
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<td>13% increase in productivity</td>
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Business Trends

B:CIVIC offers nearly 30 programs and events annually, convening more than 1,000 professionals to share best practices, trends and support.
Doing good is good for business – and makes Colorado stronger.

B:CIVIC is 140 members strong, representing over 100,000 employees in Colorado
Spent 400,000+ hours volunteering and provided more than $37 million in donations
Focus Areas

B:CIVIC promotes and advances corporate social responsibility for the betterment of all communities and businesses.

B:CIVIC elevates business for good

- Training & Certification
- Peer Networking
- Resources | Tools
- Inspiring Others
- Showcasing Best Practices & Trends
- Capacity-Building
- Collective Impact
- Telling Your Story
- Making the Business Case
- Employee Experience
- Community Impact

Inspiring Others

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Resources | Tools

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Community Impact

B:CIVIC promotes and advances corporate social responsibility for the betterment of all communities and businesses.
2019 Program Overview

- Total Events: 27
- Different Programs Offered: 8
- Total Attendees: 1049
- Companies Featured at Events: 41
- Companies Featured at Summit: 26
- CSR Certifications: 64
Summit 2019

• 245 Attendees | 257 Registrations
• 148 Companies | 28 Industry Sectors
• 2 National Keynotes, 11 Workshops
• 26 Speakers: 18 Local & 8 National

“This entire summit was incredibly well executed and polished. I typically attend national-level conferences, but the quality of the speakers and content at this event was on par. Same goes for the committee and logistical staff - stellar all around. I had a great time and was inspired!”
Elevating Business for Good

SOCIALLY RESPONSIBLE BUSINESS 101: DEVELOPING YOUR CSR STRATEGY

THE CIVIC 50

POINTS OF LIGHT • CSR SOLUTIONS
How to Engage

• Annual Membership
• Quarterly Community Events
• Monthly Networking Roundtables
• Story Submissions
• One-time Sponsorship Opportunities
• Workshop Submissions
• 2020 Civic 50 Colorado
• Volunteer Leadership (Programming & Annual Summit)