



# COMMUNITY **IMPACT** 2021



# Maintaining Our 15% Commitment

We are incredibly thankful for our team members and community partners who made a difference in 2021. **Giving back is embedded in our culture and our organizational and individual values.**

Since our inception in 2001, we have been committed to continuing to invest at least 15% of our profits back into the community each year through cash contributions, donated services, reduced billing rates for nonprofit clients and paid time off for team members to volunteer with various community organizations and causes.



## \$356,865

given in nonprofit  
sponsorships since 2011



## \$161,440

given in donated  
services in 2021



## \$124,193

given in nonprofit cash  
donations since 2011  
outside of the Get Grounded  
Foundation and Get Giving





# The Get Grounded Foundation

In 2015, we established the Get Grounded Foundation, a private 501(c)(3) that provides community grants for new, innovative and entrepreneurial programs that provide seed money to an existing, qualified nonprofit that directly supports the healthy development of at-risk or neglected youth in the Denver and Boulder metro areas in the areas of **child abuse and neglect, childhood hunger relief** and **youth behavioral health**.

We're honored to support the important work of outstanding community programs listed here.



The Urban Farm



Illuminate Colorado



Cobbled Streets



Denver Inner City Parish



Hunger Free Colorado



Developmental FX

**\$74,000** given in 2021 for a total of **\$279,280** given since inception.  
**14 micro-grants** in 2021 for a total of **74 grants** since inception.

## Past & Present Grantees

A Precious Child  
 African Community Center of Denver  
 Augustana Arts  
 Autism Society of Colorado  
 The Bridge Project  
 Child Advocates – Denver CASA  
 CASA of Jefferson and Gilpin counties  
 Children's Farms of America  
 CMDance  
 Cobbled Streets  
 Colorado COVID Relief Fund  
 Colorado Humanities  
 Connect our Kids (Colorado CASA)  
 Denver Children's Advocacy Center  
 Denver City Lax  
 Denver Indian Family Resources Center  
 Denver Inner City Parish  
 Denver Kids (formerly Denver Urban Scholars)  
 Developmental FX  
 Extended Hands of Hope  
 Families Together at Tennyson Center for Children  
 Family Tree  
 Fill the Void – Amp the Cause to End Hunger  
 Food for Thought – Denver  
 Friends of Slaven's School  
 Havern School  
 Hunger Free Colorado  
 Illuminate Colorado  
 Mile High United Way  
 Mount Saint Vincent  
 PCs for People  
 PlatteForum  
 Playworks  
 Rocky Mountain Children's Law Center  
 Spirit of the Sun  
 Share Our Strength's Cooking Matters Colorado  
 SOAR  
 STAR Institute  
 Struggle of Love Foundation  
 Tennyson Center for Children  
 The Urban Farm  
 Youth Seen  
 Zuma's Rescue Ranch



**\$33,660**

in cash grants for team  
volunteer hours since inception



**19.5**

average yearly volunteer  
hours per team member



**3,594**

volunteer hours per team  
member since inception



**That's more  
than a year of  
donated time  
for a full-time  
team member.**

## The Get Grounded Volunteer Program

The Get Grounded Volunteer Program, founded in 2007, recognizes team members who volunteer time by providing them with up to four hours per month of paid time off for time they spend helping nonprofits, schools or other 501(c)(3) organizations. In addition, GFM also matches all volunteer hours by donating \$10 per hour, up to \$400 for each calendar year, to the charities for which team members volunteer their time.



# Good & Grounded Podcast: Doing Good & Finding Ways to Do More

Our Good & Grounded Podcast continued to shine light on important topics like the issues Colorado leaders are facing during these challenging times, strategies for supporting Colorado's smaller nonprofits, innovate ways small businesses are making a difference and tips for individuals and families who want to help their communities.



## Most Listened to Episodes in 2021

- **Vaccine vs. Variant: The Battle Against Misinformation**  
*An interview with Dr. Lalit Bajaj of Children's Hospital Colorado*
- **How Companies Win on Culture During the Pandemic**  
*An interview with Outside Magazine's 2020 Award Winners*
- **What the "New Normal" Looks Like for Public Libraries**  
*An interview with Michelle Jeske of the Denver Public Library*



# 24

episodes produced in 2021

"We focus on getting grounded in an issue or opportunity in our community, then we try to leave our listeners with an idea or two of what good *they* can do."

Jim Licko, GFM|CenterTable  
Managing Partner & Co-founder



# 30

different leaders and  
organizations highlighted





## Team Members Get Giving

While many team members couldn't volunteer in person due to COVID-19 restrictions and safety measures, we still found ways to support many frontline and critical service organizations including Food Bank of the Rockies, Metro Caring, Community Food Share, Food for Thought and Tennyson Center for Children.



# Key Giving Certifications and Memberships

## Certified



Corporation

## *Certified B Corporation®*

In 2016, GFM was named a Certified B Corporation® by the global nonprofit B Lab®, which recognizes companies meeting the highest global standards for corporate transparency, accountability and social and environmental performance. We became a B Corp to join with a larger community of service-focused businesses who believe that it is possible to put people over profits and to show that you can be successful while treating team members and clients as human beings and not just numbers on a spreadsheet.



## *Civic 50 Colorado: 2020 & 2021 Award Winner*

The Civic 50 Colorado award recognizes companies that set the standard for superior corporate citizenship in our state by Points of Light, the world's largest organization dedicated to volunteer service. This award uses an evaluation tool that exclusively measures corporate civic involvement based on a company's commitment of time, skills and resources and how those tangible and intangible gifts positively impact their communities. The collective scores will serve as a benchmark to help other companies increase their own social responsibility efforts.





# Diversity, Equity and Inclusion (DEI): A Passion for Partnerships

## *Culturally Inclusive Collaborative*

At GFM|CenterTable, our team members are driven by the fact that diverse cultural perspectives inspire creativity and fuel innovation, and that cultural competency, insight and local knowledge equate to higher, more inclusively targeted and ultimately, more successful marketing campaigns. We also recognize that we don't have all the answers, so we are committed to engaging partners who can supplement our expertise and knowledge in these areas. As such, we have developed a Culturally Inclusive Collaborative composed of partners who represent and work closely with communities of varied cultures, ethnicities, sexual orientations and socioeconomic backgrounds.

We engage these partners to enrich our campaigns and projects. Members of our Culturally Inclusive Collaborative work with our team in a number of ways, including developing campaigns, assessing messaging and branding initiatives, and planning outreach efforts, on behalf of a number of our clients.

## *Companies Uniting Against Racism*

Because words are not enough, our leadership stepped forward with other committed companies including Ball Corporation, Craig Hospital, Delta Dental of Colorado, IMA Financial Group, the Rocky Mountain Region of JLL, Prosono, RK, Sage Hospitality Group and Xcel Energy, to establish a CEO pledge of action. Together, we committed to developing action steps in 2020, for our companies to combat racism by listening, learning and leading more effectively as companies. Since the pledge's launch in July 2020, 130+ companies and community organizations have joined the pledge.





## *Boards and Committees Our Team Members Serve On*

A+ Angels  
AfricAid  
Boulder Voices for Children  
Bowdoin College Alumni Board  
Colorado Academy Alumni Board  
Colorado Feeding Kids  
Colorado Freedom of Information Coalition  
Colorado Outward Bound School  
CU Leads School of Business  
Denver Metro Chamber Leadership Foundation  
Denver Urban Gardens  
Har Hashem  
Front Range Community College MGD  
Louisville Public Library Foundation  
Mental Health Family Advisory Council  
Metro Caring  
Metropolitan Library Commission  
of Oklahoma County  
Montessori Academy of Colorado  
Most Precious Blood Church and School  
PawsCo  
Wartburg West  
Various Parent-Teacher Associations



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