



GFM|CenterTable

Formerly GroundFloor Media

2024 COMMUNITY IMPACT REPORT



Our Commitment to Community Runs Deep

As a socially conscious marketing communications agency, giving back is embedded in our culture and our values. Since our inception in 2001, we have been committed to investing at least 15% of our profits back into the community each year with cash contributions, grants through our Get Grounded Foundation, donated services, reduced billing rates for nonprofit clients and paid time off for team members to volunteer with various community organizations and causes.

**Inc. Best
Workplaces**

**AdAge
Best
Places
to Work**



Our Impact



\$420,162

in nonprofit sponsorships since 2011



\$499,620

in donated and discounted services in 2024



\$672,030

in nonprofit cash donations since 2011

The Get Grounded Foundation

In 2015, we established the Get Grounded Foundation (GGF), a private 501(c)(3) that provides community grants for new, innovative and entrepreneurial programs that directly support the healthy development of youth in the Denver and Boulder metro areas. The Foundation focuses on three key pillars: child abuse and neglect prevention, childhood food insecurity and youth mental health.



PAST & PRESENT GRANTEES

A Precious Child
African Community Center
Art Students League of Denver
Augustana Arts
Aurora Arapahoe Battered Women's Shelter
Gateway Domestic Violence Services
Autism Society of Colorado
Black Parents United Foundation
Blue Channel Therapy♥
Boulder Voices for Children (CASA)
The Bridge Project
CASA of Adams & Broomfield Counties
CASA of Jefferson and Gilpin Counties
Child Advocates – Denver
Child and Family Advocacy Program
Children's Farms of America
City Year Denver♥
CMDance
Cobbled Streets♥
Colorado Coronavirus Relief Fund (CVRF)
Colorado Dream Foundation♥
Colorado Humanities

Colorado Uplift
Connect Our Kids
Denver Adolescent Response Team (DART)
Denver Children's Advocacy Center
Denver City Lax♥
Denver Indian Family Resource Center
Denver Inner City Parish
Denver Kids (formerly Denver Urban Scholars)
Denver Young Artists Orchestra
Developmental FX
Envision: You & Mental Health Colorado♥
Extended Hands of Hope
Family Tree
Amp the Cause to End Hunger
Food for Thought – Denver
Foster Together Colorado
Friends of Slavens School (FOSS)
Girls on the Fly
Greater Denver CARES
Havern School♥
Hunger Free Colorado
Illuminate Colorado

Jeffco Action Center
Judi's House♥
Mercy Housing Mountain Plains
MetroWest Housing Solutions♥
Mile High United Way
Mirror Image Arts
Mount Saint Vincent
Mountains in My Mind♥
PCs for People
PlatteForum
Playworks
Project 1.27
Project PAVE♥
Rachael's Challenge♥
Rise Above CO
Rise Against Suicide♥
Robbie's Hope♥
SECOR Cares
Spirit of the Sun
Share Our Strength's Cooking Matters Colorado
SOAR
STAR Institute

\$539,000
through 146 micro-grants
(since 2015)

Struggle of Love Foundation
Sweet Dream in a Bag, Inc.
Tennyson Center for Children
The Child Mind Institute♥
The Urban Farm
Thriving Families
Touch A Life Foundation♥
Voices for Children, CASA of Boulder County
Whiz Kids Tutoring
Youth on Record♥
Youth Seen♥
Zuma's Rescue Ranch

♥ Denotes a grant from The Sam Aden Kindness Fund

In-Kind Donations Providing:



Seeds and gardening tools
Grove Foundation



Musical instruments
Augustana Arts



**Therapeutic equipment
for classrooms**
Havern School



**Insulated food containers
for mobile food program**
Lord's Daily Bread



the sam aden kindness fund

Jackson "Sam" Aden came into this world on March 31, 2009, in St. Petersburg, Russia as Frolov Igor Mikhailovich, and joined the family of our founder, Laura Love, on December 1, 2010, as their amazing "Iggy." While Sam left this earth on May 4, 2023, his 14 years were full of big love, mischief, random acts of kindness, laughter (he had the best laugh), a love of his heritage and a passion for philosophical discussions about life. We continue to honor his legacy through [The Sam Aden Kindness Fund](#), where 100% of donations – and all future donations – support youth mental health awareness and fund other critical mental health resources and support systems.



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 volunteering for nonprofits, schools or other 501(c)(3) organizations. In addition, GFM|CenterTable matches all volunteer hours by donating \$10 per hour, up to \$400 for each team member per calendar year, to the charities for which team members volunteer their time.



21

organizations
supported in 2024



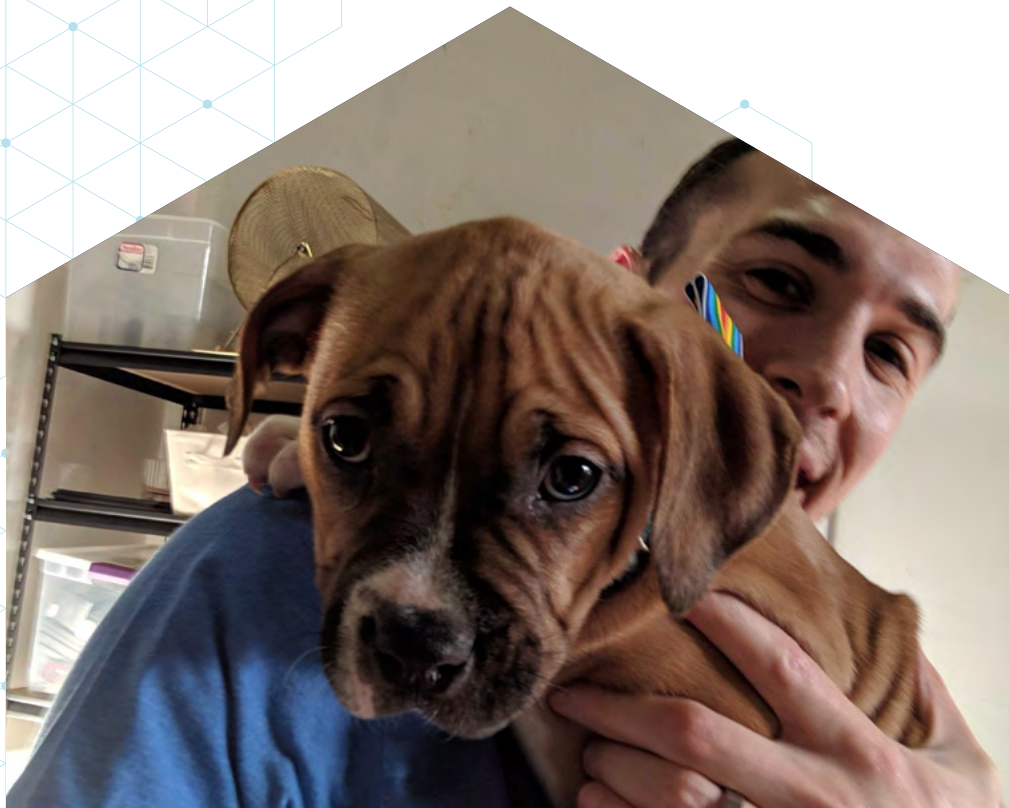
\$45,555

in cash grants for team
member volunteer hours
since program inception



4,867

volunteer hours tracked
since program inception



Boards & Committees Where Our Team Members Serve

Aspen Institute Project Play Colorado
Auraria Campus Brand Advisory Committee
B:CIVIC
Boulder County Cultural Council
Colorado Outward Bound School
Denver City Lax Gala Committee
Denver Metro Chamber Leadership Foundation
Denver Urban Gardens
East High School Women's Lacrosse
Front Range Community College
Mental Health Family Advisory Council at Children's Hospital Colorado
Monkey Butler Improv
Outward Bound Services Group
PawsCo
Project Angel Heart
Public Relations Organization International (PROI)
SafeHouse Denver
Swallow Hill Music
The STEAD School
The Women's Foundation of Colorado
Tennyson Center for Children
University of Colorado's Center for Ethics and Social Responsibility
Various Parent-Teacher Associations

22+

boards and committees our
team members serve on

448

hours served by team
members on boards and
committees in 2024

Partnering to Make a Lasting Impact

GFM|CenterTable partnered with clients through marketing communications to support critical issues including:

Access to Education
Affordable Housing
Animal Welfare
Child Abuse Prevention
Civic Engagement
Financial Empowerment
Food Insecurity
Health Equity
Impact Investing
Mental Health
Urban Forestry



Key Giving Certifications and Memberships

