



Annual

# COMMUNITY IMPACT REPORT 2017

Giving back is embedded in our culture and in our organizational and individual values. Since our inception in 2001, we have been committed to continuing to invest at least 15 percent of our profits back into the community each year through cash contributions, pro bono public relations and digital marketing services, reduced billing rates for nonprofit clients, and paid time off for team members to volunteer with various community organizations and causes.



In 2015, GFM 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 Metro area in the areas of child abuse and neglect, childhood hunger relief and youth behavioral health.

## \$81,000

THROUGH 22 MICRO-GRANTS

*(since 2015)*

Past grantees include: Autism Society of Colorado, Bridge Project, CASA of Jefferson and Gilpin Counties, Denver CASA, Denver Children's Advocacy Center, Denver Indian Family Resource Center, Denver Urban Scholars, ECDC-African Community Center Denver, Mount Saint Vincent, PCs for People, Platte Forum, Playworks Education Energized, Rocky Mountain Children's Law Center, Roots Elementary, Share Our Strength Cooking Matters Colorado, Tennyson Center for Children, Zuma Rescue Ranch

## 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 per calendar year, to the charities for which team members volunteer their time.

## \$18,000

MATCHED FOR STAFF VOLUNTEER HOURS

## 2,000

VOLUNTEER HOURS, OR NEARLY ONE YEAR OF DONATED TIME FOR A FULL-TIME EMPLOYEE





## GET GIVING

One of our favorite ways to connect with each other - and our community - is through our "Get Giving" days of service. Some of our team service projects have taken place at Colfax Community Network, Denver Children's Advocacy Center, Feed Denver, Habitat for Humanity of Metro Denver, Judi's House, Metro Caring, Project Angel Heart and Tennyson Center for Children.



*Team members volunteering at Denver Children's Advocacy Center*

**KEY GIVING MEMBERSHIPS:**  
Colorado Association of Funders, Founding member of B Civic, Certified B 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.

# 40%

CLIENTS THAT RECEIVED SERVICES  
AT A REDUCED NON-PROFIT RATE  
*(2017)*

# \$71,000

NONPROFIT CASH DONATIONS  
*(since 2011)*

# \$250,000

NONPROFIT SPONSORSHIPS  
*(since 2011)*

## BOARDS AND COMMITTEES OUR TEAM MEMBERS SERVE ON:

- Bowdoin College
- Center for Women's Health Research
- Colorado Academy
- Colorado Outward Bound School
- Colorado Women's Chamber of Commerce
- Cooking Matters Colorado
- Denver Art Museum
- Denver Metro Chamber Leadership Foundation
- Denver Press Club
- Denver Urban Gardens
- Downtown Denver Partnership, Inc.

- Early Milestones Colorado
- Havern School
- Louisville Public Library Foundation
- Metro Caring
- PawsCo Adoptions
- Platte Forum
- Rocky Mountain Children's Law Center
- Tennyson Center for Children
- The Art Underground
- Wartburg College and Wartburg West

