



# 2019 Award Nomination Form National Philanthropy Day in Colorado

**\*Please see Nomination Instructions (afpcc.org) for information on completing and submitting nominations**

## Nominee Information

### Nominee

Name: N/A N/A  
*First Last*

Organization: Empower Retirement

Address: 8525 E Orchard Road   
*Street Address Apt./Unit #*

Denver CO 80111  
*City State ZIP Code*

Primary Phone: 303-737-1671 Alternate Phone: 404-625-5470

Email: Elizabeth.moser@empower-retirement.com

### Category of Nomination (please check ONLY ONE)

- Lifetime Achievement
- Outstanding Large Business (Number of Colorado employees 2752)
- Outstanding Small Business (Number of Colorado employees \_\_\_\_\_)
- Outstanding Foundation
- Outstanding Philanthropist
- Outstanding Professional Fundraiser
- Outstanding Professional Grantmaker
- Outstanding Service Organization
- Outstanding Volunteer
- Outstanding Volunteer Fundraiser
- Outstanding Youth (18 and under) (Age at nomination date \_\_\_\_\_)
- Outstanding Youth Group (18 and under)

## Nominator Information

### Submitted/Nominated By:

Name 1: Genevieve Laca  
*First Last*

Organization 1: Community Shares of Colorado

Address 1: 789 Sherman Street 203  
*Street Address Apt/Unit #*

Denver CO 80203  
*City State ZIP Code*

Primary Phone 1: 303-861-7507 Email: genevieve@cshares.org

Relationship to  
Nominee 1: Community Partner – Giving Together program, match funds, employee support

Name 2: Nancy Stewart  
*First Last*

Organization 2: Denver CASA

Address 2: 960 Clarkson Street  
*Street Address Apt/Unit #*

Denver CO 80218  
*City State ZIP Code*

Primary Phone 2: 303-832-4592 Email: nstewart@denvercasa.org

Relationship to  
Nominee 2: Community Partner - support and board participation

How did you hear about us? Members of AFP and have previously submitted for NPD.

If your nominee is not selected, would you like them to be notified that they were nominated?  Yes  No

If your nominee is selected, can we share a copy of the nomination with them?  Yes  No

## 1. What are the nominee's specific achievements?

For more than a century, Empower Retirement has helped individuals, companies and employers build greater financial security. From volunteering, to giving, to providing skilled labor, Empower Retirement provides intentional support that maximizes their resources and 100 years of financial literacy. The ACT (Associates, Community, Together) program started in 2016 and empowers associates to support nonprofits that are most meaningful to them as individuals while receiving support from the company through matching gifts, sponsorships, and large events. The 1:1 match up to \$5,000 per employee is ahead of its time - including both financial contributions and volunteer time at \$10 an hour. Employees can also access \$1,000 by creating a fundraising team for charity events. Employees take full advantage of the 16 volunteer time-off hours either on their own or through dozens of annual events provided by Empower. In 2018, 605 Colorado Empower employees volunteered 6,097 hours to local nonprofits.

In addition to the work with Food Bank of the Rockies and Spark the Change Colorado detailed in the letters of support, we are particularly impressed by the following accomplishments:

- Empower's partnership with Good Sports brings new sporting equipment to youth in underserved communities. In the last two years, they have donated over \$226,000 worth of equipment benefiting 56,811 youth in Denver. 69% of programs impacted by this partnership saw an increase in play by an average of 37 minutes, and 88% of organizations that received equipment reported an increased value for their youth.
- In October of 2018, Empower Retirement made a generous donation of money and their large conference center to Early Start Camp for Adam's Camp, a nonprofit bringing together speech, music, physical, and occupational therapies for children with disabilities. With the help of Empower Retirement employees, dozens of toddlers' progress through various stations was facilitated and documented for parents and caretakers.
- Empower is a proud Premiere Sponsor of Big Brothers Big Sisters of Colorado (BBBSC). In honor of BBBSC's 100 years of mentorship, Empower created a Centennial PSA used all year on CBS4 and Comcast networks. Additionally, Empower's Senior Vice President/ Chief Marketing Officer serves on their Centennial Council and several employees serve as mentors.

## 2. What impact has the nominee had on the community through financial contributions and/or volunteerism? What impact has the nominee had on efforts to promote diversity?

### Financial and Volunteer Contributions

Empower donates more than \$500,000 to dozens of organizations each year through sponsorships and partnerships that align with community giving values. Additionally, they donate more than \$1 million annually through employee-directed matching gifts and payroll donations. Some examples of Empower and employee combined impact include:

- When discussing why Empower supports her Denver CASA board service so deeply, employee Suzanne S. says, "We see the return, both to the community where our clients and employees live, as well as in our culture as an organization." She is able to maximize support through a match and corporate sponsorship.
- Employee Damian B. increased his commitment for Integrated Family Community Services (IFCS) after attending their 2017 Nibbles and Sips gala. He became a 2018 table captain, leveraging Empower corporate donations and resources to earn the Community Cup award for the table that raises the most money. "I was so impressed with how everyone came together in support of IFCS," said Damian. "Winning the Community Cup is a big achievement for us as a group, considering how many other companies come to the event each year trying to get that recognition."
- Empower supported employee Stephanie B.'s passion for the Young Americans Center for Financial Education. After participating as a judge for their young entrepreneur event, Stephanie joined the board of directors in 2017, and Empower matches her donations and volunteer time through the ACT program. Empower further supports her efforts through a corporate sponsorship. Stephanie says, "Serving on the Young Americans board allows me to think about how the company can develop products for the next generation."
- Employee Jeff M. and 12 other associates showed support for a co-worker's son who was battling a life-threatening disease through the HopeKids Foundation's 2018 walk. Empower sponsored the team and matched all donations. "The people you see at work every day become like family," said Jeff. "It means so much more to support an organization that is directly benefitting someone you're close to."
- Empower Retirement's Giving Together employee giving campaign has seen tremendous growth, from a \$42,525 giving campaign in 2003 to raising \$365,826 (75% of the total \$489,988 raised throughout the

country)for Colorado nonprofits through 198 local employees and the match. One Denver employee wrote, "Thanks Empower for making a difference and helping us help others in need!!!". Top charities included Dumb Friends League, Denver Rescue Mission, Freedom Service Dogs, St. Jude Children's Research Hospital for Colorado and Wyoming, and The Wild Animal Sanctuary.

### **Diversity and Inclusion**

Empower's Diversity and Inclusion (DI) program has seen many amazing changes in the past year. Regarding the DI program, Elizabeth says, "Empowered by difference, we know that our company culture and impact is strengthened by who we are as it relates to all the identities we're born with and acquire along the way, as well as perspectives of thought, belief, education, background and experiences."

Empower has created five inclusion networks including the Women's Empowerment Network, Black Organization for Leadership Development, Empower Abilities, Aspiring Latinos Moving Ahead, and Pride. Each network receives an annual budget from Empower, a portion of which is designated to a local nonprofit of the group's choice. Between the Diversity and Inclusion program and volunteer initiatives, Empower organizes more than 120 employee events annually, the majority of which take place in Colorado. Additionally, Empower is building a \$20,000 scholarship program using these inclusion networks as guides to identify and fund diverse and/or underrepresented populations in the community. Empower received the designation of "Top 100 innovators in Diversity and Inclusion" from Mogul in 2018. Mogul writes, "[Empower Retirement] celebrates diversity and inclusion through employee resources and mentorship and a flexible work-life balance for employees at all stages of their career... Employees are able to participate in Business Resource Groups dedicated to groups representing different job functions, life stages, gender, and racial and ethnic backgrounds".

An impressive 97% of employees took charge of their unconscious bias by completing the "Uncovering Your Bias" course. This internally-created curriculum reviews the different types of unconscious bias in the workplace and how employees can correct and improve their actions and responses. This work inspired many associates to take the free Harvard Implicit Bias test following the course. Empower's Diversity and Inclusion Council, comprised of senior leaders from many business units, champions this work and keeps it moving forward by monitoring progress, leading associate and leader communications regarding this initiative, and advising on future programs.

Elizabeth states, "We have launched initiatives to make our company a win-win for employees of all races and ethnicities." So far, Empower has piloted a mentoring program and updated key job descriptions to include information about diversity and inclusion efforts. They also recognize the need to involve experts and have formed partnerships with groups including the Latino Leadership Institute, Women in Pension Networks and others to expand the pool of candidates from diverse backgrounds. In addition, Empower has changed its medical benefits to include same-sex partners, added paternity and maternity benefits, and included benefits for those identifying as transgender.

### **3. What leadership qualities does the nominee possess that promote philanthropy and/or volunteerism?**

Empower Retirement continues to lead the way by encouraging not just executive staff, but all employees to be deeply engaged in the community - providing the volunteer time, resources, and culture to make giving back an everyday norm. The Mogul DI award is a clear indicator that Empower Retirement is at the front of integrating volunteerism, giving, staff culture, and diversity and inclusion into a cohesive message of inclusion and real commitment.

Empower encourages staff to serve on boards, providing their professional skills and expertise to local nonprofits. Empower supports their efforts with match funds for their gifts and volunteer time as well as discretionary sponsorship funds. Empower employees serve on the following Colorado nonprofit boards: Adam's Camp, American Heart Association, American Red Cross, Big Brothers Big Sisters of Colorado, Book Trust, Children's Diabetes Foundation, , Craig Hospital, Denver CASA, Denver Metro Chamber of Commerce, Rocky Mountain Children's Law Center, Shaka Franklin Foundation, SunGate Kids, Wonderbound, and Young Americans Center for Financial Education.

Employee volunteer groups are empowered to plan events and activities throughout the year with an annual budget, corporate marketing support, and HR and communications resources. The Colorado volunteer committee has chosen to support over 30 organizations in recent years including Book Trust, Casa de Rosal Senior Center, Children's Hospital of Colorado, Craig Hospital, Denver Parks and Recreation, Denver PrideFest, Developmental Pathways, Girls Inc., GrowHaus, Habitat for Humanity, Operation Homefront, RAFT Colorado, and Volunteers for Outdoor Colorado.



July 1, 2019

Dear Selection Committee,

I am writing on behalf of Empower Retirement's nomination for Outstanding Large Business of 2019. Empower Retirement regularly volunteers at Food Bank of the Rockies and has helped us prepare more than 100 tons of food for distribution to men, women and children who don't always have enough to eat. In the past three years, Empower employees have volunteered packed or donated 145,021 meals.

We can count on Empower Retirement volunteers to keep their commitment to arrive on time, bring the expected number of volunteers and help in the ways we most need them. The groups are always so hardworking and cheerful. It's a joy to see their teams volunteering in our warehouse.

This gift of time is critical to Food Bank of the Rockies' operations and we count on volunteers to help us distribute more than 70 million pounds of food to our community. Volunteer contributions allow us to pack senior food boxes, sort reclaimed items from our grocery rescue program and fill agency orders. Empower's contribution of 1,732 hours makes a big difference.

In 2016 and 2017, Empower sponsored a portion of our Totes of Hope® weekend food program for children, which feeds 500 low-income children every weekend during the school year with 18,000 tote bags of food. The company selected 5 benefitting schools within a 15 min drive of Empower so that employees could easily volunteer their workday hours to help pack and distribute food during the school year.

The ongoing support, year after year, from Empower Retirement has made a tremendous difference in the lives of food insecure families throughout Colorado.

We are extremely grateful for their generosity and honored to write this letter of support for their nomination.

Kind regards,

Janie Gianotsos  
Director of Marketing and Community Relations  
Food Bank of the Rockies



National Philanthropy Day Awards  
C/O AFP Colorado Chapter  
P.O. Box 24745  
Denver, CO 80224

June 24, 2019

Dear National Philanthropy Day Nomination Committee,

Spark the Change Colorado is pleased to recommend Empower Retirement for the NPD honor of Outstanding Large Business. We have been honored to work with the incredible employees at Empower Retirement and we want to share with you how much good we have witnessed as Colorado partners. For years, Empower Retirement has lived up to their name by empowering employees to give back to the communities where they work and live. In May 2019, they took this charge even further with the inaugural Impact Days. Empower staff loved this event, saying things like, "Thank you for offering me the opportunity to give back to my community right where I work- let's do this more often!"

I work with dozens of companies throughout our state thus can attest that this level of dedication to making real change is remarkable. Empower Retirement worked with Spark the Change Colorado to mobilize over 400 employees during work hours to the following nonprofits:

- Employees made stuffed animals for first responders to give to children encountering stressful situations for First Responders in Metro Denver
- Employees made blankets and super hero capes for children in need at the Action Center
- Employees created dog chew toys from upcycled t-shirts for Freedom Service Dogs
- Employees decorated meal delivery bags for Project Angel Heart
- Employee teams assembled STEM project kits for Resource Area for Teachers (RAFT)
- Employees built community gardens on Empower company property with Community Gardens

Employees were able to connect to causes they truly cared about and had a variety of activities to choose from. **These three intense days entailed over volunteer 600 hours invested in Metro Denver, worth approximately \$12,000 to these nonprofits.** Empower Retirement is deeply committed to improving the lives of Coloradoans through their community impact efforts and we enjoyed actualizing their volunteer dreams. Empower Retirement encourages staff to utilize this time to become familiar with local opportunities to give back beyond just organized time at work and to participate in local philanthropic efforts Throughout the year, Elizabeth Moser and her team at Empower Retirement look to integrate giving back into the daily routine of all employees and to instill an ongoing culture of investing in our community.

Thank you for your consideration,

A handwritten signature in black ink that reads "Kristy Judd".

Kristy Judd, CEO  
Spark the Change Colorado