

SOCIAL RESPONSIBILITY BADGE

Business Goal

Increase total dollars, volunteerism and relationships dedicated to making a positive social impact.

Overview

The purpose of the social badge is to encourage practical, best management practices that can be implemented by businesses across the five elements of organizational operation: customers, coworkers, community, suppliers and public awareness. Becoming a socially responsible business increases consumer good will, brand awareness, company reputation and employee satisfaction. This list contains practices recognized as socially responsible both locally and nationally.

Definitions:

Time Spent—Compensated is time you paid your employees to develop and/or engage in this activity.

Time Spent—Uncompensated is time your employees spent to develop and/or engage in this activity that was unpaid.

Number Participants is the unduplicated number of employees who engaged in the activity.

Resources Dedicated is the approximate dollar value of in-kind, material, cash, food/beverage and other donations to support this activity.

Relationships—Giving is any other organizations you collaborated with to provide a service or donation.

Relationships—Receiving is the organization/s to which you donated, provided services, or otherwise assisted.

Questions?

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ACT

| Points | Complete? | Strategy | Resources |
|--------|--------------------------|---|---|
| 1 | <input type="checkbox"/> | Collaborate with a local small business (under 50 employees, for profit business). Collaboration could include mentoring, help with organizational structure, professional services etc. (Annually) | Resource: • http://www.innosphere.org/page.asp?NavID=15 |
| 1 | <input type="checkbox"/> | Collaborate with a nonprofit organization for local benefit. Local action should be within the Fort Collins Growth Management Area. (Annually) | Resource: • http://smallbusiness.chron.com/grow-business-helping-non-profit-organizations-1151.html |
| 1 | <input type="checkbox"/> | Organize networking opportunities for employees' personal and professional growth. (Annually) | Resource: • http://www.fcgov.com/climawise/pdf/ss_innosphere.pdf |
| 1 | <input type="checkbox"/> | Provide mediation services for employees to resolve workplace conflicts (Annually) | Resource: • http://www.epspros.com/NewsResources/Newsletters?find=12002 |
| 1 | <input type="checkbox"/> | Provide transportation benefits to your employees such as ride sharing, bus passes, vanpool, and other options. (Annually) | Resource: • http://web1.ctaa.org/webmodules/webarticles/articlefiles/startup.pdf |
| 2 | <input type="checkbox"/> | Allow employees flexibility in work scheduling. (Annually) | Resource: • http://workplaceflexibility.bc.edu/types/types_arrangement_schedules |
| 2 | <input type="checkbox"/> | Create and maintain a community garden accessible to your employees. Read about the Cargill and the City of Fort Collins' community gardens. For more information, contact: Mary Miller, Community Garden Outreach Coordinator, 970-416-2495 or mmiller@fcgov.com (Annually) | Resource: • http://www.fcgov.com/climawise/pdf/ssspotlight_cargill.pdf • http://www.fcgov.com/climawise/pdf/socialsuperstarsportlight_city_of_fort_collins.pdf |
| 2 | <input type="checkbox"/> | Offer an employee tuition assistance program for adult education. (Annually) | Resource: • http://www.allbusiness.com/establishing-a-tuition-reimbursement-program-1163-1.html |
| 2 | <input type="checkbox"/> | Offer onsite activities to allow employees access to a healthy lifestyle. Examples include a walking club, sit/stand desks, ergonomic assessments, bike to work days, cooking classes, onsite yoga, stretch breaks, etc. (Annually) | Resource: • http://www.cdc.gov/workplacehealthpromotion/ |
| 2 | <input type="checkbox"/> | Sponsor a local sports team, youth camp, community group, etc. (Annually) | Resource: • http://www.marketingdonut.co.uk/marketing/advertising/sponsorship/local-sponsorship-is-good-for-business |

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| 3 | <input type="checkbox"/> | Host a fundraiser for a community organization(s). Support could include actions such as providing a location, sponsoring catering, providing marketing, organizing the campaign, hosting an auction, etc. (Annually) | Resource: • http://foundation.scte.org/events/host-a-fundraising-event/ |
| 3 | <input type="checkbox"/> | Offer a family assistance program to assist employees and their families achieve May include financial literacy courses, childcare assistance, eldercare assistance, emergency rent assistance, food assistance, etc. (Annually) | Resource: • http://www.elementsbehavioralhealth.com/addiction-treatment/employee-assistance-program/ |
| 3 | <input type="checkbox"/> | Offer an employee wellness program. Wellness program should include regularly scheduled activities and/or courses, and incentives for participation. (Annually) | Resource: • http://www.cdph.ca.gov/programs/wicworks/Documents/NE/WIC-NE-FitWIC-StaffWellnessResources-DevelopingAnEmployeeWellnessProgram.pdf • http://www.fcgov.com/climatewise/pdf/socialsuperstarspotlight_pathways.pdf |
| 3 | <input type="checkbox"/> | Offer education fund programs for children of employees. (Annually) | Resource: • http://www.fcgov.com/climatewise/pdf/ssspotlight_gallegos.pdf |
| 3 | <input type="checkbox"/> | Offer employer-assisted housing to help employees work close to home and be more productive. (Annually) | Resource: • https://www.stlouisfed.org/publications/bridges/spring-2000/employer-assisted-housing • http://www.cu.edu/sites/default/files/fhap_prog-description.pdf |
| 3 | <input type="checkbox"/> | Offer onsite childcare to employees, or provide vouchers to assist in paying for offsite care. (Annually) | Resource: • http://smallbusiness.chron.com/day-care-workplace-11095.html |
| 3 | <input type="checkbox"/> | Provide assistance to vulnerable populations. Vulnerable populations include seniors, at-risk youth, people with disabilities, people experiencing homelessness, people experiencing abuse, people who are low-income, etc. (Annually) | Resource: • http://www.fcgov.com/socialsustainability/agencies-we-serve.php |

EDUCATE AND PLAN

| Points | Complete? | Strategy | Resources |
|--------|--------------------------|--|---|
| 1 | <input type="checkbox"/> | If you would like additional guidance, complete the Social Responsibility Badge assessment process. Once complete, you will have the opportunity to meet with a staff person to develop additional ideas. (Annually) | Resource: • http://www.surveygizmo.com/s3/2606002/Social-Responsibility-Badge-Assessment |
| 1 | <input type="checkbox"/> | Take the B Corps B Impact Assessment. (Annually) | Resource: • http://bimpactassessment.net/ |
| 3 | <input type="checkbox"/> | Become a certified B Corps corporation. (One-time) | Resource: • https://www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp • https://www.bcorporation.net/community/new-belgium-brewing-co-inc |

INNOVATE

| Points | Complete? | Strategy | Resources |
|--------|--------------------------|---|--|
| 1-3 | <input type="checkbox"/> | What other creative projects has your business done that aren't listed? Tell us about best management practices, special projects or industry specific actions that you've completed within the calendar year. Review the innovation point assignment guidance to determine how many points to claim for your project. (Annually) | Resource: • http://www.fcgov.com/climatewise/reporting_guide.php#innovation |