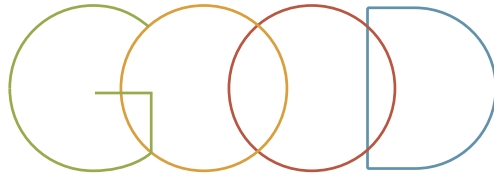


ARE YOU IN



COMPANY?



WHY?

At Communities Foundation of Texas, we take care of businesses, especially those that take care of their communities. Our goal is to make North Texas one of the most business-engaged communities in the country.

HOW?

We believe in thriving teams that create thriving cultures to ensure a thriving future for all. Our *Be In Good Company* program recognizes companies who meet these pillars of excellence and make a difference in our community. CFT for Business provides expertise and resources to help your business develop and amplify a culture of good corporate citizenship.

WHAT?

- Seal of approval to acknowledge a company's corporate citizenship in North Texas
- Public recognition of the company's community giving and engagement efforts
- Opportunity to network and engage with other civic minded businesses and leaders

BENEFITS:

- CFT for Business "***Be In Good Company***" Seal of Approval can be displayed publicly both physically and digitally during each year of successful participation
- **Recognition announced** via Communities Foundation of Texas' social media networks
- Included in Communities Foundation of Texas **public relations and media outreach**
- Inclusion in ***D CEO Magazine* special section** with discounted rates
- **Recognition** at *D CEO's* Nonprofit and Corporate Citizenship Awards event
- Special media **announcement for founding companies** in November 2020
- Complimentary Attendance for two employees per company at **annual CFT for Business networking event**
- Access to curated virtual thought leadership **content and programming**
- **Opportunity to support minority- and women-owned businesses** through a "Buy-One, Give-One" program
- Continued **tracking of efforts** and **mid-year check-ins**

ANNUAL INVESTMENT: \$1,000



Act now so you can be recognized as one of our founding companies.

For more information and to apply, visit CFT4B.org/Company



What does it take to *Be In Good Company*?

Be In Good Company recognizes companies in North Texas who are making a difference in our community through three Pillars of Excellence: *Thriving Teams, Thriving Culture, and a Thriving Future*. Participating companies need to exhibit at least one program or initiative in each of the three pillars.

PILLAR OF EXCELLENCE I: A *Thriving Team*

Encourages employee engagement

- Sets goals and actively supports employee volunteerism
- Creates opportunities for team members to serve on nonprofit boards/committees
- Sponsors nonprofit events

Supports employee giving

- Hosts drives for in-kind donations
- Creates/offers employee giving platform and/or matching program
- Establishes giving budget/charitable foundation or fund

Supports health and safety

- Maintains ethical labor practices and creates a healthy and safe work environment

PILLAR OF EXCELLENCE II: A *Thriving Culture*

Embraces good company values and culture

- Identifies ways to incorporate conscious capitalism principles
- Develops community-oriented goals that align with business goals
- Identifies and adopts at least 1 of the United Nations Sustainable Development Goals

Authentically associates company brand with doing good

- Brand association with community work
- Identifies specific issue areas and focus efforts
- Encourages suppliers, vendors, and clients to adopt good community values

PILLAR OF EXCELLENCE III: A *Thriving Future*

Promotes mentoring and sponsorship

- Mentors youth/career-focused in under-served communities
- Diversifies board/management/team
- Develops a mentoring/sponsorship program for employees

Adopts socially and environmentally conscious practices

- Adopts and actively creates Racial Diversity, Equity & Inclusion (RDEI) policy/statement/team
- Adopts socially and environmentally conscious investments or decisions
- Supports, participates, or funds positive and collaborative community initiatives



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