

It's a win-win

Whether you are trying to improve your brand perception or increase employee satisfaction, sponsoring the Colorado Gives Day Incentive Fund benefits your bottom line and supports nonprofits.

NONPROFITS

Colorado nonprofits share a % equal to % raised

Donors more motivated to give on Gives Day

CORPORATION

Build brand purpose

Improve brand perception

Simplify corporate & employee giving

Increase employee engagement

79%

of shoppers would donate to a nonprofit associated with a trusted brand*

90%

of consumers would switch brands to support a cause*

76%

of employees prefer to work at socially responsible corporations*

COMMUNITY FIRST
FOUNDATION

Philanthropy@ | [CommunityFirstFoundation.org](https://www.communityfirstfoundation.org) | 720.898.5900

* Gauss, A. 2021. *Corporate Sponsorship 101*. Classy.org. <https://www.classy.org/blog/infographic-corporate-sponsorship/>

