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.

WHY?

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.

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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