

2017 | colorado



Comcast empowers our communities by investing in local organizations, developing programs and partnerships, and mobilizing our resources to connect people and inspire positive and substantive change.

In 2016, Comcast invested more than \$15.5 million in Colorado communities, focusing primarily on three initiatives: **Expanding Digital Literacy, Promoting Service and Building Tomorrow's Leaders.**

Expanding Digital Literacy

The Internet has the power to transform lives, strengthen communities and inspire a new generation of leaders. Comcast partners with a variety of community organizations and programs to harness that power and expand digital literacy to help conquer the digital divide.

Internet Essentials is the nation's largest and most comprehensive high-speed Internet adoption program for low-income families. In the five years since Internet Essentials was introduced, nearly 33,000 families in Colorado, or nearly 132,000 Colorado residents, have signed up for the program. Nationally, Internet Essentials has connected 750,000 families or 3 million Americans to the internet at home. Colorado residents are eligible to apply if they:

- Have at least one child from Pre-K-12 who qualifies for the National School Lunch Program
- Receive HUD-housing assistance, including public housing, Housing Choice Voucher and Multifamily programs
- Are enrolled in a 2-year community college and are a Pell Grant recipient



Internet Essentials provides low-cost high-speed Internet service for \$9.95 a month plus tax; the option to purchase an Internet-ready computer for under \$150; and multiple options to access free digital literacy training in print, online and in-person. For more information or to apply for the program, visit InternetEssentials.com or call 1-855-846- 8376, or for help in Spanish, call 1-855- 765-6995.

My.Future Technology Partnership with Boys & Girls Clubs

Comcast Foundation grants totaling more than \$80,000 enable Boys & Girls Clubs across Colorado to offer the My.Future program, which provides hands-on technology training to equip Club kids with the skills needed to compete in a 21st century economy. My.Future allows Club members to select from more than 40 activities to help them understand how to safely and productively engage online and identify and develop digital interests – from Internet basics for technology beginners, to robotics, coding, game design and online journalism for advanced learners.

Investing in Colorado

- More than 8,500 Comcast employees call Colorado home.
- Each year, Comcast continues to enhance its products and services to better serve more than 1 million customers across Colorado.
- Comcast spent more than \$131 million in annual state and local taxes & fees in 2016. Additionally, with payroll, payroll taxes, healthcare benefits, training and tuition reimbursement, Comcast invested more than \$750 million in Colorado employees.
- In 2016, Comcast contributed more than \$15.5 million in financial and in-kind resources to programs and partnerships that help Colorado communities thrive.
- In 2016, nearly 6,000 volunteers completed more than 40 service projects across Colorado on Comcast Cares Day, the nation's largest single-day corporate volunteer effort.

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Promoting Service

Giving back is in our DNA at Comcast. Every day we roll up our sleeves, reach out to our neighbors and work hard to make a difference in the communities we serve.



Comcast Cares Day

Comcast Cares Day began in 2001 and is Comcast NBCUniversal's annual celebration of our year-round commitment to service. Each year, we mobilize our employees, their families and friends to work alongside community partners and public officials to revitalize neglected neighborhood parks, beautify schools, install computer labs at community centers, plant trees and community gardens, and much more.

In 2016, nearly 6,000 Colorado volunteers completed more than 40 service projects with community partner organizations across the state. To bolster the efforts of our volunteers, the Comcast Foundation distributed more than \$108,000 in grants to help these organizations continue their mission of serving the community throughout the year.



United Way

Every year, Comcast employees generously participate in our United Way employee giving campaign, helping United Way agencies across Colorado provide critical services and support for local citizens. This year, more than 4,000 employees raised more than \$625,000 for United Way agencies across the state. Since 2001, employees have pledged more than \$67 million to local United Way organizations across the country. Comcast NBCUniversal's effort is ranked annually among United Way's Top 50 Corporate Campaigns.

Building Tomorrow's Leaders



Comcast is preparing today's youth to become tomorrow's leaders by investing in mentoring, service and scholarship programs that inspire young people to achieve their goals.

Comcast Leaders and Achievers® Scholarship Program

Each year, Comcast asks principals and guidance counselors to identify the best and the brightest high school seniors for recognition as Comcast Leaders and Achievers. Our signature scholarship program rewards young people who are involved in their schools and who are making positive change in their communities. In recognition of their community service, academic achievement and leadership skills, 56 Colorado students receive a one-time scholarship of \$1,000 each year, and two students each receive \$10,000 scholarships. To date, Comcast has awarded a total of more than \$970,000 in scholarships

to help nearly 800 Colorado students pursue higher education. The philosophy behind the program is to give young people every opportunity to prepare for the future and to engage them in their communities.

Youth Mentoring and Leadership Programs



Comcast invests in a variety of programs with community organizations to help inspire and empower the next generation of leaders. In Colorado, Comcast works with local organizations including:

- Easterseals
- Servicios de la Raza
- The Women's Foundation of Colorado
- City Year Denver
- Boys & Girls Clubs
- Big Brothers Big Sisters of Colorado
- Denver Indian Center
- Mi Casa Resource Center
- Urban League of Metropolitan Denver
- Girls Inc. of Metro Denver
- And more.

Comcast supports wide varieties of opportunities to help thousands of young people across our state develop the skills required to make a positive impact in our local communities.