

Colorado Companies Uniting Against Racism

Dear Colleagues,

As a society, we must have zero tolerance for racism.

As business leaders, we have a defining role to play. We fervently believe that we must champion what's right and stand for justice. We have been taking this time to really listen – and learn – and determine steps we can take as leaders. We believe we owe it to our employees, our clients and shareholders and to each other – as human beings – to help make our businesses and communities real examples of inclusivity and equality. We are acutely aware that many of our companies are just starting to address the inherent inequalities and the need for Diversity, Equity and Inclusion (DEI) programs and true partnerships with the Black community. Regardless of where we are on the journey, we do know the difference between right and wrong.

It is with this in mind that we hope you will join us in solidarity to stand up and act against racial injustice. Together we can serve as active allies and not bystanders. We will advocate for the fair and equal treatment of Black people by our criminal justice and economic systems. Together we can confront inequality and demand diversity, equity and inclusion in all that we do.

We ask that you join us today in our efforts to advance racial equality, as a unified coalition of CEOs standing against racism, by signing this online [pledge](#):

Together, here in Colorado, we can foster a more inclusive society. Together we can start to dismantle our society's systems and institutions that reinforce racial biases and systemic racism.

We understand that words are just that, and we will be measured by our actions. By committing to this cause, you agree to join our efforts to:

Listen

- Listen to understand the needs of your internal and external stakeholders and work together to advance equity

Learn

- Educate yourselves and educate and equip your employees to advance equity in the workplace

Lead

- Improve practices for recruiting, hiring and advancing employees of color in your company
- Encourage diversity and partnerships in your business relationships, and encourage your partners and vendors to embrace diversity in the workforce
- Donate funds to support organizations addressing racial injustice and advancing equity
- Vote, and encourage your employees to vote as well
- Actively work with and support minority-owned businesses in your community
- Join and partner with community-based organizations advancing racial equity

Alongside B:CIVIC, the Denver Metro Chamber of Commerce and the Downtown Denver Partnership, we are compiling resources for Colorado companies to deliver on these commitments, including a multi-year initiative to strengthen the talent pipeline and improve the hiring, advancement and economic mobility of disadvantaged communities in our state in partnership with [Prosper Colorado](#) and Activate Workforce Solutions.

We will all be held publicly accountable in making changes. Six months from now, each of us will be required to report on our actions; that information will then be shared on the B:CIVIC website. As one example, IMA is committing to mandatory DEI training for all employees this year.

Conflict is hard, but the only way we know to deal with it is to confront it directly – not out of anger or to defend our actions, but out of a desire to improve, to be better, to make change. This isn't somebody else's problem – this is our problem.

Please contact us directly if you would like to find out more. With your help and by standing together, we can lean into our courage. We can find solutions together. Starting today.

Sincerely,



Jandel Allen-Davis, President & CEO, Craig Hospital



Robert Cohen, Chairman & CEO, The IMA Financial Group



Laura Love, Founder & Chief Cultural Officer, GroundFloor Media | CenterTable



Paul Washington, Market Director of the Rocky Mountain Region, JLL