



Community Support



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Great-West is committed to social responsibility in all its business and community activities. We strive to be leaders – to address the issues important to our industry and our customers, to support our employees in their community activities, and to make corporate citizenship a priority in the communities in which we operate.

Objectives of our Community Support Program

- To support organizations that meet the most vital needs in the greater Denver metro community, including access to affordable health care, shelter, nutrition and education.
- To support our employees' involvement in their communities.

Our funding priorities

Direct services — We collaborate with organizations providing direct services to people who otherwise would not be able to receive them. We focus on preventive and ongoing health services, homeless shelters, food services, and keeping children in school. Our support is limited to organizations providing direct services, free of charge or on a sliding scale basis, that demonstrate their effectiveness in addressing these vital issues.

Employee community involvement — We encourage our employees to participate in charitable nonprofit organizations and events. In support of our employees' efforts, Great-West provides matching funds through the following programs:

- Volunteer Match Program (up to \$1,500 per employee per calendar year)
 - *Direct Service Volunteering:* We match the time an employee, or team of employees, volunteers at eligible charitable nonprofit organizations at a rate of \$8 per hour per employee.
 - *Fundraising Events:* We match funds raised by an employee, or team of employees, in support of fundraising events sponsored by eligible charitable nonprofit organizations at a rate of one dollar for each dollar raised.
- Financial Match Program (up to \$5,000 per employee per calendar year)
 - We match our employees' personal financial contributions to eligible charitable nonprofit organizations dollar for dollar.
- Annual Giving Campaign (no limit per employee)
 - Every dollar contributed by an employee to the United Way or Partnership for Colorado is matched with 50 cents.

Eligible organizations

To be eligible for Great-West support, an organization:

- Must be U.S. based, charitable and tax-exempt under §501(c)(3) of the Internal Revenue Code (IRC) and further defined as a public charity under IRC §509(a)(1), (2) or (3).
- Must not discriminate on the basis of race, religion, gender, age, national origin, disability, or sexual orientation.
- Must show demonstrated success in meeting our objectives and fall within our focus areas.
- Must serve residents in areas with a Great-West presence.

Restrictions

Great-West generally will not support the following areas through its Community Support Program:

- Capital campaigns
- Debt financing
- Endowments
- Advertising
- Grant-making foundations
- Individuals
- Political organizations
- Exclusively religious organizations
- Veterans organizations
- Fraternal organizations

How to be considered for Great-West support

Consideration for financial support is primarily given to organizations we learn of from our employees and business partners. Thus, we do not have a formal application process. However, if you believe your program meets our stated objectives, please send a brief concept paper describing your project along with a project budget (no more than two pages total). We will review your information and let you know if we would like you to submit a full proposal.

Concept papers should be mailed to:
 Corporate Community Support, Human Resources
 Great-West Life & Annuity Insurance Company
 8525 E. Orchard Road, 1T3, Greenwood Village, CO 80111