



ABOUT SAGE

The *Save. Act. Grow. Earn.* (SAGE) Sustainable Business Program is your “one-stop-shop” for business sustainability. SAGE provides FREE and confidential advice, assistance, and resources that integrate sustainability into your business practices to help you identify and act on relevant economic, environmental, and social opportunities.

Benefits



Save Money

Cut costs through increasing operational efficiency



Gain Recognition

Responsible practices benefit customer and employee relations



Reduce Footprint

Minimize use of critical resources to benefit human health and the environment

COMMUNITY AND SOCIAL SIMPLE ACTION GUIDE

Why Community and Social Wellbeing?

By investing in the wellbeing of your employees, you can improve the quality of their experience and create a welcoming, attractive, and engaging workspace and culture. Employees who are engaged, included, and have the ability to contribute to their community tend to be happier, healthier and more productive making for an efficient and cost-effective business. Businesses who donate, sponsor, and take-part in community benefit opportunities improve their consumer reputation and value.

Top Opportunities: Employee Well-being

To begin, look at your operations and ask: *where can we improve the employee experience, how elevate workplace culture, and how can we contribute and benefit to the Westminster community in a way that reflects our business values?* Next, consider the following actions:

- **Health Care:** provide health-care benefits to all employees
- **Wellness:** offer an employee wellness program (e.g., promote healthy habits like exercise through free or discounted fitness classes)
- **Diversity, Equity, and Inclusion (DEI):** Hire with DEI in mind and institute a formal hiring policy that promotes DEI and create employment opportunities for underemployed groups (e.g., seniors, formerly incarcerated, youth, disabled individuals, veterans, homeless, and Native Americans)
- **Balance:** support work-life balance of your employees and staff through ways that best fit your culture and social opportunities

Top Opportunities: Community Benefit

- **Donate:** sponsor a charitable giving, matching funds, or similar programs to support charitable donations by employees.
- **Sponsor:** provide in-kind services or products to community organizations (e.g., sports teams, clubs, non-profits, etc.) that align with your values
- **Volunteer:** offer an employee volunteer program and find City organized opportunities [here](#).
- **Collaborate:** work with a local nonprofit organization on a volunteer activity or special project.



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