

# Comcast in the Community: Expanding the Human Connection



*Comcast Colorado  
2008 Community Report*





*Strengthening  
communities*

# Comcast in the Community: Expanding the Human Connection

Dear Friends:

Throughout Colorado, Comcast is known for our commitment to connecting people through cutting-edge technology and innovation. Every single day, we provide our residential and business customers access to the latest information, high-quality entertainment and news from around the globe.

What you might not realize is that outside the hustle and bustle of the office and beyond the comfort of your living room, Comcast is equally committed to a different type of connection: the human connection. This commitment is brought to life through our partnerships with programs and organizations that give back to the Colorado communities in which we live and work.

As this family company has grown over the years, Comcast has kept community participation and service at the heart of our workplace. Today, our national corporate partnerships include organizations known for making a difference throughout the country such as Big Brothers/Big Sisters, National Center of La Raza and United Way.

Although Comcast has made an impact nationally through these outstanding partnerships, we strongly believe in investing in local communities as well. Through grants, volunteerism, in-kind and cash donations, partnerships and sponsorships, Comcast continues to deepen our commitment to making a difference throughout Colorado in the areas of youth leadership development, volunteerism, diversity and literacy.

I hope you enjoy Comcast Colorado's 2008 Community Report. We look forward to seeing you as we work and give back throughout our state.

Best Wishes,



Scott H. Binder

Senior Vice President, Comcast Colorado



*“Not only does Comcast express a deep commitment to volunteerism and giving, it backs it up by providing constant opportunities for employees to get involved.”*

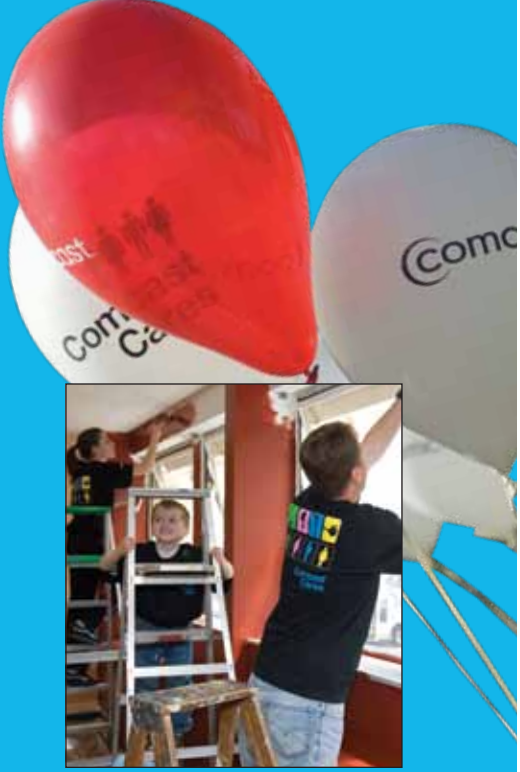
**John Armijo**

Manager of Technicians,  
Comcast Trinidad



# 1 million

## Celebrating One Million Hours of Service



*“The excitement around this huge effort to bring thousands of volunteers together on a single day to celebrate community giving was incredible, and I was proud to be a part of it.”*

Armando Gentry  
Technician,  
Comcast Colorado

Comcast Cares Day, our signature annual volunteer project since 2003, celebrated its one millionth hour of volunteerism this year at Denver’s Mount Saint Vincent Home. Comcast Executive Vice President David Cohen also presented the children’s home with a \$10,000 grant check in honor of this milestone.

“I had the honor of serving the one millionth volunteer hour,” said Armando Gentry, a Comcast technician in Denver who worked on a landscaping project outside the home to give kids easier access to Mount Saint Vincent’s field. “The excitement around this huge effort to bring thousands of volunteers together on a single day to celebrate community giving was incredible, and I was proud to be a part of it.”

More than 3,000 Comcast volunteers participated in projects statewide on May 3rd, 2008, donating a grand total of 18,000 volunteer hours in a single day.

“We saw a 41 percent increase in volunteers from our last Comcast Cares Day,” said Scott Binder, Senior Vice President of Comcast Colorado. “I’m grateful to all the Comcast Cares Day volunteers who donated their time to help make a lasting impact on our communities. There is nothing more rewarding than giving back.”





*“It’s remarkable that, despite the downturn in the economy, Comcast employees contributed 13 percent more donations to United Way than in 2007.”*

**Christine Benero**  
President and CEO,  
Mile High United Way

## Partnering to Help Families Reach Their Potential

United Way’s dedication to helping at-risk, low-income children and families succeed makes this nonprofit an ideal partner for Comcast. Together, Comcast and United Way have been collaborating to help communities thrive across the United States since 2001.

In 2008, Comcast Colorado contributed more than \$422,000 in cash and in-kind donations to Mile High United Way.

“It’s remarkable that, despite the downturn in the economy, Comcast employees contributed 13 percent more donations to United Way than in 2007,” said Christine Benero, President and CEO of Mile High United Way.

“I’ve been honored to be involved with this organization’s great work,” said Scott Binder, who serves on the board of Mile High United Way and is the 2008-2009 Chair of the organization’s Workplace Giving Campaign. “When businesses and nonprofits come together to serve the community, the difference they can make is extraordinary.”



*“When businesses and nonprofits come together to serve the community, the difference they can make is extraordinary.”*

**Scott Binder**  
Senior Vice President,  
Comcast Colorado



*Making a difference*



*“The success of our Denver e-waste recycling event exemplifies the tangible impact we can make on the environment when consumers as well as public and private entities unite for a common goal.”*

**Michael Hancock**  
Denver City Council member



## Turning E-Waste into Awareness and Action

Comcast is constantly developing new technologies in order to bring its customers the highest quality and the latest services available in Colorado. As consumer technology advances, many electronics and communications tools frequently become outdated. Old televisions and computers can emit dangerous toxins when thrown into a landfill. In fact, a single old television may contain between four and eight pounds of lead and other toxic materials.

“As the nation’s largest cable and high-speed Internet provider, Comcast wanted to do its part to recycle electronic waste, particularly televisions and computer monitors, which are filled with materials that need to be disposed of properly,” said Cindy Parsons, Vice President of Public Relations.

After a 12-week advertising and outreach campaign, the program culminated in a recycling rally at the Auraria Campus in Denver, where more than 35 tons of e-waste – including nearly 1,000 screens and computer monitors – were collected in just four hours.



“Every television, computer screen and unused electronic item that is kept from a landfill is a positive step toward protecting our environment,”

added Parsons. “As consumers choose new technology to harness the power of high-definition television and other advanced services, it is important for them to know they should responsibly recycle their old technology as they embrace the new. Comcast is excited to be a part of this green movement.”



# Recognizing leaders

## Investing in Our Future Leaders

Comcast employees have seen how community involvement enriches lives and have made efforts to spread this important message to our nation's youth. That's why, every year, Comcast and the Comcast Foundation ask high schools across Colorado to help identify their best and brightest students.

The Comcast Leaders and Achievers Scholarship Program recognizes students who show promise to be catalysts for positive change and who serve as role models for their fellow students. Comcast awards each recipient a \$1,000 college scholarship.

"The philosophy of Leaders and Achievers is to instill a sense of citizenship and civic responsibility in our youth, which motivates them to give back to their communities," Binder

said. "By giving Colorado kids the tools to become leaders, we can invest in our future as we invest in theirs."

Since 2001, the program has recognized more than 9,500 students around the country with more than \$9.5 million in scholarships. In Colorado, \$287,000 in scholarships have been given since 2004.

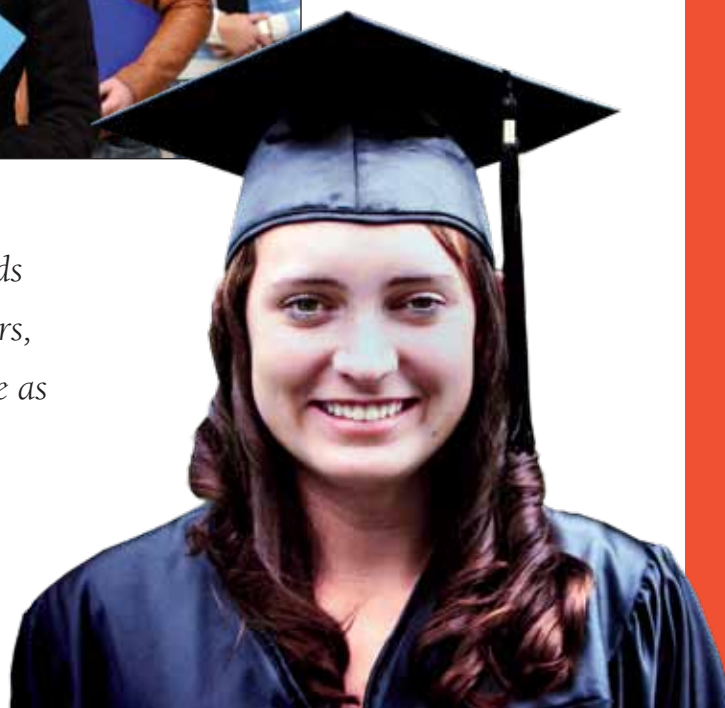
"I am so grateful to Comcast for providing this contribution to my education," said Stephanie Emrick of Colorado Springs. "Knowing that there are people who support me in the pursuit of my education and career aspirations gives me the pride and confidence to achieve my dreams."



Leaders & Achievers

*"By giving Colorado kids the tools to become leaders, we can invest in our future as we invest in theirs."*

**Scott Binder**  
Senior Vice President,  
Comcast Colorado



**COMCAST  
BY THE  
NUMBERS**

**\$7 million**  
cash and in-kind  
contributions  
in Colorado

**200+**  
community partner  
organizations  
in Colorado

**820,000**  
Colorado customers

**\$1.1 billion**  
in Colorado  
technology  
investments since  
2001

**4**  
customer and  
business support  
call centers  
in Colorado



## Giving Kids an Example to Live By

Talk to the employees at Comcast in Pueblo about their relationship with El Pueblo, a local treatment community for at-risk youth, and you'll hear a lot of references to "our kids." Through mentoring and volunteer service, Comcast employees have enriched their own lives while serving as role models to the adolescents who live there.

"I believe that you can't help but shine light on your own path when you're lighting the path for another person," said Paul Kugler, General Manager of Comcast in Pueblo. Kugler was so inspired by El Pueblo's efforts that he is now a member of the organization's Board of Directors.

In 2008, Comcast employees spent 173 hours organizing a barbecue fundraiser, playing softball and basketball with the kids and performing other volunteer activities. This service, along with in-kind and cash donations and grants, have brought the value of Comcast's support to over \$50,000.

"What has really made a difference in these kids' lives is the desire on the part of Comcast employees to participate in the therapeutic component of our programs," said Patty Erjavec, CEO and President of El Pueblo. "The presence of positive role models for the first time in our kids' lives has made all the difference. We are grateful for Comcast's presence in our community."

# Teaming up

## Broadcasting Our Expertise

As the world continues to develop new technologies, the increasing challenges facing our youth to stay on top of the curve can be daunting. If students don't have access to the latest tools, they risk falling behind. That's why Comcast has teamed up with Denver Public Schools in its School Partners Program, an outreach initiative that responds to the educational needs of underserved kids in Denver.



"We hear from teachers that many students have never been exposed to new tools and don't have access to things like an updated computer lab," said Natalie Wilkins, Communications Director for the DPS Foundation. "When Comcast brings these resources to the kids, it opens up their world and provides possibilities for the future."

At Montbello High School, Comcast has donated time and personnel to train students in video production. By leading teams of students step-by-step through projects

beneficial to the school, such as videos of Montbello's basketball games, the kids are given a unique opportunity to learn new skills from experts in the field. And in 2008, because many students cannot afford to buy printed yearbooks, Comcast has committed to helping with the production of the school's video yearbook.

"It's really powerful for kids to see that people care about their education and future success," added Wilkins. "The video production training is one of our favorite examples of how Comcast donates its expertise to give students more opportunities to succeed."



*"Comcast recognizes that students are the future of our communities, and it is constantly looking to provide opportunities to help students become better citizens and better leaders."*

**Mary Spillane**  
Vice President of Development,  
DPS Foundation



## Empowering New Audiences

When Denver was chosen to host the Democratic National Convention in August 2008, Comcast Colorado recognized a unique and exciting opportunity and wanted everyone to be in on the action.

“The DNC was hugely important for the economic development of Denver and the Front Range. Comcast wanted to be a part of that by contributing to the markets in which we operate,” said John Aragon, Vice President of Government Affairs.

Comcast started by making every major speech and presentation at the convention available through Video On Demand – marking the first instance where an election convention could be accessed on such a level. Then, an idea surfaced that would reach and empower new audiences like never before.

“With the Hispanic population growing, Comcast really wanted to reach Spanish-speaking citizens. So we had a live feed coming out of the Pepsi Center directly to a room of transla-

tors, and this transmission was sent in Spanish right to the Video On Demand server,” explained Aragon.

“Through this initiative, Comcast reached out to the Hispanic population in ways no one had ever done,” said Mitch Weinraub, Executive Director of Products and Services for Comcast Media Center. “We were thrilled to be a part of a project focused on expanding democracy and involving more people in the political process.”

Comcast went on to use its unique facilities and innovative technology to contribute similar services at the Republican National Convention in Minneapolis.

“I think the political conventions gave us an opportunity to show how we can take our services to a new level in reaching out to audiences,” Weinraub said. “It demonstrates that Comcast is more than just a cable company, it’s a company that reaches people through technological innovation.”

## COMCAST BY THE NUMBERS

**4,500**  
Colorado employees

**780**  
Colorado schools,  
libraries and  
fire stations offered  
complimentary  
video and  
Internet services

**35**  
Colorado nonprofits  
have Comcast  
employees serving on  
their boards



*English to Español*

# 2008 Comcast Community Partners



9Health Fair  
Active 20/30 Children's Foundation  
Ad Council  
African Agenda Building Aurora's Future  
ALS Association Rocky Mountain Chapter  
Alzheimer's Association  
American Red Cross Mile High Chapter  
Arrupe Jesuit High School  
Aspen Grassroots TV  
Aurora Chamber of Commerce  
Aurora Economic Development Council  
Aurora Recreation Department  
Aurora Rotary Club  
Beaver Creek Colorado Eagle River Ride  
Better Business Bureau of Denver  
Big Brothers Big Sisters of Colorado  
Bluff Lake Nature Center  
Bonfils Blood Center  
Botanic Gardens  
Boulder Boulder  
Boulder Peak Triathlon  
Brain Tumor Foundation  
Brent's Place  
Brighton Chamber of Commerce  
Brother's Redevelopment  
Build it for the Children  
Cable Positive  
Cable Telecommunications Association of Marketers  
Cancer Awareness  
Care and Share Food Bank of Southern Colorado  
Care Net  
CASA of Pueblo  
Castle Rock Chamber of Commerce  
Castle Rock Downtown Merchants Association  
Catholic Charities  
Centennial Rotary Foundation  
Cesar Chavez Academy  
Chamber of the Americas  
Cherry Creek Schools Foundation  
Child Health Plan Plus  
Children's Hospital of Denver Foundation  
Children's Miracle Network  
Children's Museum of Denver  
Cinco de Mayo Denver  
City of Dacono  
City of Fort Collins  
City of Loveland  
City of Thornton  
Cleo Parker Robinson Dance  
CollegeInvest  
Colorado "I Have A Dream" Foundation  
Colorado Association of Commerce & Industry  
Colorado Black Chamber of Commerce  
Colorado Business Committee for the Arts  
Colorado Child Care Assistance Program  
Colorado Colfax Marathon  
Colorado Department of Wildlife  
Colorado Easter Seals  
Colorado Nonprofit Association  
Colorado Springs Economic Development Corporation  
Colorado Springs Philharmonic  
Colorado State University, Pueblo Foundation  
Colorado Succeeds  
Colorado Youth Tennis Foundation  
Community College of Aurora Foundation  
Community Partnership for Child Development  
Democratic National Convention Committee  
Denver Art Museum  
Denver Center for the Performing Arts  
Denver Children's Advocacy Center  
Denver Children's Home  
Denver Hispanic Chamber Education Foundation  
Denver Hispanic Chamber of Commerce  
Denver Metro Chamber Leadership Foundation  
Denver Metro Chamber of Commerce  
Denver Public Library Friends Foundation  
Denver Public Schools Foundation  
Denver Regional Council of Governments  
Denver School of Science & Technology  
Denver's Road Home  
Developmental Pathways  
District 11 Colorado Springs  
Downtown Denver Partnership  
Dragon Boat Festival  
Drug Free America  
Dumb Friends League  
Ed and Ruth Lehman YMCA Longmont  
El Paso County Fair  
El Pueblo  
Emma Bowen Foundation  
Escuela Tlatelolco  
Faith International Fellowship  
Family Homestead  
Flor Y Canta Festival  
Foothills Baptist Church  
Foothills Gateway  
Foothills United Way  
Friends of Man  
Frisco Chamber of Commerce  
Ft. Lupton Metro Wrestling  
Gambling Awareness  
Girls Incorporated of Metro Denver  
Glenwood Springs Chamber of Commerce  
Global Explorers  
Gold Crown Foundation  
Goodwill Industries  
Graham Memorial Community Church  
Grassroots Television, Inc.  
Great Education Colorado  
Greater Philadelphia Chamber of Commerce  
Greeley Stampede  
Greer Elementary Schools  
Habitat for Humanity Greeley  
Habitat for Humanity Roaring Fork Valley  
Historic Arkansas Riverwalk of Pueblo  
Home Builders Association  
Home Builders Association Foundation  
HomeAid Colorado  
Iliff School of Theology  
Independence Business Alliance  
Intercambio de Comunidades  
JeffCo Action Center  
Junior League of Colorado Springs  
Junior League of Denver  
Kempe Foundation  
Krewe de Colorado  
Latin American Research & Service Agency  
Leadership Pikes Peak  
LEAP  
Live Well Colorado  
Make a Wish Foundation  
March of Dimes  
Martin Luther King, Junior Business Social Responsibility Luncheon  
Metro Denver Economic Development Corporation  
Metro Denver Sports Commission  
Metro North Chamber of Commerce  
Metro State College of Denver Foundation  
Metro Volunteers  
Mile High United Way  
Mount Saint Vincent Home  
Mountain Family Center  
Mountain View Presbyterian  
MS Society  
Muscular Dystrophy Association  
National Philanthropy Day in Colorado  
National Western Stock Show  
Noah's Ark Animal Welfare Association  
Parent Pathways  
Parkview Hospital Foundation  
Partners Mentoring Youth of Fort Collins  
People's Fair  
Pikes Peak Community College  
Pikes Peak United Way  
Planned Parenthood  
Porter Billups Leadership Academy  
Pridefest  
Project Off the Wall  
Prophetic Word- Greeley  
Prophetic Word- Loveland  
Public Education & Business Coalition  
Pueblo Hispanic Education Foundation  
Reach Out and Read  
Realities for Children  
Remember Foundation  
Responsible Fatherhood  
Resurrection Fellowship- Greeley  
Resurrection Fellowship- Loveland  
Rocky Mountain Community Land Trust  
Rocky Mountain PBS  
Romp to Stomp Out Breast Cancer  
Ronald McDonald House Charities of Denver  
Ronald McDonald House Charities of SOCO  
Salvation Army  
Sesame Street Live  
Soldiers' Angels Foundation  
Southeast Denver Business Partnership  
Special Olympics Colorado  
St. Anthony Hospital Foundation  
St. Joseph Hospital  
State Game of the West  
The Asian Chamber of Commerce  
The Bridge Project  
The Children's Diabetes Foundation  
The Colorado Springs Sports Commission  
The Greater Colorado Springs Chamber of Commerce  
The Greater Pueblo Chamber of Commerce  
The Spirituals Project  
The Wildlife Experience  
TriMedia Film Festival  
Trinidad and Las Animas County Chamber of Commerce  
Trinidad State Junior College Booster Club  
Trinidad Youth League Sports  
United Way of Eagle River Valley  
United Way of Garfield County  
United Way of Larimer County  
United Way of Pueblo  
United Way of Southwest Colorado  
United Way of Weld County  
Unity in the Community  
University of Denver  
Up With People  
Urban League of Metro Denver  
Urban League Pikes Peak Region  
US Senior Open  
Vail Valley Partnership  
Visiting Nurse Association  
Volunteers of America  
Volunteers of Outdoor Colorado  
Warren Village  
Water for People  
West Chamber Serving Jefferson County  
Women's Foundation of Colorado  
Women's Resource Foundation  
Women's Vision Foundation  
Women's Wilderness Institute  
Young Americans Center for Financial Education



*We power dreams in  
our communities*



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