

**GECO Denver**



### **Mission**

The Green Economy Council of Denver supports the expression and realization of the Ten Key Values of the Green Party in our lifestyle, economic and business choices.

### **Organization**

Initially, GECO Denver may be a joint project of the Denver Green Party's Coalition Committee, and of the Colorado nonprofit organization, August Green. Eventually, GECO Denver may apply for IRS tax-exempt status as a 501(c)(6) business league or chamber of commerce.

### **Methods**

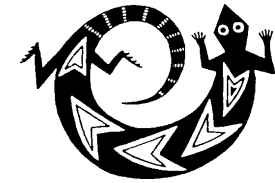
Businesses, nonprofits and community organizations may be solicited for listing in a GECO Denver printed directory and Website, which will serve to affirm their support for Green values. This information will then be made available to Denver area residents, businesses and other organizations desiring to use their economic resources in ways consistent with their Green values.

As a "business league," GECO Denver may "work for the enactment of laws to advance the common business interests of the organization's members." ... and may engage in grassroots lobbying "to support the promotion, defeat, or repeal of legislation that is of direct interest to the organization." (From: IRS Publication 557, "Tax-Exempt Status for Your Organization.")



**GREEN ECONOMY COUNCIL of DENVER**  
PO Box 1666  
Denver, Colorado 80201-1666

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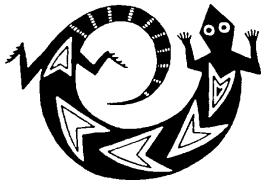


**GECO Denver**

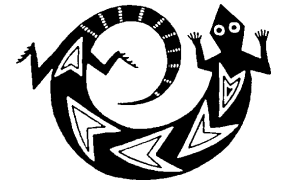
- Green Directory of Nonprofits and Businesses
  - Job Referral Network
- Business-to-Business Services
  - Nonprofit Resources

**Providing services to Denver area residents, nonprofit organizations and businesses supporting Green values:**

- Ecological Wisdom
  - Social Justice
- Grassroots Democracy
  - Nonviolence
- Community-Based Economics
  - Decentralization • Feminism
- Respect for Diversity • Personal and Global Responsibility
  - Future Focus



# The Green Economy Council of Denver



works to support and realize the Greens' Ten Key Values through three general areas of emphasis:

- ❖ **Business Services** – providing for those businesses affirming Green values, business-to-business (B2B) programs in strategic planning, process, recruitment & financing, B2B and business-to-consumer (B2C) advertising & marketing,
- ❖ **Nonprofit Networking** – providing referral to services for nonprofit organizations affirming Green values, and for individuals looking for the resources provided by these area nonprofits,
- ❖ **Governmental Advocacy** – providing information on agencies and programs serving individual's and business' needs, and providing information on grassroots lobbying and legislative activism supporting Green Values.

## Business Services

The economic dynamics of people needing the commodities, services and jobs provided by businesses, and businesses needing the materials, skills and expertise provided by other businesses, rather than being exclusively oriented to the maximization of profit, may be oriented to include an expression of and support for Green values. Initial areas of focus are:

- Strategic Planning and Consensus Decision-Making Process
- Co-op Marketing and Advertising
- Recruitment and Job Referral
- Computer Information Systems
- Socially and Environmentally Responsible Investing
- Commercial Finance
- Housing Referral and Mortgage Finance
- Credit Unions, Community Banking, Barter Services and Time Economies

## Nonprofit Networking

There is a large range of nonprofit organizations and unincorporated associations in Denver seeking to serve ideals that are included in the Greens' Ten Key Values. These range from activist groups to intentional communities to religious and spiritual organizations to educational, scientific, and social service organizations.

Nonprofits and other organizations that wish to affirm their support for Green Party values may be included in GECO Denver's resource listings and referral services. Many of the "Initial areas of focus" detailed for Business Services would also be valuable to nonprofits, along with:

- Grant Writing and Fundraising
- Board and Volunteer Development
- Collaboration and Alliance Forming

## Governmental Advocacy

All businesses are affected by government legislation and bureaucracies, as well as by the judicial and executive branches. Working together through GECO Denver, business members can collectively engage in legal efforts and lobbying activities in order to support their common Green values, as these impact upon their business strategies.

As a trade association, GECO Denver may call upon member and prospective member businesses to contact their employees and customers to urge communication with governmental representatives to promote, defeat or repeal legislation that is of direct interest to GECO Denver.

**Green Economy Council of Denver**  
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 303-333-8671 [www.denvergreenparty.org](http://www.denvergreenparty.org)