



20 20 Community IMPACT REPORT





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/// PHOTOS:

Above: Presenting to Goodwill's Youth at Work Program; Food Lifeline Volunteers with donation check
 Cover Top Row: Food Lifeline and Cancer Pathways Volunteers
 Cover Bottom Row: Food Lifeline; World Relief Seattle; VERA Project; Washington Trails Association Volunteers

Purpose & Core Values

Sellen's purpose is to improve the lives of those around us – as builders, partners, and neighbors. We view corporate impact as leadership, engagement and change-making in the communities in which we live and work. While we have much to do, we want to share the great work done to date to move the needle at Sellen and within our communities.

Our Core Values:



Safety:

We are safe for the people we love.



People:

We help each other learn and grow.



Craftsmanship:

We are skilled in our craft and proud of our work.



Performance:

We strive to be the best in the industry.



Community:

We invest in the places we live and work.

Message from CEO Scott Redman



A Year Like No Other

There is no doubt that the events of 2020 changed our lives forever. From the health and safety impacts of COVID-19; to the murder of George Floyd and the renewed focus on racial justice; to the division in our country made clear by the events leading up to and following the presidential election – it was a year of dramatic change, reflection and anxiety. It was also a year of remarkable resilience and innovation – one in which we were tested as a company and as a community.

During those challenging moments, we at Sellen saw an opportunity to serve our purpose – to improve the lives of those around us as builders, partners and neighbors – and to create a more equitable and inclusive environment for all.

Sellen's community impact is a core component of how we activate our purpose. Each day, through Sellen and the Sellen Community Foundation, we work toward being a better community leader by staying engaged, inclusive and committed to improving communities.

When COVID-19 struck our region, we had no idea what the ongoing – and what now seems like endless – impacts would be. We are fortunate

that we were able to pivot our normal workflow, activate new health and safety measures, and keep everyone in our company working. With that came the responsibility to help our most vulnerable populations. We allocated emergency grants to our community partners, supported COVID-19 relief funds, and offered well-being resources to our people and their loved ones. We know the effects will continue to hit our community for years to come, especially our BIPOC and underserved communities, and we are committed to continuing to help.

Our commitment to the movement for racial equity and social justice is evident in our DEI strategies and in our philanthropic giving through Sellen and the Sellen Community Foundation. In 2020, we made significant pledges that will shape the landscape of our giving for years to come. Diversity, equity and inclusion (DEI) sits squarely within our purpose and is an investment in our future. Sellen's DEI strategy is a long-term commitment and critical to our success as our workforce, clients, community partners and region become increasingly more diverse. We are turning these commitments into actions and we welcome your partnership in this important work.

I believe that a company has both the responsibility and honor to make a significant impact in its community. When I moved into the CEO role, I set a personal goal that everyone at Sellen will become a better person by working here – not just in their work life, but in their whole life. If we start by improving the lives of those within Sellen, it will in turn amplify our impact in our community.

This work is not new to us; the spirit of servant leadership is a part of our Sellen DNA. While we know we still have much work to do, we were fortunate to be able to serve our purpose and impact our communities in countless ways, as outlined in this report. Thank you for your partnership and cheers to a brighter, more equitable and inclusive future for all of us.

Best,

A handwritten signature in black ink, appearing to read "Sellen", with a stylized flourish extending to the right.

Sellen People

We seek out ways to serve others, inside and outside of Sellen. We give back, individually and as a company and volunteer our time and our expertise to help others. We take on leadership roles and invest in organizations that we believe will build a better community.

Giving Campaigns & Collection Drives

Sellen's annual workplace giving campaigns were 100% virtual this year, but engagement remained high, as were our communities' needs.

In 2020, our employees donated an average of **\$300 per person** to the campaigns.

/// 2020 Collection Drives

Our annual collection drives looked a bit different in 2020 – all were completed virtually. To stay safe, people purchased items directly from Amazon wish lists, which were sent directly to the drive organizers. Sellen people sent hundreds of items to both drives.

SELLEN PEOPLE DONATED TO:



Seattle Public Schools:

Items sent included backpacks, pens, rulers and calculators



Seattle Children's Hospital:

Items sent included books, STEM activities, Play-Doh and plush dolls



2020

37th campaign

EMPLOYEE GIVING:

\$133,000

GOAL EXCEEDED BY:

\$33,000

TOTAL CONTRIBUTED
OVER PAST 37 YEARS:

\$5M+

United Way of King County

Sellen has partnered with UWKC for 37 years! United Way of King County brings people together to give, volunteer and take action to help people in need and solve our community's toughest challenges. As a community-focused nonprofit organization, it focuses its energy, resources and capabilities toward fighting homelessness, increasing student graduation rates and breaking the cycle of poverty.

- ▶ **Sellen achieved our fundraising goal of \$100,000 before the end of the two-week giving campaign — the fastest we have achieved our goal in over 10 years!**

In the spring of 2020, United Way of King County created the Community Relief Fund. Since then, the program has supported over 10,000 people with rental assistance, fed nearly 30,000 kids everyday who relied on school lunches, and provided 1,200 kids and families with early education support.



ARTSFUND

2020

19th campaign

EMPLOYEE GIVING:

\$60,000

SELLEN COMMUNITY
FOUNDATION:

\$10,000

TOTAL GIFT:

\$70,000

TOTAL CONTRIBUTED
OVER PAST 19 YEARS:

\$1M+

ArtsFund

Sellen has partnered with ArtsFund for 20 years. ArtsFund strengthens the community by supporting the arts through leadership, advocacy, and grant making. Its vision is a community with a dynamic and world-class arts and cultural sector where the arts are accessible to all and valued as central and critical to a healthy society.

- ▶ **Multiple Sellen employees increased their donations this year in response to the added need from our arts communities.**

In 2020, ArtsFund created a COVID-19 Relief fund and raised just over \$5.5 million in grants to support over 100 arts and cultural organizations. These grants helped with critical relief to arts organizations dealing with unprecedented challenges to maintain venues, pay staff and transition to digital programming.

VTO

Sellen's culture of caring extends deep into the community, and there are countless ways that employees give back. In keeping with Sellen's core values and to further support the community, employees who receive paid time off from Sellen also receive a paid day of Volunteer Time Off (VTO) to serve local nonprofits. In 2020, our employees donated their time in the community primarily through virtual services and activities.



From 2017–2020, 2,000-plus paid hours were donated back into our community.



/// Where have Sellen people used their paid volunteer time? ///



AGC Education Foundation



Plus many more!

/// VTO Highlights

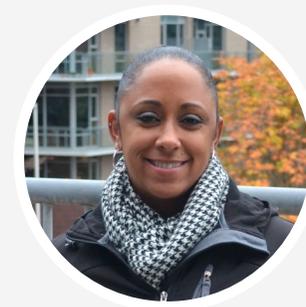


"Being able to use VTO hours to support work with the AGC Education Foundation has been incredible. I was able to take time to help show members of OSPI (Office of the Superintendent of Public Instruction) ways in which core learning skills are applicable and necessary in the construction industry. They received a better understanding of the needs of the industry and they were able to support creation of a comprehensive Core+Construction curriculum ... to get high school students ready for the construction industry by teaching their core learning in an applied method."

— **KALIN MAGRUDER, AGC Education Foundation**

"I love that Sellen offers the VTO benefit. It's easy to get engrossed in our daily work life and forget to take breaks (my tasks and scopes at Sellen seem to get more and more exciting as I move from project to project). The VTO benefit offers an unselfish way to take our breaks. When your employer supports you to take the time to help others in need, it makes it easier to take that day off. Plus, it's always been a lot of fun, especially when I get to spend the time being around others with big hearts and, more importantly, knowing that what we do is impacting others with more difficult life situations."

— **LILY IFTNER, Food Lifeline**



"What a wonderful gift to have this benefit through Sellen. It has not only rekindled my appreciation to do service work, but it has also given me ideas of how and where to offer assistance! An extremely powerful and thoughtful way to get people together as a team to do some pretty amazing work!"

— **DAWN HAMID, YouthCare**

"Having the opportunity to spend some of my time distributing meals to children in need who usually rely on schools to provide them was a balm to my soul during a difficult time, if even for a little bit. There was so much need last year and so many children were put in vulnerable situations without any recourse - we have a duty to help our defenseless populations and even a few hours go a long way."

— **AMANDA ERICKSON, United Way of King County**



Executive Service Days

As part of our commitment to our communities, Sellen's executive team leaders pair off and select a nonprofit at which to volunteer their time. They recruit other Sellen employees to join them to create a collective impact.

Before the stay-home order took place in March, we were able to serve two nonprofits in large groups: the Vera Project and Redeeming Soles. Starting in March, this program was put on hold during COVID-19, as safety was our number one priority. We look forward to kicking off these experiences again when it is safe.



"I have never worked for a company that cared so much about giving back to the community as much as Sellen does. Having the opportunity to receive paid volunteer time is an awesome benefit! One thing I really enjoy about the VTO experience is that all levels of Sellen take part in it. Standing shoulder to shoulder with anyone from the executives, administrators, laborers, to project engineers makes me swell with pride." — **RICK BOND, VERA Project Volunteer**

"It is so rewarding to be a part of a company that empowers its workforce through volunteer opportunities, like the event at Redeeming Soles. Being able to gather with people from across the company with the intention of simply being a good neighbor and lending a helping hand to those in need is such a humbling experience. It's amazing to see the ways that Sellen employees consistently show up for their community." — **GRACE MCDANIEL, Redeeming Soles Volunteer**



Vera Project



The Vera Project is a volunteer-driven, nonprofit music and arts center dedicated to fostering a creative culture for people of all ages. Vera provides countless young people with world-class concerts and gallery showings; creative workforce development and experiential learning opportunities; and industry-aligned work positions. It also provides training in sound engineering, event production, screen printing, community organizing, and more. It maintains a safe space for all people with a zero-hate policy and is the first gender-neutral space of its kind.

SELLEN VOLUNTEERS: 12

EXECUTIVE LEADERS:



Scott Redman, CEO



Kate Harkess, Director of HR

Redeeming Soles



Redeeming Soles

Redeeming Soles' mission is to collect gently used shoes and repurpose them for those in need of functional footwear in our community. It has served thousands of people by providing clean shoes to shelters, resource exchanges and other nonprofit partners who serve those in need of clothing.

SELLEN VOLUNTEERS: 35

EXECUTIVE LEADERS:



Dave Ratzke, COO



Erin Hobson, Director of BD

Sellen in the Community

HERE ARE A VARIETY OF WAYS SELLEN SUPPORTED OUR COMMUNITY IN 2020:



In 2019, Sellen launched **COMMUNITY & COOKIES**, an event that brings

in nonprofits to job sites to educate our employees about their missions.

In 2020, we took that program to the virtual realm to **KEEP SELLEN EMPLOYEES CONNECTED TO COMMUNITY ISSUES** related to social justice, racial equity and ongoing COVID-19 impacts.

A FEW INCLUDED: Philanthropy Northwest's WA Food Fund, Glover Empower Mentoring, Sawhorse Revolution



In a normal year, Sellen invites a number of student groups to job site tours, which are followed by Q&A sessions with the project team. This year, Sellen

took a virtual approach and **HOSTED ZOOM Q&A SESSIONS WITH LOCAL STUDENTS AND NONPROFITS** to discuss the various pathways into our industry. We also worked with Washington State University to produce a video tour of one of our job sites.



In-kind: **\$5,000-PLUS IN DONATIONS OF GENTLY USED COMPUTER EQUIPMENT** to help facilitate online schooling and education during the pandemic

/// Most leaders at Sellen donate their time and skills to nonprofit boards or committees. Here's where you will see Sellen leaders at the table:



Trades Engagement

LAST YEAR, SELLEN'S TRADES ENGAGEMENT INCLUDED:

Sellen is committed to helping support organizations and programs working toward breaking down barriers for employment that create livable, family-wage jobs in the trades.

- ▶ **Continued leadership and engagement** at the RPAC (Regional Pre-Apprenticeship Collaboration)
- ▶ **Donated technology supplies** to ANEW's classrooms to facilitate remote learning during the pandemic
- ▶ **Conducted OSHA 10 training** for ANEW students to meet credentials free of cost
- ▶ **Cultivated and stewarded relationships** with multiple organizations including:



- ▶ **Sawhorse Revolution:** Creates a safe space for high school students from traditionally low income areas to learn about the trades through mentorship and pathway support



- ▶ **ACE Mentorship Program:** Focuses on creating a diverse and inclusive environment for high school students to learn about engineering and construction



“At Sellen, we recognize the need to create opportunities for those underrepresented at all roles in our industry, and we believe there is room in the trades for everyone. If we lean into creating a more equitable environment for all people, our industry will benefit from a stronger, more diverse workforce.”

–Tim McKey, Sellen’s COO-Field Operations



Sellen
Community
Foundation

About the Sellen Community Foundation

OUR MISSION: To improve the lives of those around us through leadership, engagement, partnership and investment.

Founded in 2016, the Sellen Community Foundation formalizes Sellen's robust philanthropic and volunteer commitments, as well as refines areas for grant making and impact in our community.

The Foundation is focused on:



ARTS &
CULTURE



HEALTH &
HUMAN SERVICES



INDUSTRY
SUPPORT



ENVIRONMENTAL
STEWARDSHIP

In 2020, the Sellen Community Foundation allocated **\$341,000 to 43 nonprofits** through grant funding and Dollars for Doers contributions.

Making a Lasting Impact

The Sellen Community Foundation has committed to multiple sustainable, multi-year pledges with local nonprofits. These pledges are given over the course of multiple years to help the programs grow their impact.

 **AGC**
Education Foundation

AGC Education
Foundation:
\$50,000 Commitment


Seattle Children's
HOSPITAL · RESEARCH · FOUNDATION

Seattle Children's
Hospital Foundation:
\$500,000 Commitment

 **SWEDISH**
MEDICAL CENTER
FOUNDATION

Swedish Medical
Center Foundation:
\$450,000 Commitment

 **CHI Franciscan**

CHI Franciscan
Foundation:
\$250,000 Commitment

/// Prior to the creation of the Sellen Community Foundation, Sellen Construction allocated over \$4.5 million to these four nonprofit organizations over the last few decades.

In addition, the Sellen Community Foundation created scholarships to help fund **diverse students in industry degree programs** at:



University of Washington:
\$10,000 Commitment



Central Washington University:
\$10,000 Commitment



Washington State University:
\$10,000 Commitment

To deepen our commitment to investing in organizations fighting for **racial equity and social justice**, the Sellen Community Foundation pledged the following:



ANEW:
\$15,000 Commitment



Glover Empower Mentoring:
\$15,000 Commitment



Lavender Rights Project:
\$15,000 Commitment



Social Justice Fund Northwest:
\$5,000 Commitment

/// Meet the New Sellen Community Foundation Grantees ///

Social Justice Fund Northwest: This foundation focuses on long-term social justice solutions throughout the region by funding a wide range of activist organizations working in communities of color. For example, one of its programs, the Giving Projects, is a unique model of funding that provides financial resources to grassroots organizations that are actively working toward progressive social change.

Glover Empower Mentoring: GEM is a unique mentoring program that addresses school dropout prevention and aims to divert youth from the criminal justice system into positive pathways of education, employment and healthy relationships. Its services include case management services, group and individual mentoring, and weekly activities that benefit young adults in their daily lives.

ANEW: Working together with Sellen, the Sellen Community Foundation is expanding its current partnership with ANEW, which focuses on diversifying the trades and breaking down employment barriers for all people, especially BIPOC and women. ANEW provides training, employment navigation, case management and wraparound support services.

Lavender Rights Project – Reckoning Trade Project: As an essential program of the Lavender Rights Project, the Reckoning Trade Project aims to increase representation and retention for BIPOC and LGBTQIA+ communities within the construction trades. It provides training and presentations focused on gender diversity and intersectionality for employers, unions and educators.

Dollars for Doers

The Dollars for Doers program provides Sellen employees the opportunity to request philanthropic support from the Sellen Community Foundation to go toward organizations with which they are actively engaged.



In 2020, \$8,000 in Dollars for Doers grants went to:



- ▶ #HashtagLunchbag
- ▶ Ben's Fund
- ▶ Bread of Life Mission
- ▶ Compassion International
- ▶ Construction for Change
- ▶ Cystic Fibrosis Foundation
- ▶ Dana Faber Cancer Institute
- ▶ Fred Hutch Cancer Research (Obliteride)
- ▶ Highline Heritage Museum
- ▶ Leukemia & Lymphoma Society
- ▶ Maltby Food Bank
- ▶ New Beginnings
- ▶ North City COOP Preschool
- ▶ Northwest Choirs
- ▶ Project Girl Mentoring
- ▶ Seattle Christian Fellowship
- ▶ Seattle Rugby Football Club
- ▶ Silver Lake Soccer Club Ben's Fund
- ▶ Uplift Northwest
- ▶ Washington State Coalition Against Domestic Violence

/// Dollars for Doers Highlights



"Dollars for Doers is a seriously amazing program which has allowed me, and so many others, to extend fundraising and volunteer commitments. I had set a lofty fundraising goal for Dana Farber Cancer Institute last summer, as part of my participation in the PanMass Challenge bike ride, and Sellen helped me across the finish line. It's a wonderful feeling knowing that your company is also a teammate who wants to see you succeed and contribute in the community.

— **DEBRA MARKERT**, Dana Faber Cancer Institute

"This cause is very near and dear to my heart. I am so grateful to receive support for my fundraising efforts for Refuse to Abuse and their mission to end domestic violence through advocacy and action for social change."

— **JULIE LOGAN**, Refuse to Abuse



*"Sellen builds an environment that cultivates good moralities, and these qualities find their way from the job site into the community. In my seven years with Sellen I've been given respect, belonging and a lot of good memories. And now having them show support for my cause brings me motivation to bring good spirit to the workplace and my personal life. To Sellen, philanthropy is just common nature. — **CRAIG OSWALD**, Maltby Food Bank*

*"In my family, we don't really ask for help or advertise what we're doing, so I wasn't looking forward to asking for fundraising support toward the Leukemia and Lymphoma Society fundraiser, The Big Climb. When I asked about sponsoring my team, they agreed and their response was positive. It felt personal and I felt more connected and committed to an already great company. To top it off, I was thanked for my efforts in fundraising, when it should have been the other way around." — **JARED MARTINSON**, Leukemia & Lymphoma Society*



In Response: The Events of 2020

2020 was the year of the pivot. We shifted a number of our resources to support our people and our communities. Here is how we responded to two major events in 2020: the COVID-19 pandemic and the movement for social justice and racial equity.



Sellen's COVID-19 response:

- ▶ Sellen provided our people with a **COVID-19 Resource List** to support nonprofits in their neighborhood
- ▶ In lieu of our annual Client Holiday Party, Sellen donated **\$20,000 to FareStart** to thank clients and partners over the year, and to offer hunger relief for the thousands of hungry King County residents



Several Sellen employees served their community safely from home – from making masks for local nonprofits, and writing notes of encouragement for our neighbors experiencing homelessness, to buying groceries for elderly neighbors.

The Sellen Community Foundation COVID-19 Response:

- ▶ Expedited or reallocated **\$67,000 in grants** to COVID-19 relief funds for:



Solidarity Response

In June, after the murder of George Floyd, Sellen's Executive Team released a statement of solidarity with an actionable plan on what we were going to do to help drive change.



“Our black community is living in pain, grief, and anger at the killing of George Floyd, Ahmaud Arbery, Breonna Taylor, and so many before them. We see the police brutality and injustice of racism across the country, and close to home. We stand with black families and with protestors who call for change—black lives matter.

We do not want to return to normal — the normal of institutional and systemic racism that locked out black and brown people from opportunity and access. Instead, we want to move forward toward equity and justice. Forward to compassion and accountability for dismantling racism in our society, at work, and in our lives.

This work will improve the lives of those around us. This work will make us more human, and recognize people of color as peers.

It matters that we speak up. It also matters that we learn and take action.

- ▶ We will deepen the work we have begun with our partners, Moving Beyond, so that we can accelerate our learning and create greater diversity, equity, inclusion, and belonging at Sellen.
- ▶ We will increase our financial and educational partnership with ANEW, connecting women and people of color with construction careers through mentorship and training.
- ▶ We will expand our diverse subcontractor and supplier outreach and create more opportunities on our projects for those companies.
- ▶ The Sellen Community Foundation will double its funding of diverse student scholarships at Central Washington University, Washington State University, and the University of Washington.
- ▶ The Sellen Community Foundation is pledging \$50,000 towards non-profits with a mission to serve racial justice, and has pledged \$100,000 annually through 2023 to the Seattle Children's Odessa Brown Clinic providing health services to black, indigenous, and people of color in our community.
- ▶ We will close the company on Martin Luther King Day to join others in the United Way of King County Day of Service in 2021 and for every year after.

We have far to go, and we will go together.”

The Sellen Executive Team





[sellen.com](https://www.sellen.com)



Building With Purpose Since 1944.

CONTACT US:

Feel free to contact us if you're interested in partnering to help further our collective impact.

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