

JANUARY



Certifiably Green Denver Month

SUSTAINABILITY IS MORE THAN A TREND. IT'S GOOD BUSINESS. BY REDUCING WASTE AND TAKING STEPS TOWARD BEING MORE SUSTAINABLE, YOU CAN SAVE ON YOUR UTILITY BILLS, IMPROVE YOUR SPACE'S FUNCTION AND COMFORT, AND BETTER ENGAGE EMPLOYEES AND CLIENTS. THIS MONTH WE REVISIT OUR SUSTAINABILITY GOALS AND PLAN WHAT WE CAN DO TO IMPROVE BOTH SERENDIPITY CATERING'S AND SERENDIPITY COFFEE BAR'S SUSTAINABILITY OBJECTIVES.

FEBRUARY



Food Recovery Month

FOOD RECOVERY IS THE PRACTICE OF GLEANING EDIBLE FOOD THAT WOULD OTHERWISE GO TO WASTE AND DISTRIBUTING IT TO LOCAL EMERGENCY FOOD PROGRAMS. ORGANIZATIONS LIKE WE DON'T WASTE AND FOOD BANK OF THE ROCKIES FOCUS ON FOSTERING FOOD SECURITY FOR ALL COMMUNITY MEMBERS AND PROMOTE A HEALTHY, EQUITABLE, AND SUSTAINABLE LOCAL FOOD SYSTEM. THIS MONTH WE LOOK TO OUR ANNUAL FOOD AUDIT TO IMPROVE OUR FOOD RECOVERY & WASTE POLICIES AND STRENGTHEN OUR PARTNERSHIPS WITH LOCAL FOOD RECOVERY ORGANIZATIONS.

MARCH



Regenerative Agriculture Month

SERENDIPITY IS THE FIRST CATERING COMPANY IN COLORADO TO JOIN THE ZERO FOOTPRINT MOVEMENT! THE ZERO FOOTPRINT PROJECT IS A 1% OPT IN PROGRAM THAT FUNDS REGENERATIVE AG PROJECTS RIGHT HERE IN COLORADO. STAY TUNED FOR DEVELOPING NEWS WITH ZERO FOOTPRINT AS WE WORK TOGETHER TO MOBILIZE THE FOOD COMMUNITY TO RESTORE BIODIVERSITY ENRICH TOPSOIL AND CAPTURE MORE CARBON THROUGH REGENERATIVE AGRICULTURE COMPARED TO CONVENTIONAL METHODS OF FARMING.

APRIL



Earth Month

THE COVID-19 PANDEMIC HAS SHOWN US THE NECESSITY OF THINKING AHEAD, BUT THE NEXT CRISES ARE ALREADY ON THEIR WAY. CLIMATE CHANGE, SPECIES LOSS, PANDEMICS AND MASSIVE NATURAL DISASTERS MIGHT DEFINE THE FUTURE — UNLESS WE DO SOMETHING NOW. THE 2021 EARTH DAY CAMPAIGN IS A FOCUS TO “RESTORE EARTH”, A MOVEMENT THAT IS AMBITIOUS, INCLUSIVE, AND DRIVEN BY ACTION. ALL MONTH LONG, WE WILL BE PARTNERING WITH LOCAL GROUPS TO ORGANIZE A SERIES OF EVENTS AND ACTIVITIES IN CELEBRATION OF EARTH DAY.

MAY



Save the Bees Month

HONEYBEES PERFORM ABOUT 80 PERCENT OF ALL POLLINATION WORLDWIDE. A SINGLE BEE COLONY CAN POLLINATE 300 MILLION FLOWERS EACH DAY! IN THE U.S., THE NUMBER OF BEE COLONIES PER HECTARE HAS DECLINED BY 90 PERCENT SINCE 1962. THE BEES CANNOT KEEP PACE WITH THE WINTER DIE-OFF RATES AND HABITAT LOSS. SERENDIPITY ADOPTED A BEEHIVE WITH FRANGIOSA FARMS (PARKER, CO) AS PART OF OUR ENDEAVOR TO SAVE THE BEES. THIS MONTH, WE GET THE SERENDIPITY URBAN GARDEN READY FOR A THRIVING GARDEN AND LANDING SPOT FOR OUR ESSENTIAL POLLINATING FRIENDS.

JUNE



Alternative Transportation Month

BIKE TO WORK DAY IS AN ANNUAL EVENT THAT ENCOURAGES PEOPLE WHO NORMALLY DRIVE TO WORK TO RIDE THEIR BICYCLES INSTEAD. CYCLING IS A CLEAN AND HEALTHY WAY TO GET TO WORK, AND TAKING PART IN THE DENVER REGION'S BIKE TO WORK DAY ALSO HELPS GENERATE MOMENTUM FOR SAFE AND BIKE-FRIENDLY STREETS. DID YOU KNOW THAT THE CITY OF DENVER HAS 196 MILES OF ON-STREET BIKE LANES? THIS MONTH, WE CHALLENGE SERENDIPITY STAFF TO UTILIZE ALTERNATIVE TRANSPORTATION WHENEVER POSSIBLE.

JULY



Wildlife + Land Conservation Month

COLORADO BOASTS SOME OF THE MOST DIVERSE AND ABUNDANT WILDLIFE POPULATIONS IN NORTH AMERICA. COLORADO IS HOME TO OVER AN ASTONISHING 960 WILDLIFE SPECIES! HOWEVER, MANY OF THE STATE'S MOST CHERISHED AND ICONIC SPECIES AND LANDS PROSPER TODAY ONLY BECAUSE SPECIES/LAND CONSERVATION AND WILDLIFE RE-INTRODUCTION PROGRAMS. THIS MONTH, WE ENCOURAGE SERENDIPITY STAFF TO GET OUTSIDE AND FIND WAYS TO 'LEAVE NO TRACE BEHIND' WHILE APPRECIATING ALL THAT COLORADO PUBLIC LANDS HAS TO OFFER.

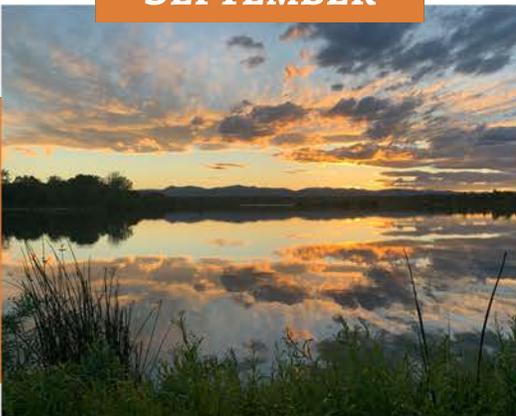
AUGUST



Serendipity Coffee Bar Month

GET YOUR FILL OF LOCAL EATS AND PRODUCTS AT SERENDIPITY COFFEE BAR SUCH AS PABLO'S COFFEE, TWO LEAVES AND A BUD TEA, HAPPY KOMBUCHA, BOBO BARS AND MORE! LOCATED ON THE FIRST FLOOR OF THE ALLIANCE CENTER, WE ARE COMMITTED TO ALIGNING OURSELVES TO THE FITWEL STANDARDS, WHICH PROMOTES HEALTHY AND SUSTAINABLE BUSINESS PRACTICES. AFTER RECEIVING THE CERTIFIABLY GREEN DENVER CERTIFICATION, SERENDIPITY COFFEE BAR IS LOOKING TO CONTINUE TO RAISE THE BAR IN 2021.

SEPTEMBER



Resource Conservation Month

RESOURCE CONSERVATION INVOLVES USING LESS NATURAL RESOURCES BY ADJUSTING YOUR BEHAVIORS AND HABITS. TAKING SHORTER SHOWERS, UNPLUGGING APPLIANCES WHEN THEY'RE NOT IN USE AND OPTING FOR COMPOSTABLE/REUSABLE WARE VERSES SINGLE USE PLASTICS ARE ALL EXAMPLES OF RESOURCE CONSERVATION. SERENDIPITY CATERING HAS SEVERAL BUSINESS PRACTICES THAT WE PUT TO USE EVERY DAY TO CONSERVE NATURAL RESOURCES BUT THIS MONTH, WE AIM TO FIND MORE WAYS TO RUN A RESPONSIBLE AND SUSTAINABLE BUSINESS.

OCTOBER



Arts and Culture Month

OCTOBER IS NATIONAL ARTS & HUMANITIES MONTH (NAHM)—A COAST-TO-COAST COLLECTIVE RECOGNITION OF THE IMPORTANCE OF CULTURE IN AMERICA. THIS MONTH'S GOAL IS TO FOCUS ON THE ARTS AT LOCAL AND STATE LEVELS THROUGH PARTNERSHIPS; ENCOURAGE OUR TEAM TO PARTICIPATE IN THE ARTS LIKE OFFERING EMPLOYEE INCENTIVES LIKE MUSEUM TICKETS; AND RAISE PUBLIC AWARENESS ABOUT THE ROLE THE ARTS AND HUMANITIES PLAY IN OUR COMMUNITIES AND LIVES.

NOVEMBER



Recycling Month

WHEN YOU THINK OF RECYCLING YOU SHOULD REALLY THINK ABOUT THE WHOLE IDEA; REFUSE, REUSE, REPURPOSE, REDUCE AND THEN FINALLY, RECYCLE. YOU CAN DO YOUR PART IN REDUCING WASTE BY WATCHING WHAT YOU BUY, SUPPLYING YOUR OWN PACKAGING, AND CAREFULLY CONSIDERING WHAT YOU DO WITH EACH ITEM YOU PURCHASE ONCE IT IS NO LONGER USEFUL TO YOU. THIS MONTH, WE CONTINUE IMPLEMENTING BUSINESS PROJECTS THAT FOLLOW THE 5 R'S LIKE BUILDING AN IN-HOUSE HARD TO RECYCLE STATION!

DECEMBER



Social Sustainability Month

SERENDIPITY ENGAGES IN COMMUNITY OUTREACH PROGRAMS THROUGH SUPPORT AND INVOLVEMENT WITH ORGANIZATIONS THAT DEVELOP, INFORM, AND INVEST IN SOCIAL SUSTAINABILITY INITIATIVES. IN 2021, WE INTRODUCED OUR NEWEST NONPROFIT PARTNER: DENVER DUMB FRIENDS LEAGUE! THIS MONTH, KEEP AN EYE OUT FOR FOR OUR ANNUAL PARTNER CONTRIBUTION NEWSLETTER WHERE WE RECAP THE YEAR OF NONPROFIT PARTNERSHIP PROJECTS, EVENTS AND DONATIONS.