



Chevron Case Study: Community-Driven Philanthropic Strategy

Background

Chevron strives to be a constructive partner in Colorado and Weld County. The company invests in basic human needs, education and training, and local business development—with the goal of strengthening communities and promoting greater economic and social stability.

A dedicated Community Affairs Advisor leads this effort by cultivating relationships with nonprofit organizations, opinion leaders, and key stakeholders. This role also manages internal engagement by advising employee councils and senior leadership on volunteer and philanthropic opportunities.

The Challenge

As a large, globally headquartered company, Chevron must demonstrate to both employees and leadership that its community investment strategy is impactful and aligned with both state and local needs.

One essential question drives this work:

Is Chevron meeting the needs of the community?

The CODI-Informed Approach

As an early adopter of CODI, Chevron's Community Affairs Advisor discovered that the tool's visual, neighborhood-level data was an effective way to better understand the communities they serve.

CODI's 12 indicators provide a diverse and holistic view of community conditions—highlighting both strengths and challenges. This clarity allows Chevron to be nimble in identifying areas where immediate resources are needed.

CODI's data is both reliable and credible—qualities that resonate with employee councils and senior leaders alike.

Key Insight: CODI reveals how community needs can vary dramatically—even from street to street.

Impact

- **Laser Focus:** CODI enhances Chevron's ability to advance partnerships with organizations that meet clearly identified needs.
- **Strategic Investment:** Chevron now prioritizes partnerships with nonprofits that directly address data-driven indicators of community well-being.
- **Stronger Case-Making:** With CODI, staff can confidently advocate for supporting specific organizations—backed by trusted data.
- **Efficient Decision-Making:** CODI saves time by delivering comprehensive and accessible information, enabling Chevron to invest resources where they can make the greatest difference.



Colorado Disproportionately
Impacted Community Indicator

