



National Institute for Social Impact announces PRISM Awards Finalists

Winners will be announced July 15, 2021

COLORADO SPRINGS, Colo., June 30, 2021 – [National Institute for Social Impact](https://prism.ni4si.org/) (NI4SI), formerly the Colorado Institute for Social Impact (CI4SI), and Vectra Bank co-presents the 5th Annual PRISM Awards – the first-of-its-kind community celebration of social impact businesses and social entrepreneurs, which will be held July 15, 2021, at SCP Hotel in Colorado Springs.

Social Impact is the outcome of a mission-driven business or a business with a higher purpose that uses the powerful economic engine of capitalism for good, not merely for gain. Referred to as the fourth sector, social impact businesses and social entrepreneurs are changing the way business is done. Since the pandemic, we have seen a rise in conscious consumers and more businesses determining how they can add purpose to their companies so that they can better support their communities and employees.

Plan to join the celebration, networking and award ceremony on July 15th. Purchase your tickets here: <https://prism.ni4si.org/>

The PRISM Awards honors Colorado social impact businesses and social entrepreneurs in three categories for both a Northern and Southern Region: Social Impact Business of the Year, Social Impact Startup of the Year, and Social Entrepreneur of the Year. We have decided to go ahead and announce winners for the Northern region as travel for all the finalists might be asking a bit much this year but the top three finalists in each category for the Southern Region will have a winner named the evening of the event.

PRISM AWARDS FINALISTS

Social Impact Business of the Year

- Northern Region
 - Adventurist Backpack Co.
- Southern Region
 - Beneficent
 - Mountain Equipment Recyclers
 - Mission Catering

Social Impact Startup of the Year

- Northern Region
 - Beyond Microgreens
- Southern Region
 - Hike for Life
 - Inherent
 - Eclectic CO.

Social Entrepreneur of the Year

- Northern Region
 - Alex Koenigsberg

- Southern Region
 - Jason Horn
 - Lorrie Myers
 - Tina Schwaner

“We thank Colorado for their nominations and congratulate all nominees and finalists of the 5th annual PRISM Awards,” said Jonathan Liebert, NI4SI CEO. “The PRISM Awards enhances National Institute for Social Impact’s ongoing goal to create awareness of this growing sector of our economy and to celebrate those social impact businesses and social entrepreneurs who are creating impact for our communities.”

Judges for the PRISM Awards were:

- Jonathan Liebert, executive director & CEO of the National Institute for Social Impact
- Thayer Tutt, Vice Chairman & chief investment officer, El Pomar Foundation
- George Reed, Dean, UCCS School of Public Affairs
- Ted Mossman, Market President, Great Western Bank
- Mackenzie Tamayo, Program Manager, Small Business Development Center

“We are thrilled to see the momentum in the social impact sector and its impact on our community. Congratulations to all the finalists and nominees,” said Shawn Gullixson, vice president of Vectra Bank. “Vectra Bank is passionate about supporting our local businesses and to support the mission and vision of our social impact entrepreneurs.”

PRISM AWARDS EVENT DETAILS

When: Thursday, July 15, 2021

Where: The SCP Hotel, 2850 S. Circle Drive, Colorado Springs, CO 80906

Time: 4:30-7:00 p.m.

Tickets: \$30 each or four for \$100. Register at: <https://prism.ni4si.org/>

Supporting sponsors of the PRISM Awards include: Underline, Great Western Bank, Creative Consortium, Steve Weed Media, Springs Rescue Mission, McCloskey Motors, SCP Hotel, Prosono, Olive Real Estate Group, Olivieri Accounting Services, Better Business Bureau of Southern Colorado, The Purpose Collective, BBB4Good, 98.9 Magic FM, 740 KVOR, The Colorado Springs Business Journal, and Colorado Springs Independent.

ABOUT VECTRA BANK

Vectra Bank serves Colorado’s small and middle-market businesses, and their owners, managers and employees through full-service branches across the state. We are an innovative banking organization eager to surpass your expectations.

Vectra Bank focuses on hiring passionate people who are dedicated to this region and the local business community. “Big enough to count, small enough to care” is more than just a marketing slogan; it’s in our DNA. That’s what you can expect from a proactive, relationship with Vectra Bank.

Vectra Bank, as part of Zions Bancorporation, has won numerous Greenwich Excellence Awards for Middle Market and Small Business Banking. We are a division of ZB, N.A. Member FDIC / vectrabank.com.

Greenwich Associates is a leading global financial services research and consulting firm. The Greenwich Excellence Awards for Small Business and Middle Market Banking were based on interviews with over 28,000 businesses across the U.S., with sales of \$1 million to \$500 million. More than 750 banks were evaluated. Please visit our website at VectraBank.com for a full listing of awards. For more information about the company, visit VectraBank.com.

ABOUT THE NATIONAL INSTITUTE FOR SOCIAL IMPACT

The National Institute for Social Impact (NI4SI), formerly the Colorado Institute for Social Impact (CI4SI), is an education-based Social Enterprise created to enhance and organize the 4th Sector of the Economy. NI4SI also seeks to increase awareness amongst consumers about these types of entities and how their money goes further when they purchase products from a social impact business. NI4SI's mission is to "Harness Social Impact to accelerate the evolution of business."

NI4SI's impact services include: Social Impact Certification, Education and Training, Social Return on Investment (SROI) Measurement, consultation services, and speaking engagements.

For more information, visit [National Institute for Social Impact](#), follow us on [Twitter](#) and [Instagram](#), or like us on [Facebook](#).

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