



Hillanthropists make their mark

Starting in 2015, University Hill residents, business owners, employees and city staff have joined hundreds of University of Colorado (CU) student volunteers through the CU/City of Boulder “Hillanthropy” partnership. The partnership has led to the removal of thousands of stickers and Hill dumpster graffiti each summer, as well as other efforts.

“The Hillanthropy partnership has allowed us to make great strides toward the community’s desire to see a cleaner Hill. Beyond the city’s usual maintenance efforts, we have been able to do an annual wipe-out of graffiti in the alleys and other projects that take significant time and human

Collaborative efforts with the University of Colorado are integral to work on the Hill, including the Hillanthropy partnership.

capital,” said Hill Community Development Coordinator Sarah Wiebenson.

The Hillanthropy partnership is part of the Hill Reinvestment Strategy, a council priority initiated in 2014 to improve quality of life on University Hill for residents, visitors and businesses. The broader vision for University Hill is to:

- Enhance business and residential diversity;
- Promote multimodal access and the arts;
- Improve health and safety;
- Support code enforcement efforts; and,
- Foster community partnerships.

Collaboration with CU has been integral to supporting stakeholder efforts to reinvest in the Hill. The Hillanthropy partnership was formed in early 2015 between the city’s Department of Community Vitality and CU’s Office of Residence Life, Volunteer Resource Center, and Restorative

Justice program. The Inter-Fraternity Council (IFC) also joined the effort and has provided hundreds of volunteers.

The term “Hillanthropy” was coined by Hill business Grenadier Advertising and promoted through social media with the hashtag #Hillanthropist. In the past year, the concept of Hillanthropy has expanded, with Hill event staff wearing #Hillanthropist t-shirts and Hillanthropy volunteers receiving a #Hillanthropist cell phone stand produced by Boulder company Pop Sockets.

“Hillanthropy is what it says - doing good up on The Hill. And with all the volunteer partnerships happening with the city, the university, Hill businesses and residents - there are a lot of good works we can talk about in social media. Hillanthropy gives us a sticky, shareable term for all the volunteer efforts underway to make The Hill neighborhood better than ever,” said Grenadier partner and The Hill Boulder business association member, Jeff Graham.

In 2016, Hillanthropy cleanup days will be paired with annual City of Boulder Parks and Recreation volunteer events: Community Clean-up Day (May) and Public Lands Day (September). Projects will focus on cleanup of the Hill Commercial Area and Columbia Cemetery. A third cleanup day in August will involve 150 incoming college freshmen who competed to participate in the CU Stampede Leadership Camp. Students will use paint provided by Republic Services, Western Disposal and Xcel Energy to eliminate graffiti and accomplish other large-scale clean-up tasks in the Hill neighborhoods.

For more information about the Hillanthropy program, and to learn how to volunteer for Hillanthropy projects, go to bouldercolorado.gov/commercial-districts/hillanthropy.