

**CORPORATE SOCIAL
RESPONSIBILITY...**



NOT JUST FOR BIG BUSINESS

Why Corporate Social Responsibility (CSR) is becoming a pivotal part of the business world, how to get started and how to decide on an organization to support



Why?

Gratitude

Successful businesses are built on service to others. The natural next step is to leverage success and bring value to the organization by creating a culture of giving among employees.

Giving back connects people and community, encourages social awareness, and builds morale as you team up to help. With the increasing need for a work-life balance, many top candidates seek employment at a company with strong CSR.

Positive Brand Personality

Consumers become emotionally invested and support socially conscious businesses. According to research from Cone Cause Evolution Study:

- 5% of consumers have a more positive image of a product or company when it supports a charity they care about.
- 83% of Americans wish more products and services they use would support charities.
- 80% of Americans are likely to switch brands (equal in quality and price), to the one that supports a charity.

How can I get involved?

- Attend an event
- Make or match a donation
- Become a sponsor: A great way to get your name out to consumers
- Give employees paid time to volunteer
- Schedule a tour and meeting to discuss ways you can help

What charity should I choose?

You do not have to be a large corporation to support a charity. In fact, many small businesses are supporting small, local charities.

Choose a charity that aligns with your mission, your passion will show and inspire others.

Support locally, you can actually see your dollars at work. GuideStar is a wonderful resource to learn about charities.

About Our Charity:

Abby Girton is the Director of Marketing & Development at Palm Beach School for Autism. We are a 501(c)(3) tuition-free school for children ages 3-21 on the autism spectrum. We partner with area businesses for knowledge, expertise and financial support as we forge ahead with the creation of Project Next. Our new transition to adulthood program includes job training academies in the culinary and hospitality industries thanks (in part) to a partnership with Duffy's Sports Grill, Hyatt Hotels & Kolter Hospitality.

If you would like to discuss ways your business could get involved with Palm Beach School for Autism, Please contact Abby Girton at 561-533-9917 or AbbyG@pbsfa.org