

Comunity

Rent apartment Bucharest

Get Other Companies Involved with You

In the spirit of networking, consider putting together a group of small businesses so that your combined efforts produce results with more impact. Just Desserts, a San Francisco bakery, put together a group of thirty-five businesses to adopt an elementary school. With its combined financial strength, the group planted trees on the school grounds, painted the school, and refurbished the classrooms, creating a positive environment for students.

Offer Your Expertise Free of Charge

Some organizations in the community need the expertise your company has developed. Abby Margalith, who owns Starving Students of San Diego, a moving company, has relocated more than 100 women and children from abusive homes. Her crews volunteer to do the work and she collaborates with the local YWCA. Jay Backstrand used his technology expertise to develop a web site, Volunteer America, which merged with Impact Online in October 1996, to match nonprofit organizations with people looking for opportunities to volunteer.

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Contribute to Your Community

Many entrepreneurs have found cost effective ways to give back to their communities without breaking the bank. In fact, they have made social responsibility a regular part of their businesses.

Each store of a bagel chain in New Hampshire adopts a local nonprofit organization for a year. Customers vote for their favorite charity, and the winning choice receives a cash donation, bagels, meeting space, and a place to advertise its services in the store. They also get volunteer help from the bagel employees who do their deeds on company time.

Another entrepreneur shares the benefits of his success with his community by providing ski trips for underprivileged children, food drives for the hungry, highway cleanups, and the Easter Seals poster-child campaign among many other things.

As you can see, there are many ways to demonstrate social responsibility through your business. It doesn't have to cost much time or money to make a significant difference as long as you focus your efforts where they will count the most.