

# What is CSR?

ARE YOUR employees engaged?

WOULD THEY describe their work as meaningful?

DO YOUR customers recommend you to friends and family?

ARE YOU recruiting the best talent?

IS MANAGEMENT aligned on your company's values and purpose?

▶ Today, the answer to these questions must be yes or a company's culture, productivity and profits can suffer.

**OUR SOLUTION IS CORPORATE SOCIAL RESPONSIBILITY.** It creates a collective purpose among employees, builds a strong connection with customers, and impacts the communities where you work and live.

## SOME EXAMPLES:



Lacrosse was invented by Indigenous People over 1,000 years ago. It makes sense for the League to embrace this heritage.



The owner and plant manager served in the military, so addressing the needs of veterans was a perfect alignment of values.



Using sudden death overtime to educate fans about sudden death of student athletes was an authentic way to educate fans and donate AEDs.

## TYPES OF CLIENTS



Companies



Nonprofits

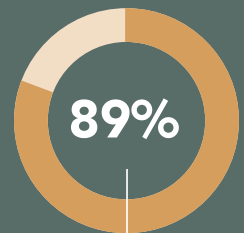
## WHITE LABEL SOLUTION



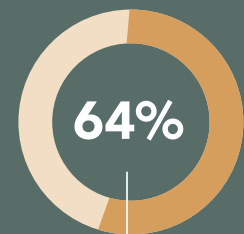
Marketing Agency



HR Firm



Executive believe strong sense of collective purpose drives employee satisfaction.



Millennials won't take a job if there's no CSR policy.

**unless**  
outsourced CSR

UNLESS.ONE