

Why join the Community of Caring?

Because they want you to.

Your Employees

Attract and Retain Talent

Most employees in the workforce are Boomers or Gen Y and, according to Harvard Business Review, both groups prefer working in a flexible environment with progressive policies and opportunities to “give back” to society, over one offering more money .

Low cost Employee Benefit

As a member of Community of Caring you are automatically involved in collaborative community-building initiatives with other members. So, for just a few dollars, each employee can be given a “road map” on how to easily give back to their communities.

Your CEO

CEO’s vote this critical to future success

A recent survey by UN Global Compact and Accenture reports that 93% of CEOs (out of 766 globally) say sustainability is “critical to future success.” In just three years, the percentage of CEOs reporting sustainability issues were part of their company’s strategy and operations jumped from 50% to 81%.

Gain a Sales Advantage

Used effectively, social responsibility programs are yet another sales tool to aid in the close of business.

Your Shareholders

Higher stock prices

The companies with the highest ratings in corporate governance (GMI), which includes **social responsibility**, outperformed the S&P 500 by 16% over the past five years.

Branding

A recent Indiana University study concluded that companies that emphasize social responsibility enjoy clear business advantages, namely: better market share, more visibility and higher employee morale.



Companies That Care

Your Customers

Prospective customers
prefer you

Being a good neighbor and treating employees well is a tidal wave that's swelling and reaching land in the US. Europe, Asia, even Canada have all been riding this wave. It's how companies want to be known.

Your Family

People who work in a supportive environment are less stressed and more engaged with their families and communities when they come home.

It's an INVESTMENT, not a cost.

If \$2,500 could give you a year's worth of increased sales, decreased employee turnover and an enhanced reputation in the marketplace, would you agree **this is a good investment?**

Membership levels start at \$2,500.



COMMUNITY
of
Caring

www.companies-that-care.org