

CHAPTER 22

WHY COMMUNITY MATTERS

“I don’t think you ever stop giving. I really don’t. I think it’s an ongoing process. And it’s not just about being able to write a check. It’s being able to touch somebody’s life.”

~ Oprah Winfrey

People appreciate companies who help the community.

Companies or individuals that get involved in community service or do pro bono work are some things worth mentioning to the press. It’s another way to get that all-important “BUZZ” out there and make a difference in your area. Partner up with other independent business owners and select those events or non-profit organizations that are a good fit for you. This is yet another way to drum up sincere business by networking the old-fashioned way: meeting people through a common cause. Besides that, it’s just a good thing to do and people will take notice, especially when it’s a smaller business supporter, and repay in kind by purchasing your products or services.

One of our former clients, Denver author Mary Carwile, wrote a book about breast cancer which tells her personal experience and includes poignant reflections from other survivors and relatives, all designed to help provide much-needed perspective and comfort. The book is called *Heartstrings and Pink Ribbons*. Being a breast cancer survivor herself, we suggested she contribute to research toward finding a cure. She agreed that giving back \$2 for every book sold would give a dual purpose to her readers. Everyone wins. Readers would not only enjoy her heartwarming stories, but they would also be helping to find a cure.

We applaud entrepreneurs like Mary who are following their passion with joy, purpose, and meaning. Another client, a well-established local ice cream company, is always on the lookout for philanthropic opportunities where underprivileged kids are concerned. They know their delicious, cold ice cream flavors on a hot summer’s day can bring a smile to any child, especially ones from low-income families. We paired up the company with a local chapter of the Boys & Girls Club to provide free ice cream socials. Talk about making a kid’s day!