

In addition to building a single bottom line (profit), many businesses, large and small, are seeking ways to improve society and care for the environment. A term expressing this investment is corporate social responsibility (CSR). Shoulder-to-Shoulder offers an ideal way to address this challenge.

## THE IDEA

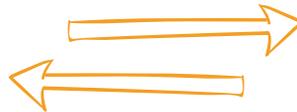
Invite businesses into a win-win relationship with SStS. We provide a platform of benefits (see below) to advance their CSR goals and, in exchange, they help us advance our mission through services, products, and/or financial support.



SStS  
ALUMNI



GLOBAL THINKERS • PROBLEM SOLVERS  
GRITTY • LOYAL • TEAM PLAYERS  
CONFIDENT • ETHICAL



BUSINESS OR  
CORPORATION

SEEK EXPRESSION OF CSR • ENGAGE EMPLOYEES  
VALUE ACCESS TO TOP EMPLOYMENT RECRUITS  
COLLABORATIVE WORK CULTURE



## BENEFITS

ENGAGE PRODUCTS, SERVICES, AND/OR EMPLOYEES IN SSTS PROJECTS  
GLOBAL BRAND EXPOSURE (FULL CO-BRANDING THROUGH OUR EXTENSIVE NETWORK)  
STUDENT/NGO PRESENTATIONS AT CORPORATE HEADQUARTERS • EMPLOYEES/FAMILIES VISITING NGO SITES  
PARTICIPATION IN THE ANNUAL GLOBAL SOLUTIONS FORUM • PRESS RELEASES • INTERNAL MARKETING

SStS alumni become an online recruitment pool (think LinkedIn), offering an exclusive network of business partners and SStS alumni (you!).

## STRATEGIC VISION

An SStS alumni network that introduces businesses, foundations, and individuals to consider win-win relationships with SStS in a shared investment in social responsibility.

## NEXT STEPS

Email SStS ([rbandoni@shouldertoshoulder.com](mailto:rbandoni@shouldertoshoulder.com)) with any potential business or foundation candidate. Together, with our strategic development director, Kara, we will create a strategy to move forward.

## WHAT TO EXPECT

More detailed information about benefits; professional development training in leading efforts related to social responsibility; complete control over your degree of involvement; coaching throughout the recruiting process.

## TARGET "PARTNERS"

Social responsibility is good business. Businesses and philanthropists are searching for reliable platforms for expressing their investment in "making a difference." Who are they? Your employer; family business; family foundations; individual philanthropists.



Shoulder-to-Shoulder's big idea is its mission  
to inspire and support generations of ethical leaders

The strategy of SStS alumni recruiting businesses into a win-win relationship is a clear expression of our mission in action.