

# Business for Good

Business, Nonprofit, and School Partnership  
to Address Community Challenges.

Shared-Value Partnerships Between your Business, Local Schools,  
and Community Nonprofits to Create Sustainable Strategy  
for Addressing your Area's Most Pressing Needs.

STUDENTS  SHOULDER-TO-SHOULDER

---

501c3

## OUR PARTNERSHIP MODEL

Shoulder-to-Shoulder (501c3) creates partnerships between schools, businesses, and nonprofits to inspire and support the next generation of ethical leaders through education-based, experiential engagement in communities, local and around the world. Every community is somebody's "backyard". An SStS partnership model opens opportunities to address community challenges today while investing in the greatest resource of tomorrow - the next generation of ethical leaders.

### CORPORATIONS AND PHILANTHROPISTS

Provide resources, skills, and financial support.

### NON-GOVERNMENTAL ORGANIZATIONS

Provide settings for field studies in ethical leadership.

### SCHOOLS

Provide opportunities for students and faculty to engage in experiential learning directly related to ethical leadership in the context of addressing community challenges.



## *Collaboration Creates...*

... a shared-value partnership between your business, a local high school, and one or more community-based nonprofits.

... opportunities for each partner to shape their engagement to create added value for members of their organization.

... a network of leaders across sectors, an opportunity to address the gap between wanting to "act" and having a strategy to do so.

... the dedicated guidance of SStS in creating and maintaining the partnership; we create the partnership, you engage your communities in "making a difference."

... a vibrant curriculum to frame the experience for students and your employees as a "case study" on the particular target issue of the nonprofit and, critically, on the essence of ethical leadership.

... professional development opportunities for all partners, including membership into a network of cross-sector partners engaged in similar efforts and an annual international Ethical Leadership Forum.

# THE EXPERIENCE OF A FEW INSPIRE THE PASSION OF MANY

SStS field studies in ethical leadership impassion students and teachers to transfer their experiences, knowledge, and insight to their school communities-and beyond.

We work with your business to create a customized partnership, addressing a targeted, community-based challenge.



## PHASE ONE: *Case Study*

### ONLINE COURSEWORK

Led by trained instructors, the Five Lens Curriculum presents a case study introducing students to the nonprofit's leadership, multi-layered context, mission, and field work.



## PHASE TWO: *Field Study*

### IMMERSION

Experiential learning techniques guide field studies addressing issues identified by our nonprofit partners. Students and a course instructor will work shoulder-to-shoulder with the nonprofit. Your organization can be involved at a level of your choosing.



## PHASE THREE: *Transference*

### APPLICATION

Students return to campus with a heightened awareness of social justice issues, an understanding of ethical leadership, and a mindset to transfer their experience to their own "backyard."

*The Five Lens Curriculum is the academic framework of each phase.*

POLITICAL • ECONOMIC • GEOGRAPHIC • CULTURAL • ETHICAL



Building a community center.  
Koh Preah, Cambodia

*SStS field studies are directed by trusted NGO partners and skilled course instructors with focus on ethical leadership, sustainability. Learning service is a central aim of each SStS course.*

*SStS field studies are framed by our 5 Lens Curriculum. Students engage in regularly scheduled (by their school mentor) individual and group reflections. Each field study culminates in student presentations, consolidated insights, and an awakened moral imagination.*



Leading a "lens" discussion.  
Lake Titicaca, Bolivia



Presenting on campus.  
Vail Mountain School, Colorado

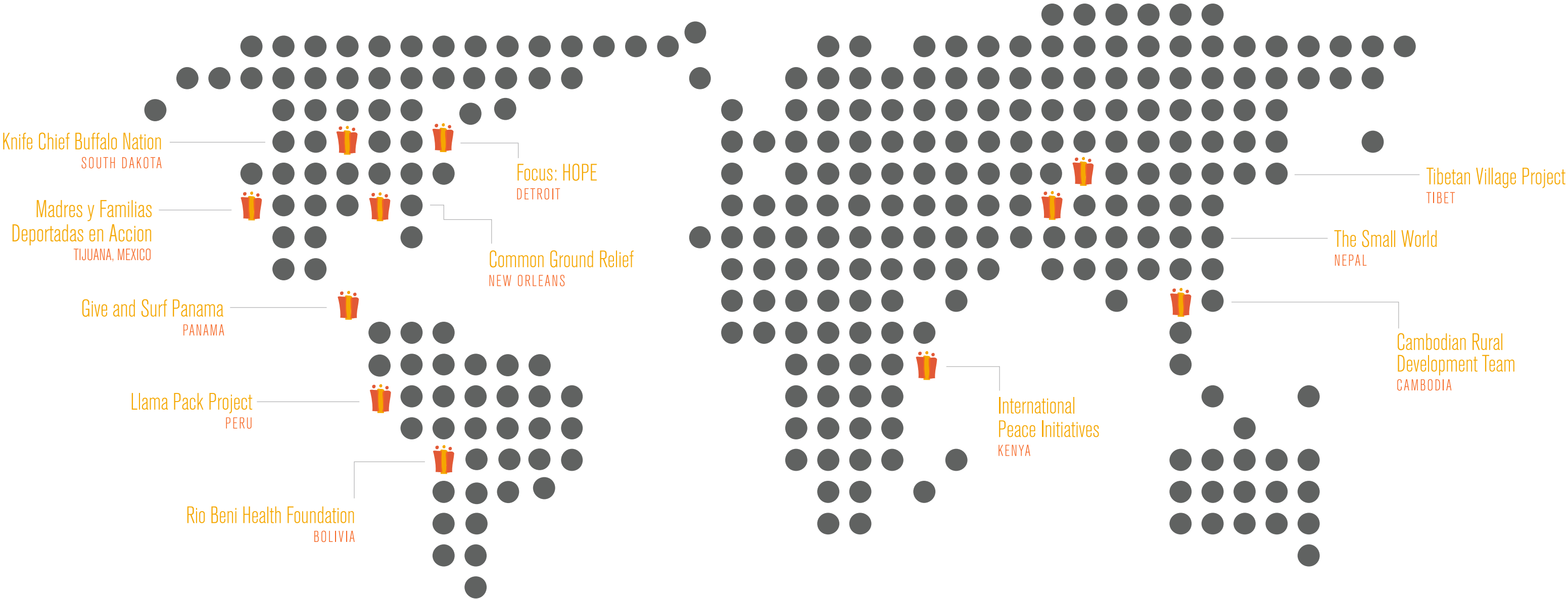
*Schools are encouraged to create an on-campus "forum" for students to present their learning. In support of this idea, SStS will encourage nonprofit leaders and involved employees to speak with students about progress, issues addressed, and value of partnerships in addressing community challenges.*

# FIELD SITES ON FOUR CONTINENTS

ESTABLISHED PARTNERSHIPS AND INSPIRATIONAL MODELS  
FOR CREATING ANOTHER ONE IN YOUR COMMUNITY

We seek partners who share our mission for educating the next generation as global citizens and ethical leaders.

- GRASSROOTS LEADERS
- BUSINESSSES INVESTED IN PLUBIC PURPOSE
- ROLE MODELS FOR ETHICAL LEADERSHIP
- PARTNERS WANTING TO CREATE A CIVIC-BASED LEARNING OPPORTUNITY FOR STUDENTS







## WHY STUDENTS SHOULDER-TO-SHOULDER?

### *Integrity*

Students Shoulder-to-Shoulder was started by a small group of teachers, on the principle that global change requires collaboration across sectors. Schools, government, business, nonprofits, and philanthropy - as separate entities - can not address the systemic changes necessary that are at the grassroots of today's most pressing challenges. It follows that our strategy is to create partnerships, across these five sectors, to advance the most sustainable and effective strategy for society: inspiring and supporting generations of ethical leaders.

### *Partnership Model*

What started with a few zealous educators and twenty-seven students has grown to an organization of partners: nonprofits on four continents, Denver University's Daniel's College of Business, schools across the US, and philanthropists. We have grown to host this international network at our annual Ethical Leadership Forum, for the purpose of advancing our shared mission.

### *Nonprofit Organization*

Students Shoulder-to-Shoulder is a 501(c)3 started in 2007 in Colorado. We believe that nonprofits should be run with the same rigor as forprofits, following a mission-driven, economically sustaining business model that engages all stakeholders (partners) in the organization's health, impact, and scale. Its board members are a combination of executives, business owners, alumni parents, and alumni - all of whom are donors.



## WHY BUSINESS?

### *Moral Example*

The Shoulder-to-Shoulder model for community impact creates a rare opportunity for businesses to support immediate impact in your community while role modeling ethical leadership through your own business. There is no greater power for young people than moral example.

### *Employee Engagement*

The SStS model encourages engagement. An authentic partnership with a local high school and local nonprofit(s) opens a wide array of opportunities for mentoring, resource allocation, and outreach within the community and at our annual, international Forum, internships, hosting student and nonprofit presentations, and direct project work.

### *Good Business is Smart Business*

More and more businesses are discovering that weaving public purpose into their value proposition - good business - results in smart business. A double bottom line - prosperity and public purpose - makes a difference to a growing population of consumers who are searching for conscientious businesses.

# FOSTERING ETHICAL LEADERSHIP

Students Shoulder-to-Shoulder is an organization of partners all sharing in the belief that all of us have “backyards” that are struggling with challenging issues, many related to poverty, social injustice, equity, inclusion, and climate change.

We believe that addressing these challenges downstream - today - is necessary. And we believe that the most prudent strategy is to do so while addressing the most prominent upstream issue: a need for ethical leaders across sectors.

## AN ETHICAL LEADER...



### *Is Compassionate*

... and can feel or recognize suffering and injustice.

... and be compelled to find solutions.



### *Has a Moral Imagination*

... is curious about the way the world IS.

... and inspired by ideas on how the world OUGHT to be.



### *Has Moral Courage*

... to create a strategy of action based on moral imagination.

... and the fortitude to face barriers.



### *Shares Leadership*

... bringing together diverse and collective perspectives.

... to inspire a shared vision of shared value.



### *Maintains Global Perspective*

... and understands global interconnectedness.

... and acts on obligations to others in order of expanding concentric circles.



### *Is Systems Oriented*

... appreciating the complexity of integrated systems.

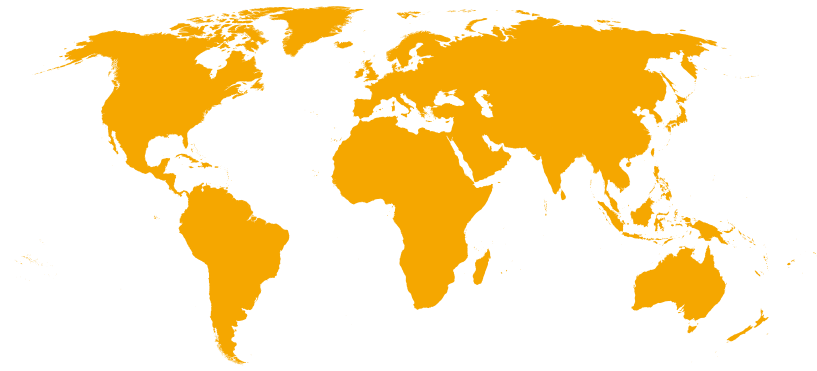
... and encourages "upstream" problem solving for sustainable solutions.



### *Balances The Need For Prosperity and Public Purpose*

...and works to understand the inherent complexity in this balance.

... and views this balance fundamental to a healthy society and planet.



# LET'S WORK TOGETHER TO CREATE YOUR COMMUNITY IMPACT

Please contact us to learn more about this unique partnership model:

Executive Director  
**ROBERT A. BANDONI**

Email  
**RBANDONI@SHOULDERTOSHOULDER.COM**

Website  
**WWW.SHOULDERTOSHOULDER.COM**

---

*Companies must be deliberate and committed to embracing purpose and serving all stakeholders – your shareholders, customers, employees, and the communities where you operate. In doing so, your company will enjoy greater long-term prosperity, as will investors, workers, and society as a whole.*

Last line of letter to CEOs, 2020  
Larry Fink, BlackRock