



social responsibility  
that benefits the bottom line

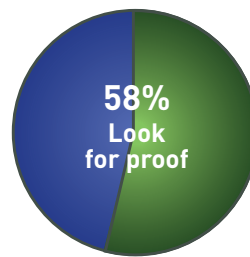
## Small Business & Independent Professionals CSR Certification Program

Become a beacon in your community  
and reap the financial rewards of your charitable giving and green efforts

Your customers want the products and services they buy to reflect their values and commitment to social responsibility. Validating your efforts with 3rd party certification will establish enduring relationships with your customers and drive increased revenue.



"Yes. I have purchased a particular brand because I know that brand supports a cause I believe in." <sup>1</sup>



"I look for proof when companies claim they are being socially responsible." <sup>2</sup>

10% Solution now offers an affordable way to validate your good acts and easily communicate your social responsibility commitment to your customers

10% Solution Certification program will help you establish a gold standard in three Social Responsibility areas. Our Third-party certification demonstrates you are a recognized social responsibility leader.



### 10% Solution certification requirements:

- **Financial Commitment:** You commit to philanthropic giving of 1% of sales
- **Volunteering Commitment:** Have a managed and tracked employee volunteer program. On average each employee contributes one hour per week of volunteer time.
- **Sustainability Commitment:** Participation in green certification as appropriate to your industry

Our simple 3 phase process to certification can be completed in as little as 3 weeks.

**Phase 1**  
Getting to Know You  
Baseline Assessment

**Phase 2**  
Validation  
Forensic Accounting Review

**Phase 3**  
Certification  
Certification Granted  
Quarterly Check-Ins



1. PR Weekly Survey; 2. Forrester Research, Inc.'s "CMO's Guide to Social Responsibility" survey report