



Giving Back: Connecting You, Business, and Community

Bert Berkley, Peter Economy

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There is something exciting happening in businesses across the country. More business-people and more companies than ever are participating in charitable activities and are learning that giving back is not a slogan—it is a way of doing business and a way of life.

Giving Back reveals how fundamental and lasting changes are being accomplished in communities and highlights highly effective organizations from a number of major metropolitan areas, including Kiva.org, Horizons for Homeless Children, the Annie E. Casey Foundation, LINC, Stonyfield Farm Profits for the Planet, and many more.

You will be inspired by the stories, anecdotes, personal observations, experience, and advice of visionary leaders in business, including:

- Roger Brown and Linda Mason, cofounders of Bright Horizons Family Solutions
- S. Truett Cathy, founder and Chairman, Chick-fil-A®, Inc.
- Matt Flannery, cofounder of Kiva.org
- Gary Hirshberg, Chairman, President, and CEO of Stonyfield Farm
- Kent C. (Oz) Nelson, retired chairman and CEO of United Parcel Service

In each case, you will discover the positive benefits of becoming personally involved in your community and of affiliating your business with charities and nonprofits. These benefits include an increase in your bottom line and in your employees' morale, as well as a boost to your company's brand and reputation—all through giving back.

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