

# Your Giving Impact Plan

With B1G1



Your Industry:  
Retail and F&B

Created by the B1G1 Team  
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# Thank You for Making a Difference With Us.

Hello, it's great to see you here.

Thank you for requesting a Giving Impact Plan. To celebrate your first step to becoming a business for good, we are going to give access to 2 days of access to life-saving clean water to people around the world. Thank you for the profound difference you've just made!

As you read through this guide, you'll see how B1G1 lets you do some quite amazing things and how it's very different to what you would normally expect to see.

This plan was generated based on your answers, so you will see some suggestions and examples catered specifically to your business.

We're so excited to create a world full of giving with you.



The B1G1 Team  
[hello@b1g1.com](mailto:hello@b1g1.com)





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## 01. Your 4-Step Guide to Implementing Giving

Your time is precious. So here are 4 steps you can take to become a Business for Good

## 02. Examples From Other Businesses

Inspirational examples from businesses in your industry



# 01.

## Your 4-Step Guide to Implement Effective Giving

Let's now talk about  
implementing powerful,  
meaningful giving in  
your business.





## The 4-Step Guide

01

Join and Become a  
Business for Good

02

Choose Causes That  
Resonate With You

03

Link Impacts With Your  
Business Activities

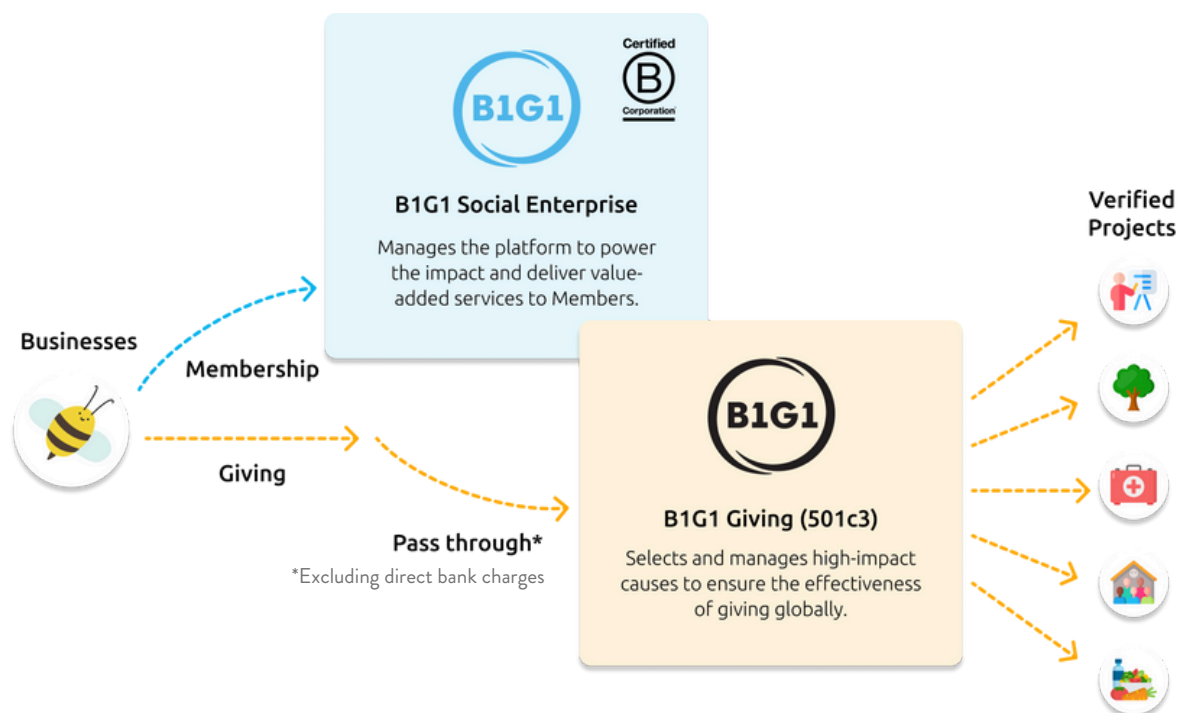
04

Inspire and Share  
Your Giving

## Step 1:

# JOIN AND BECOME A BUSINESS FOR GOOD

Join more than 2500 businesses around the world on the mission to create a world full of giving. When you join and become a B1G1 Business, you'll get your very own B1G1 giving account to set up your giving initiatives to transform your business activities.



## HOW B1G1 WORKS

### YOUR MEMBERSHIP

To give through B1G1, join and become a registered B1G1 Business Member. The membership supports the B1G1 platform you trust, expands our reach and services to Worthy Causes, grows our network of Businesses for Good, and helps us serve you better in your giving journey even more.

### YOUR CONTRIBUTION

By keeping your membership and contributions separate, we are able to effectively pass on your giving to the projects you choose to support. We also review those projects annually and ensure your support makes the maximum impact on the lives of people and communities around the world.



## Step 2:

# SELECT CAUSES THAT RESONATE WITH YOU

After creating a B1G1 account, you'll get access to the B1G1 project list, which contains over [450 vetted high-impact projects](#) supporting one or a few SDGs. You can give to as many causes as you wish, starting from just a few cents. Here are some examples of what a small amount can achieve for your favorite causes:



### EDUCATION

- Provide a Day of Education to Children Around the World
- Give English Classes to Improve Career Opportunities
- Sponsor a Brighter Future by sending a Student to University



### ENVIRONMENT

- Plant a Tree in the World
- Provide Medicine for an Injured Dog
- Support Beach Clean Up by Collecting Coastal Trash



### HEALTH

- Provide Safe Drinking Water to a Family
- Give Milk to Supplement Child's Nutrition
- Provide Eye Care for a Person

Bonus reading: [How B1G1 Tracks Impacts](#)

## Step 3:

# LINK IMPACTS WITH YOUR BUSINESS ACTIVITIES

Once you've selected causes that resonate with you, you can now decide how you want to support them through your everyday business activities. B1G1 Giving Stories make it easy for you to do this. Setting up a Giving Story is a simple way to give to a project of your choice each time you carry out a specific business activity.

## RECURRING IMPACTS

YOUR  
BUSINESS  
ACTIVITY

...

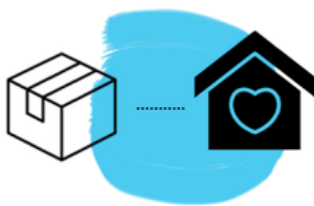
YOUR  
CHOSEN  
PROJECT

## EXAMPLES FOR F&B AND RETAIL BUSINESS



### CLEAN WATER

When we sell a cup of coffee,  
we give 10 days of clean  
water to a school.



### HOME FOR THE ELDERLY

When you purchase a  
subscription box, we shelter an  
elderly in a home for a day.



### ANTI- TRAFFICKING

When you post a review of  
our products, we help  
educate a family to prevent  
child trafficking.

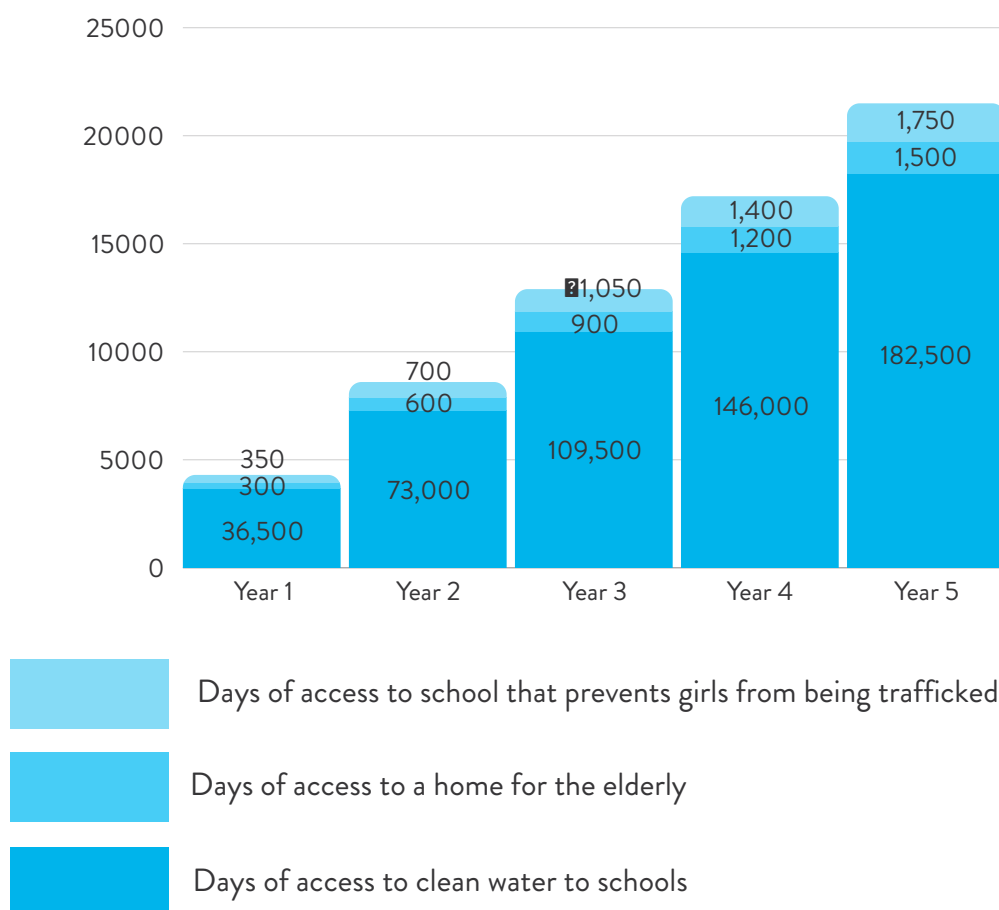
READY TO CREATE RECURRING IMPACTS?  
WATCH OUR DEMO HERE.

WATCH NOW



# YOUR IMPACT PROJECTION

As you create your Recurring Impacts, you may be wondering what tangible difference is being made by giving small amounts habitually. In order to help answer this, below is an estimated accumulated impact projection over 5 years, based on a giving budget of \$1,000 per year (that's just 1% of \$100,000 revenue for a small business).



As you can see, B1G1 allows you to make powerful impacts through micro-giving, all as you work on your business. Simply by embedding giving into your day-to-day business, your impact grows as your business grows!

That means by the end of the first year, you'd have provided 300 days of access to school to prevent girls from being trafficked, 350 days of access to a home for the elderly and 36,500 days of access to clean water to schools. Isn't it amazing that any business of any size has the power to make a difference?

WANT TO EXPLORE MORE RECURRING IMPACT IDEAS? CHECK OUT EXAMPLES HERE.

READ MORE

## Step 4:


# COMMUNICATE YOUR IMPACTS

Aside from giving, you will also receive access to widgets and B1G1 branding resources. These will help you communicate your purpose, mission and giving goals. These customizable widgets are easily embeddable across any website, allowing you to inspire your clients and community with the difference you make together.


Here are some examples:

## IMPACT TRACKING WIDGETS


**10,026**  
Our impacts to date




We've given 100 learning tools to nursery school children in Ethiopia



We've given 50 days of access to life-saving clean water to families




We've given 700 trees annual maintenance and protection



We've provided 481,581 daily doses of vitamin supplements to children

[LEARN MORE](#)





## RESOURCES TO SHARE



### THANK YOU

JOHN SMITH & CO.

Did you know, by being here today, you've helped us provide a goat to a family in need so that they have a sustainable income for life? Together, we've made a huge difference to an entire Kenyan family, paving the way for a brighter future.

This impact was created in partnership with the global B1G1 initiative.

 + 



GET INSPIRED ON HOW YOU CAN INTEGRATE YOUR GIVING MESSAGE ON YOUR WEBSITE.

[READ MORE](#)



## Step 4:

# COMMUNICATE YOUR IMPACTS TO YOUR CLIENTS

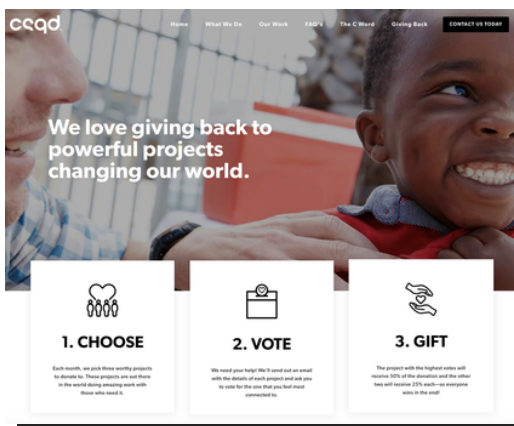
Your clients play a big part in your giving journey, so sharing with them the impact they've created is a great way to express your gratitude. Explore creative ways to engage with them through specific opportunities and make those moments matter. Here are some ideas:



## SHOWING APPRECIATION WITH GRATITUDE CERTIFICATES

After you've completed a project, send a personalized note to thank your clients, letting them know the impacts they've helped create.

[Check out some examples here.](#)



## INVOLVE YOUR CLIENTS IN CHOOSING PROJECTS

Polls are a fun way for your clients to choose projects they are passionate about. At the end of a meeting, ask them to pick one of 3 selected projects and then give on their behalf.



## SET A GOAL TO ACHIEVE TOGETHER

Together, we achieve more. Bringing your clients in on an impact goal creates a deeper relationship and more meaningful connection to your business giving.

## Step 4:

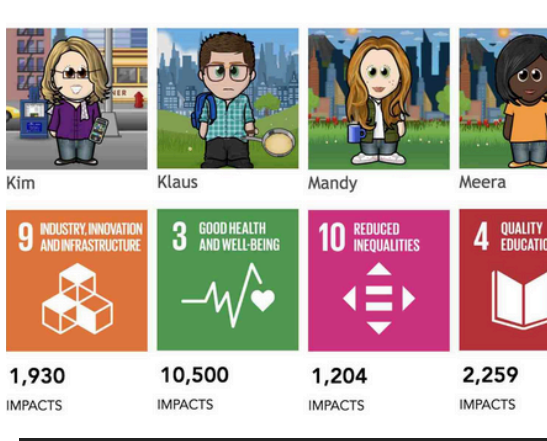
# COMMUNICATE YOUR IMPACTS TO YOUR TEAM

Joy-full, passionate teams create great businesses. As you become a Business for Good, you create a culture and spirit of generosity. Giving produces a greater sense of purpose, and an opportunity to empower your team with a mission beyond just work. Here are some examples to kick things off:



## ENGAGING YOUR TEAM TO CREATE GREAT IMPACTS

Understanding why and how your company partners with B1G1 gives your team a chance to own and love this initiative. [Here is a slide deck you can share.](#)



## INVOLVE YOUR TEAM IN CHOOSING PROJECTS

Have each team member create their own Recurring Impacts based on what they do, or own a particular project supporting their chosen impact category.



## SET A GOAL TO ACHIEVE TOGETHER

To go far, go together. No initiative succeeds without a collective team goal. Working towards a greater purpose bonds your team together!

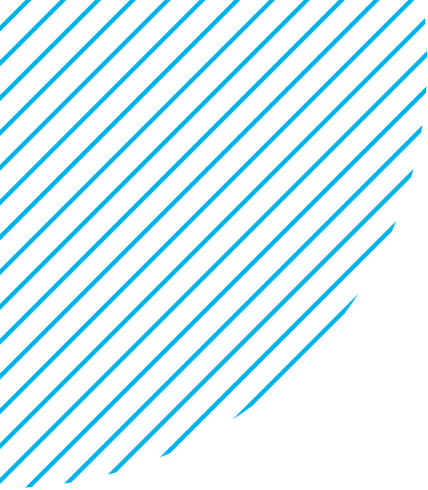




# 02.

## EXAMPLES FROM OTHER BUSINESSES

Here are some examples of businesses in your industry and how they're giving back



# KOBOMO

FASHION WITH A PURPOSE



The secret of KOBOMO's growth and sense of purpose is ingrained with a clothing tag that says, "Buying this item changes our world." For every item they sell, KOBOMO provides a day of tuition class to a disadvantaged girl in Cambodia or a meal to a child in need through B1G1.

[READ MORE](#)

# COE & COE

FAMILIES SUPPORTING FAMILIES



**"If you could run a good business and could give at the same time,  
why wouldn't you?"**

- Ann Marie, co-founder of Coe & Coe

For every cup of coffee or juice sold, Coe & Coe gives a day's access to clean drinking water to someone in need. Similarly, for any food item purchased, a family is supplied with seeds to grow food for their village or family as they choose. Even for every piece of café merchandise purchased, such as coffee beans, mugs, and t-shirts, someone receives medication or childcare.

**READ MORE**





**It's been great  
creating this  
Giving Impact  
Plan for you.**

**TALK TO US**

It helps you see how you can position your business as a powerful force for good. And that's a great thing for your business AND for our world as well. To get even more clarity, most people find it's really helpful to talk to us to get totally clear on all of the great processes you have access to as a B1G1: Business for Good. Equally, it's great to see how you don't just 'use' B1G1, but how we partner together with you to make great things happen. That's why, with all the background here, a call with us is a great thing to set up. And you can do that right here. We're so looking forward to connecting with you.