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WHAT ARE your business challenges?



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Read the newly published **2004 Win-Win Report** featuring 19 new company success stories

Listen to 2/24/04 Audio Conference

featuring TJX, CVS and other executives on training in Workforce Development

National spotlight on **regional approaches** to economic development in USA Today

Net Impact and the **Aspen Institute** featured in Financial Times article on social awareness in MBA programs

Center for Corporate Citizenship at Boston

Major corporations are addressing common business challenges with “win-win” strategies that provide competitive advantage through community investment. Win-win business strategies simultaneously boost the bottom line and benefit low-income communities. Executives are always looking for smarter ways to stay competitive, lower overhead, and increase revenue. Innovative companies from every industry are finding opportunity in low-income communities and their residents and are making investments in these communities that enable expansion into **untapped markets**, develop new cost-efficient **suppliers**, better manage their physical and financial **assets**, effectively recruit and retain a qualified **workforce**, leverage **innovation and R&D**, and build **brand image and reputation**.

Meet some of the **CEOs and executives** who are creating a “win-win” for major corporations and America’s low-income people.

Add your name to our mailing list and receive quarterly updates on the latest data and developments in win-win strategies.

If you are a small- or medium-sized business, [click here](#).

College on business-nonprofit
partnerships in the
Financial Times

TransFair USA and **SAI**
featured in USA Today

Social Investment Forum
report featured in the
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