



Why Supporting Charity is a Boost for Business

Participating in Arizona Gives Day is a smart investment

When a business supports a charitable cause, there is a wonderful synergy where both organizations enjoy a lasting benefit while the community gets a boost.

Just ask Shaun Breese, co-founder of Urban Cookies, which will once again be participating in Arizona Gives Day on April 2. "The event is a great way for us to be actively involved in the local community," Breese says. "It allows us the ability to give exposure to the charities that we are passionate about."

At the same time, she says, the business realizes a higher profile in the community it serves. "We were able to reach out to new customers who may not have heard of us due to the promotion that comes along with Arizona Gives Day."

Although the direct impact on a company's bottom line is difficult to measure, supporting Arizona's nonprofits clearly benefits the long-term wellbeing of the communities in which they do business, says Thomas Barr, executive director of Local First Arizona, a nonprofit that promotes a strong local business community. "Any time a business or individual gives back," he says, "they are contributing to the prosperity of the community. Nonprofits in Arizona are working on a wide variety of social issues and have a collective impact in helping to grow Arizona and make the state a better place to live."

Bryce Lloyd is the market president of FirstBank – Phoenix, the presenting sponsor of Arizona Gives Day, and he echoes those sentiments. "FirstBank believes that nonprofit organizations are integral to the social fabric, and that the bank is only as strong as the community it operates in," he says. "Supporting a major initiative that strengthens Arizona's nonprofit community isn't only good for business, it's also the right thing to do."

Another intangible benefit of Arizona Gives Day is the boost to employee morale, Breese says. "It gives our employees the opportunity to have a hands-on contribution to the community, and it is all-around rewarding to be involved."

FirstBank's employees are similarly enthusiastic about the company's involvement in the event as well as other charitable causes, Lloyd says. "Today's employees aren't just looking to make money, they're interested in working with a company that makes a difference, too," he says. "And I think the stance we've taken on community giving really resonates with our employees."

ARE YOU READY FOR THE BIG DAY?

Your business can play a key role in supporting Arizona Gives Day 2019 through initiatives like discounts for donations, sponsorship and social media. Learn more at www.azgives.org.

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