

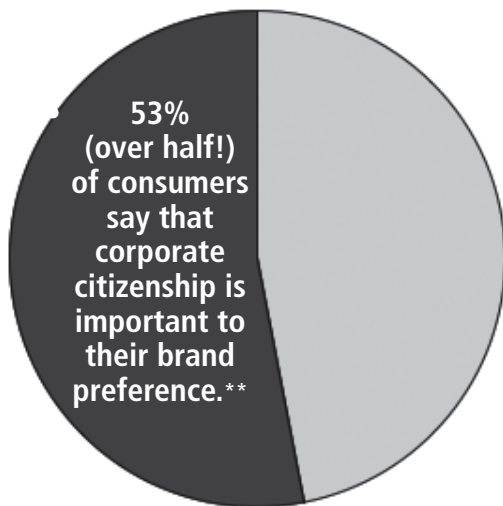


## Inspire™ Building Brand Preference, One Heart at a Time

YOUR WORLD

### The Power of the American Volunteer

- 52% of Americans are inclined to START or INCREASE their business with a company due to good corporate citizenship.\*\*
- More than 2/3 of consumers say corporate citizenship is IMPORTANT to their TRUST IN BUSINESS.\*\*
- 28% of consumers cite national business and general interest magazines as the MOST IMPORTANT AND INFLUENTIAL WAYS TO LEARN about and EVALUATE a company's corporate citizenship.\*\*
- 72% of Americans want to work for companies that support charitable causes.\*\*



### In a Recent Survey of Over 250 Senior Marketing Executives ...

- More than 75% thought that volunteerism has been undervalued as a pathway to building brands.\*\*\*
- Over 80% rated the marketing community's track record of integrating volunteerism into brand strategies as "Poor" or "Fair."\*\*\*\*
- YET 79% thought Brand Image Enhancement, Consumer Loyalty and Employee Loyalty held the greatest potential to be realized via volunteerism and cause-related marketing programs.\*\*\*



### Volunteering

- 64.5 million Americans did volunteer work in 2003-4 (29% of U.S. pop).\*\*\*\*
- 1/3 of all women and 1/4 of all men did volunteer work in 2003-4.\*\*\*\*
- Among different age groups, persons ages 35-44 were the most likely to volunteer (34%), closely followed by 45- to 54-year-olds (32%) and 55- to 64-year-olds (30%).\*\*\*\*
- 80% are college educated.\*\*\*\*
- 2 of 5 became involved of their own volition.\*\*\*\*

### Households

- 89% of American households give.\*
- The average annual contribution per household is \$1,620.\*

#### Contact Information:

Gary F. Schneider, publisher and founder  
 973-788-2000  
 Fax 973-788-2001  
 gschneider@inspireyourworld.com

\* The Independent Sector, 2001 \*\* GolinHarris, 2004 \*\*\* Tim Manners Public Relations, 2004 \*\*\*\*US Dept. of Labor