

8 Incredible Reasons to Support



1. **Increase community, region, and national influence and good will** by expanding the base of influence to all communities, high schools, teens, and their families.
2. **Reputation Management:** The reputation of a company as a corporate citizen affects its attractiveness as a prospective employer and preferred vendor.
3. **Engagement inspiration for employees:** Provide a worthy opportunity to become part of a team that gives back.
4. **Notoriety through media:** Traditional and virtual notoriety for being a business who contributes at a higher level than others. The sponsoring company is literally identified with mentoring up teens to civility and direction so that they are rarely enticed by gangs, mobs, or dropping out of school with no understanding of how to contribute.
5. **Esteemed position and pride of employees:** the sponsoring company becomes the preferred place to work. Thus follows, better reach given into the best new hires, college graduates, and entrepreneurs.
6. **Lifting up the next generation:** Sponsorship reaches stakeholders and customers at their most precious asset - their teens, not to mention, the current and future workforce. StrengthBank® TalkGroups mentor for better, fulfilled lives, better parenting, and finding joy in making a living. Put another way, high school graduates are "adulted" and ready to enter workforce America directed, relationally sound, ready to contribute.
7. **Link between good corporate citizenship and good financial performance:** There is more and more evidence of the link between good corporate citizenship and good financial performance. Few investors can afford to ignore this aspect of business behavior. Many companies have made many good moves such as an emphasis on good stewardship of animals and land, providing clean water around the world This can only be enhanced by its good stewardship of the youth mentored up to healthy, American lives.
8. **Corporate Citizenship is good business.** It is the customer who makes the difference in the company's perceived value. Customers clearly want companies to behave as good corporate citizens.



