



Article from : Aberdeen Press and Journal
Date : February 13, 2008 Wednesday

Community spirit at the heart of many businesses

Corporate social responsibility (CSR) is a key objective for many companies these days, with contributions being made in a variety of ways.

Some businesses play their part by introducing environmentally friendly procedures, such as planting trees when products releasing emissions are sold, while others deal only with suppliers who treat their employees fairly and pay a satisfactory wage.

Charitable donations are another way in which companies can ensure they are giving something back to the community.

The concept of CSR was once regarded as one applicable only to global organisations and was often used merely as a public-relations exercise. Today, however, it is at the heart of many businesses - of all sizes.

A company with a good CSR policy will consider the interests of the community and environment, as well as turnover and profits, both through its everyday business activities and additional initiatives.

One company shaping its future around this vision is north-east coaching and facilitation specialist Unleash Potential International.

Director Annette Evans believes that helping charities and others in the local community is crucial in today's marketplace. Her firm gives its time at a discounted price to small, local charities which otherwise would not be able to access its services.

Mrs Evans said: "Helping charities and voluntary organisations is a key part of our company culture. I feel we can make a difference by offering our services at whatever cost a charity keen to receive our help can afford.

"We really want to help organisations in need of our services, but for smaller charities this is often a problem as they just don't have room in their budget. We therefore set aside five days a year whereby we help organisations for whatever fee they can pay us. They let us know what they can afford and we will invoice them for that amount."