

Return on Integrity

How partnerships with nonprofit organizations contribute to a corporation's Return on Integrity

**“I ran the wrong kind of business,
but I did it with integrity.”**

Sydney Biddle Barrows
(The Mayflower Madam)

**Integrity has
become an
imperative for
business.**

Why?

- The Recession
- Quarterly Capitalism
- Ongoing Corporate Irresponsibility
- Expectations of Social Purpose

**“How do we know if they’re telling
the truth?”**

4th Grade Student

John Fisher Public School

Integrity Engineering

Integrity in Science

Integrity Testing

Integrity in Relation to Value Systems

Integrity in Ethics

Integrity in Business: Still An Emerging Framework

An internal system of principles which guides behavior.

A choice rather than an obligation.

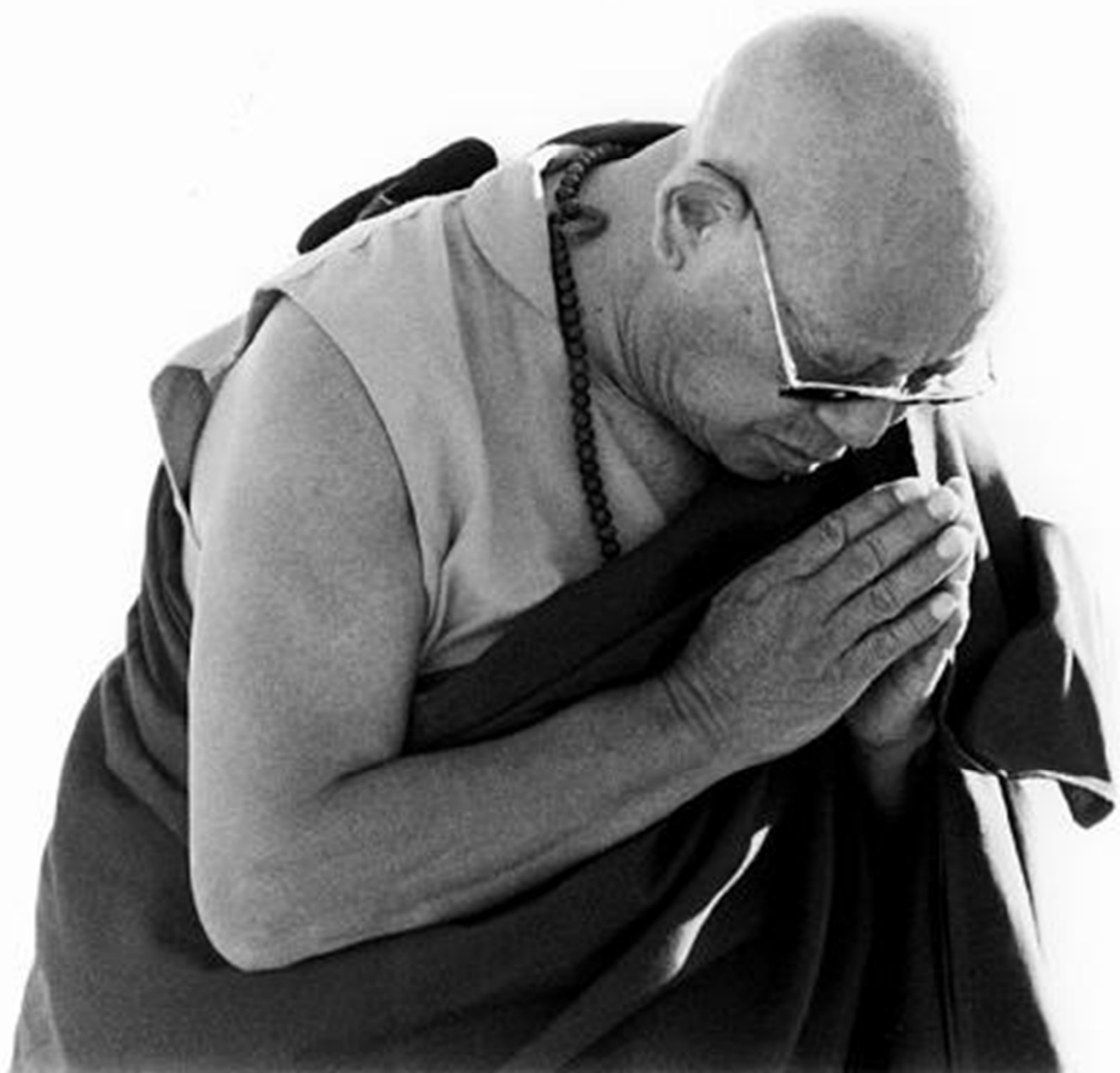
Consistent adherence to a set of human principles: compassion, dependability, generosity, honesty, kindness, loyalty, maturity, objectivity, respect, trust and wisdom.

A set of characteristics that don't seem "businesslike."

Partnerships are an Indicator of Integrity.













and said bill passed by Senate to the
led reading, reconsidered, restored to the
vote reconsidered, Committee discharged, bill
committee on Rules -- Committee discharged, bill
introduced as amended and recommitted to said commit-
tee on Finance
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in an effective, economical
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Example: 3M and Let's Talk Science

The 3M logo is displayed in a bold, red, sans-serif font. It is centered on a white background that features faint, light blue architectural lines and a blue horizontal band at the bottom. The band contains the words "Innovation" and "Ingenuity" in a light blue, sans-serif font.

Innovation

Ingenuity

Measuring the Return on Integrity of Partnerships.

Corporations ask:

What's the least expensive way to acquire and activate the most valuable cause property?

Non-Profits Ask:

What's the most we can get from in return for giving away as little as possible?

The Old Paradigm

$$\frac{\text{Fee for Cause Property} + \text{Activation } (\$.76)}{\text{Value of Impressions, Interactions, Sampling, Sales, Hits, etc.}} = \text{Return on Investment}$$

The New Paradigm

Partnership Investment

+ Leverage of Internal and External Resources

(knowledge, communications, products and services, facilities, suppliers)

+ Transparency, Honesty, Respect, Leadership, and Trust

Business Value

(differentiation, sales, employee and external stakeholder engagement)

+ Societal Outcomes

(social and environmental change)

=

**Return
on
Integrity**

impakt

> for better community investment

“Not everything that counts can be counted and not everything that can be counted counts.”

Sign in Albert Einstein’s Office

Questions and Discussion

www.impaktcorp.com