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## 5th insight™

Want to set your company apart from the competition? We'll show you how. Your business will never be the same.

June 4, 2009

### 4 WAYS TO INVEST IN CSR FOR BIG RETURNS

Corporate social responsibility - the strategy of achieving commercial success while demonstrating values that nurture people, communities and the environment - is good business, especially for companies looking to differentiate from their competition.

The decision to implement a corporate social responsibility (CSR) program can be both philanthropic and strategic:

#### CSR ACTIVITIES CAN BE LEVERAGED TO BUILD POSITIVE BRAND EQUITY, ACQUIRE CUSTOMERS AND ATTRACT EXCEPTIONAL PEOPLE.

Get the most out of your CRS program with a planned approach designed to get results.

##### 1. Get Focused

There are hundreds of causes and initiatives that need support and can benefit from your company's investment, but spreading yourself too thin can dilute the impact of your CSR initiatives. Commit your business and resources toward one cause, rather than three or four or more: not only will your resources go farther with greater impact, you will also gain maximum visibility through repeat exposure in and around one, or a small number of organizations.

##### 2. It's all Relative

Virtually any charitable cause is as valuable or deserving of support as another, so you need to narrow the options. How? By looking at how closely associated a particular organization is with your own business objectives and brand strategy. For example, a company looking to differentiate itself on an environmental platform would be best served by selecting a charity focused on green practices.

##### 3. Fill a Void

For maximum impact, select a

Be a CSR superhero to help both your business & your community.



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#### 5TH BUSINESS RECEIVES INTERNATIONAL RECOGNITION

May 7, 2009 - 5th business is proud to announce their Honours achievement at the 19th International Astrid Awards. With a French-language direct mail campaign crafted for NSK Canada, 5th

cause or initiative that isn't already widely spoken for. When a particular charity is already closely associated with a sponsor or program, the visibility afforded to newer partners is often less. While a large national charity may have dozens of high profile supporters that may overshadow a new contributor's involvement, local or highly specialized charities may be able to offer your business more visibility and a stronger voice.

#### 4. Actions Speak Louder than Words

Financial donations are always welcome, but putting your commitment into action captures customers' attention in a much more direct way. Rather than simply writing a cheque, look for ways your business practices can change to become more sustainable, and involve staff in hands-on projects that make a direct impact on the cause. Supporting not only a cause, but the events and initiatives that define them, offer tangible opportunities to highlight your company's commitment.

Now that you know how to define your CSR program to gain maximum impact, spread the news! The key to deriving benefit from CSR lies in your ability to craft an impactful message and deliver it to your customers and prospects in a meaningful way. Contact 5th business to find out more about leveraging your CSR activities to promote goodwill and great business opportunities.

### Three Ways to Win - Boosting the Benefits of Charitable Giving



Can something good get even better? Always - even when it comes to donating to your company's favourite charities. This year, why not consider your approach to giving from a more strategic perspective?

You know that your business' charitable efforts not only benefit the worthy causes you support, but enhance the perception of your business as a "good corporate citizen". Your company is seen as a good place to work; it's also seen as a good business to do business with - terrific, but the potential exists for much more.

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### 5th business on Yonge Street



For over 100 years the Yonge Street Mission has been providing services to in-need residents of the city of Toronto. Through its Evergreen ministry, a wide variety of programs and services are available to street-involved youth under 25 that include a place to rest, eat, job search, find housing and access health care. Twice each year the employees of 5th business make the journey downtown to provide, prepare and serve dinner to 80 to 120 street youth that utilize the Evergreen facility. Not only do our employees get a chance to show off their culinary skills, they get the opportunity to make a difference, one meal at a time.

business takes home the award for a unique and eye-catching direct mail design.

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### UNITED WAY SINGS A NEW TUNE

5th Business and United Way Come Together  
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### VSOP SERVES UP A CHALLENGE

5th business creates the sponsorship menu for VSOP's Celebrity Chef Challenge  
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### 5th POLL

How important is it to your company to use green marketing options?  
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