



A Social Purpose Business is a company whose enduring reason for being is to create a better world. It is an engine for good, creating social benefits, through everything it does. Its growth is a positive force in society.

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Defining our social purpose at first was a daunting idea...Once engaged in the process I found the steps taken revealed a much deeper and fulfilling journey as we learned about - and from - our employees, customers, and suppliers.

I believe defining our social purpose strengthened our company from the inside out.

**BYRON SHEARDOWN, PRESIDENT
WEB EXPRESS**

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SOCIAL PURPOSE BUSINESS

The evidence is growing: businesses that adopt a social purpose as their reason for being, perform well in terms of market growth, meeting changing customer values, and energizing their employees. Having an authentic social purpose helps companies stand out from competitors, builds brand loyalty by leaning on shared values with their customers or clients, and opens new opportunities to maximize profits and build shareholder value.

Social Purpose is a fast emerging business driver - a holistic approach to business in which a company defines its reason for being the way in which it creates value - both for business and society. It helps grow the business, creates resiliency, and strengthens the work the company does and the context in which it operates.

Social Purpose is good for business and good for society.

BY EMBEDDING ITS SOCIAL PURPOSE, A BUSINESS GAINS:

- Relevance and resilience
- Solid license to grow
- Competitive advantage
- Customer growth and loyalty
- Employee attraction and commitment
- New sources of investment, innovation, and profit
- Authenticity and enhanced trust with key stakeholders



The Social Purpose at United Way's business services have been tested, they are practical, and they work. Because of United Way's community expertise, network, and brand - we are a trusted partner to help companies define their authentic social purpose and connect it to community values.

ABOUT THE SOCIAL PURPOSE INSTITUTE AT THE UNITED WAY

The United Way Social Purpose Institute (SPI) exists to grow business for good, partnering with companies and collaborating with governments, allied organizations, and others to grow the Social Purpose Business movement. We achieve this in several ways. We help businesses define and implement their social purpose to drive both business growth and societal good. We champion a purpose-led economy, accelerating the new business ethic to create long-term well-being for all. We are thought leaders, creating and curating insights and knowledge to define the transition pathway to the purpose-led economy. We convene the social purpose ecosystem – the partners and actors needed to bring social purpose to life in communities across Canada. Together, we build a better world through business.

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