

SOCIAL PURPOSE CORPORATIONS

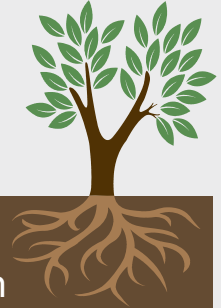
BECOMING A SOCIAL PURPOSE CORPORATION DEFINES YOUR BUSINESS IMPACT.

Washington State's form of incorporation provides business the legal means to go beyond maximizing financial profit to include and promote their positive social or environmental impact.

FOR

Washington businesses that want to **grow**

based on the **values** rooted in their mission



HOW



DECLARE YOUR SOCIAL PURPOSE

it can be **ENVIRONMENTAL** or **SOCIAL**

it can involve your **EMPLOYEES**, your **SUPPLY CHAIN**, your **CUSTOMERS** or your greater **COMMUNITY**

it can impact **LOCALLY**, our **STATE**, be **NATIONAL** or **GLOBAL**

SHARE YOUR IMPACT

with an **ANNUAL REPORT** about your social purpose

WHY

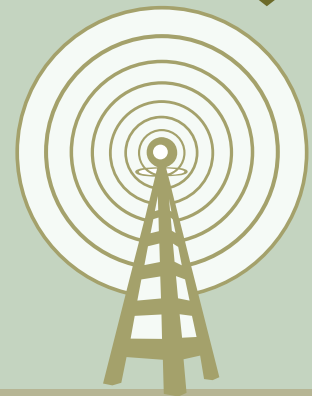
WALK YOUR TALK

86% of US customers believe business should place at least equal weight on both business and social issues.

73% of global customers will switch brands if a different brand of similar quality supported a good cause.

GET VALUE FROM YOUR VALUES

BECOMING A SOCIAL PURPOSE CORPORATION brings authenticity to your brand, telling your stakeholders—from customers to employees—how you stand apart from competitors with an integrated value strategy for long-term success.



PROMOTE YOUR STEWARDSHIP