

Supporting a cause is indeed good business.

Cause Marketing is increasingly prevalent, compelling and powerful. The latest studies on Cause Marketing by Cone Research indicate that consumers are much more likely to be loyal to companies that are engaged in helping charitable causes.

According to the **Cone 2007 Cause Evolution Study**, Americans' expectations of companies are at an all time high:

- 83 percent of Americans say companies have a responsibility to help support causes;
- 92 percent of Americans acknowledge they have a more positive image of a company that supports a cause they care about.

Consumers are more likely than ever before to reward companies for their support of social issues:

- 87% percent of Americans are likely to switch from one brand to another (price and quality being about equal) if the other brand is associated with a good cause.

Americans also consider a company's commitment to social issues when deciding:

- Which companies they want to see doing business in their communities-86%
- Where to work-77%;

In addition:

- Corporate giving increases company profits at a rate of return of 200 to 300 percent. For every dollar a corporation gives to charity, that company can expect profits to rise by two or three dollars, according to a study by Baruch Lev and Christine Petrovits of NYU's Stern School of Business along with Suresh Radharakishnan of the University of Texas at the Dallas School of Management.

- That report made it clear that consumers want companies to go beyond their traditional business and profit making roles to contribute to broader societal goals.

Supporting the Alzheimer's Association Delaware Valley Chapter tells your customers and employees that you care about their quality of life.

Experts estimate there are approximately 294,000 individuals with Alzheimer's disease or a related disorder in our chapter region. The majority of those with the disease are cared for primarily by one or two family members. As a corporate supporter, you will directly touch the lives of more than 880,000 persons in this region alone.

While there are many worthwhile causes -- few will have such a global impact on our nation's public health.

The Alzheimer's Association is privileged to help your company create momentum and energy around this positive trend toward corporate social responsibility.

Call us today at (215) 561-2919 or (856) 797-1212 to learn about corporate sponsorship opportunities and the tremendous value of partnering with our Association.