



Submitted by: Robin Eichert
Company/Organization: PeopleSense Consulting
Number of Employees: 1
For-profit/ Nonprofit: for profit
Category: community

Challenge or Opportunity:

As a solo entrepreneur, I wanted to support non-profits in a significant way but always felt that my small contributions were not "enough." Over the years, I realize that small deeds can have a large impact which helped me embrace whatever I can do helps. My focus turned away from the size of the initiative to the quality of it.

Approach or Solution:

I created a creative event to celebrate non-profits called Graceful Giving. The campaign is centered around my dog's birthday, but instead of bday gifts to Grace, people make donations to participating non-profits to help them secure an item from their wish list. Everyone benefits from a shared sense of community and prizes are awarded!

Impact:

The campaign runs through the month of Oct (2017) but already I have witnessed a lot of excitement and energy to support the non-profits. Increased awareness of my business has been one result and I feel great doing it!