

Giving Back

Small Businesses Make A Big Difference

(NAPSA)—It's not just individuals who do good deeds during the holiday season. Businesses, whether they are large conglomerates or "mom and pop shops," can find ways to give back year-round.

Businesses of any size can give. For example, Dapple, a pioneer in natural cleaners, got the break it needed to get off the ground when the start-up company won the Yahoo! Small Business' Seeds for Success program in 2008. The program provided Dapple free Yahoo! Web Hosting services, cash prizes, and expert advice from top business mentors.

Dapple began its business with a mission: to create a line of products that were natural and safe for babies but were also targeted to clean tough messes.

Remembering the amount of help it took to get started, including the help of several pediatricians, a team of green chemists, support from friends, and expertise from Yahoo! Small Business, Dapple now "pays it forward" in a variety of ways. From career mentorship to financial donations, Dapple founders Tamar Rosenthal and Dana Rubinstein are focused on giving back as often as they can.

The duo also hopes to inspire other companies to give back by providing the following ideas:

- Ask customers which causes are most important to them, and then create a special donation section on the company website featuring the relevant links and logos;
- Organize a charitable event or fundraiser that involves the company, employees and community;
- Volunteer time and energy to a cause that needs "feet on the street" to get the job done;
- Donate products and proceeds to organizations that map back to your company's mission.



Even the smallest businesses can find ways to give back to loyal customers and their communities.

Although many small businesses have limited resources, the most important thing to remember in giving back is to support a cause that is important to your organization and employees. For example, Dapple's mission is to keep families safe and healthy, so it supports organizations like March of Dimes, Midwives Association of Florida, Safe Kids Upstate, and Moms Offering Moms Support.

With one act of kindness, an individual or business can make a difference in someone's life. And before you know it, a "Ripple of Kindness" has been created. For Dapple, it started with the mentorship provided by Yahoo! Small Business and continues with waves of giving by them.

Your website is an easy and inexpensive place to promote the nonprofits your company supports. If you don't have a site yet, a quick stop at www.smallbusiness.yahoo.com can help you get started. And for more information about how you can start your own "Ripple of Kindness," visit www.kindness.yahoo.com or www.dapplebaby.com and see how one company does it day in and day out.