

B1G1



BUSINESS FOR GOOD

<https://b1g1.com/>

OVERVIEW

B1G1 is a transaction-based service that provides an effective way to contribute to charitable organisations. The service was designed for small and medium enterprises (SMEs).

The Better Business Network partnered with and advocates for B1G1 because they provide a service that allows for businesses to make charitable donations easily; integrating it into their everyday operations.

For every member that joins The Better Business Network, whether a Standard or Growth Member, we donate up to \$5 of their first month's membership fee to B1G1 to work on a social or environmental project. We share our impact work with them through our quarterly financial reports and yearly impact reports through the Network.

BACKGROUND

In 2007, B1G1 started with a simple idea: "What if every business could make a difference in their own way, just by doing what they normally do?"

With more than a decade of work, this simple idea has now become a global movement.

Following its founding, B1G1 were able to design the systems and processes necessary to make their idea a reality. The initiative was originally called 'Buy1Give1', backed by the idea that companies would create a specific giving impact with each designated business transaction. Today, the B1G1 initiative brings together 2,500+ businesses from around the world — each making significant impacts in their own ways.

Today B1G1 is run by a social enterprise (registered company in Singapore) and non-profit organisation with a mission to create a world that's full of giving. Unlike conventional giving models, B1G1 specifically helps

**BETTER
BUSINESS
NETWORK**

businesses achieve more social impact by embedding giving activities into everyday business operations and creating unique giving stories.

Every business transaction can help improve lives for as little as just one cent.

THE B1G1 MISSION

B1G1's mission is to create a world that's full of giving in order to create a happier world.

In order to achieve their mission, they focus on the following three things when working towards their goal: Impact, Habit, and Connection.

- **IMPACT:** B1G1 ensures that 100% of the contribution you make go to support your intended projects, creating real impact.
- **HABIT:** B1G1 supports businesses and their Worthy Cause Partners through the giving process to make giving a habit.
- **CONNECTION:** B1G1 develops mechanisms to help you feel and create tangible connections.

HOW IT WORKS

Being part of B1G1 transforms your giving and creates a renewed sense of purpose. This is done through three simple steps:

1. JOIN THE MOVEMENT

Join more than 2500+ businesses around the world on the mission to create a world full of giving. It's not just a membership; it's your commitment to become a Business for Good.

You can sign up to become a B1G1 Member [here](#).

There is a fee (which can be paid monthly or annually), though this depends on how big your business is and the needs it has. Information about the different levels of membership and their associated costs can be found [here](#).

2. INTEGRATE GIVING INTO YOUR BUSINESS

Create your own Giving Stories so every time you sell a product, create a new client or celebrate a



milestone, something great happens in the world. With a simple and intuitive platform, giving and keeping track of your impact to any of the [500+ high impact projects](#) is easy and seamless. Every listed project undergoes strict vetting by B1G1, so they can make sure every cent of your contribution makes a real difference.

3. **SHARE. ENGAGE. INSPIRE**

Inspire others to be part of the change you're making. With unique tools and resources to track your B1G1 impacts, you can focus on what really matters. Share the joy of giving, the impacts you've created, and spirit of your business with your team, clients, and community.

For a full understanding of how to get started with B1G1, watch their handy explainer videos using the links in the Useful Links section below.

BECOMING A MEMBER

Now you too can become a part of the global B1G1 Giving Movement and get everything you need for your 'Operating System for Good'.

Membership includes:

- Licence to use the B1G1 Business For Good branding and Media Kit
- Impact - Access 400+ pre-vetted high-impact projects
- Confidence - 100% of your giving goes to the projects you choose
- Habit - Easily create giving stories and automations for your business activities
- Real-time tracking of your impacts
- Connection - Customisable widgets and resources to share your impacts
- Measure your business impact directly across the Sustainable Development Goals
- Create an impact driven team through unique engagement tools
- Expert guidance and inspiration on your journey to becoming a Business for Good
- Invitation to join with a global community of over 3,000 like-minded businesses

There are four different types of B1G1 Membership: Tiny, Small, Medium and Enterprise. Each has different fees associated with the level of membership, which can be paid either monthly or annually. Fees start at \$38 per month, or \$365 per year. [More information on the membership levels and their associated fees can be found here.](#)

The membership fees allow B1G1 (as a not-for-profit entity) to do what it does: bring you their 'Operating System for Good'. It allows B1G1 to select and vet high-impact projects for you so that your giving impact is maximised in every way possible. This also allows B1G1 to continually innovate to increase both the depth and scope of your impact and to make the processes of using B1G1 ever more exciting and valuable for you and your business.

Finally, this structure allows B1G1 to keep your membership and your giving transactions completely and transparently separate. It makes it possible for every project you choose to receive 100% of the giving transactions you create. B1G1 even add back the bank fees from credit card transactions to make sure that 100% really does mean 100% of what you give.

In order to sign up as a Member of B1G1, [visit this page](#) and begin by selecting your membership level.

USEFUL LINKS

- [B1G1 Website](#)
- [B1G1 Membership Sign Up Page](#)
- [Getting Started With B1G1 \(Video Guide Part 1\)](#)
- [Getting Started With B1G1 \(Video Guide Part 2\)](#)

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