

## **Fernand Vincent**

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**De :** Valerie Coffman <vcoffman@ASHOKA.ORG>  
**À :** CBI <CBI@ASHOKA.ORG>  
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-----Original Message-----

**From:** Elizabeth Nelson  
**Sent:** Wednesday, May 02, 2001 4:53 PM  
**To:** Valerie Coffman  
**Subject:** May Creative Resourcing

### ***The Creative Resourcing Network* – Take A Walk On The Supply Side!** Online at [www.citizenbase.org](http://www.citizenbase.org)

**This Month's Edition Takes A Peek At How Organizations Are Developing Innovative Methods For Mobilizing Local Resources**

**The Bonus? Their Methods And Ideas Are Easily Applicable To Your Civil Society Organization**

This month we are featuring admirable and recognizable organizations that are blazing a path for social responsibility in business. This is not an issue on philanthropy, but rather an exploration of the techniques that these organizations are using to mobilize resources for social causes and an examination of how these techniques can improve your CSO. This month's features are:

#### **Supply-Side Saviors: These Restaurant Owners Joined Forces To Combat Hunger**

Learn more about how one restaurant owner decided to take the resources at his disposal and turn them into an annual fundraiser of over \$100,000. The most amazing aspect is that this money is raised in only six hours.

#### **The Inside Scoop: Businesses Do Care**

Ben & Jerry's Ice Cream has an admirable and unique mission statement that equally emphasizes product, economic, and social aspects of the company. Not only do they use their own profits to support this mission, but their in-kind product donations program can teach civil society organizations a few tricks.

#### **"From Salad Dressing All Blessings Flow"**

Actor Paul Newman once quipped this a few years after establishing his company, Newman's Own. Coining his idea as "Shameless exploitation in pursuit of the common good", Newman took an unlikely resource, his salad dressing recipe, and used it to mobilize over \$115 million in capital for charitable and educational causes. See what CSOs can learn from his example.

#### **Huddling To Help**

The National Football League is not the most likely place that one looks when researching community works programs, but examining its activities can bring pleasant surprises. Whether promoting breast cancer awareness or working with inner-city schools, the NFL can demonstrate to CSOs a few techniques on how to reach their audience and mobilize resources effectively.