EXPANDING OUR MOVEMENT
An Invitation to Support VBSR’s Growth
EXPANDING OUR MOVEMENT

Now, in this pivotal moment for our planet and its people, VBSR is committed to bringing new voices and greater access to our movement.
WE ARE a statewide, nonprofit business association with a mission to leverage the power of business for positive social and environmental impact through education, networking, public policy, and thought leadership.

For over 30 years Vermont Businesses for Social Responsibility (VBSR) has been a catalyst for cultural and structural change, drawing upon the collective power and wisdom of our network to:

- Share knowledge
- Create solutions
- Dismantle systems of oppression
- Advocate for progressive public policy

YOU ARE invited to be a changemaker and a worldshaper with us.

With your support, we can revolutionize business – what it looks like, how it works, and who benefits – through leading-edge business education, collective action and business influence, and cultivating values-driven business leaders.
WE ARE
Transforming our world through business education

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Photo by Stephen Mease Photography
VBSR delivers **trainings, peer learning circles, and other educational programming** for high school students to CEOs.

Led by **thought leaders pushing the boundaries** of People-Centered Workplaces; Justice, Equity, Diversity & Inclusion; and Environmental Sustainability, our unique combination of issue expertise, community building, and radical accountability **transforms workplaces, communities, our planet, and individual lives**.

**Your support makes possible:**

- Free and discounted educational programming for:
  - **Students**
  - **Start-up and small businesses**
  - **Those who identify as low-income or Black, Indigenous, or a Person of Color (BIPOC)**

- Equitably compensating professional educators

- Bringing national leaders and learnings to Vermont’s business community

**Our impact in 2021:**

- **Engaged** 2,345 individuals in 42 events

- **Free access** to 28 events for students, start-up businesses, small businesses, and those who identify as low-income or BIPOC

- **Reciprocity** for BIPOC thought leaders - $25,000 paid to speakers and facilitators

“I got involved with VBSR in 1998 to build a network and connect to other folks who were leading with values and to learn. **This is one of the only places to get a comprehensive education on both the theory and practice of being a values-led business.**

VBSR provides **crucial continuing education** and there is a **business advantage** to being able to have this kind of network.

**If you want to transform business, employees, and communities – you need to engage with VBSR.**”

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Liz Schlegel
The Alchemist Foundation
VBSR has been advocating on behalf of the people, environments, and businesses of Vermont for over 30 years, serving as the progressive voice on business issues and the business voice on progressive issues.

With a commitment to social equity, environmental responsibility, and economic development, VBSR has led many legislative successes including Farm to Plate, marriage equality, Ban the Box, earned paid sick leave, increasing the minimum wage, the Global Warming Solutions Act, clean water and home solar investment, climate action, and more.

“*We believe in corporate social responsibility and taking good care of our colleagues – and it’s much easier if we have policy to support what we’re already doing. VBSR’s proven track record at the statehouse helps put our values into impactful, progressive public policy.*

Real world business stories help influence what our policy makers decide, put effort into, and vote for. The data VBSR gathers – from surveys, from legislators, from research – informs my business. And, in turn, the stories of my business allow the statehouse to hear a business point of view.

*Without VBSR, this exchange of information and ideas – continuously bettering our world through business and public policy – wouldn’t be possible."

**Your support makes possible:**

- Free, public educational events on critical policy issues
- Research and community consultation to inform legislation
- Organizing businesses for advocacy and collective action

**Our impact in 2021:**

- **Activated** 300+ business leaders through a VBSR policy event
- **Advanced** over $50 million in climate and weatherization investments and over $20 million in clean transportation investments to Vermont legislation
- **Convened** BIPOC leaders to shape $150,000 for BIPOC business development

_Sascha Mayer_
Mamava, Co-Founder and Chief Brand Officer
Growing the next generation of values-led business leaders
From our beginnings as a small group of pioneering businesses to today’s network of thousands, VBSR members have continued to prove themselves leaders, innovators, and influencers, with impact reaching far beyond the workplace and marketplace: our members have shaped the Vermont brand, advanced leading-edge policy, and fueled the social responsibility movement.

Through a variety of programs, VBSR provides opportunities that draw on the legacy of Vermont’s visionary business leaders and our growing network for leadership skills development, showcasing thought leadership, access to networks of influence for emerging leaders, and mentorship.

Your support makes possible:

- Providing free and discounted memberships to start-ups, nonprofits, and BIPOC-led businesses and organizations
- Vermont Changemakers Table – our free leadership development program for young changemakers seeking to drive positive change in Vermont
- Planning for a new mentorship program connecting emerging business leaders with visionary values-led Vermont entrepreneurs

Our impact in 2021:

- **Reducing barriers** to membership with scholarships for BIPOC, Women & LGBTQ+ led businesses
- **Encouraging start-ups** with 50% membership discount for 150+ start-up businesses
- **Fostering leadership** through free leadership development program for 21 young Vermont changemakers; over 50% from non-dominant identities

“Knowing that I have this network and have been able to connect with people through VBSR has really helped support our business as we’ve grown.

The next generation of values-led businesses is primed to tap into the VBSR network. We are not islands, we are archipelagos relying on the connection and community of people who are already innovating in these spaces. We find connection here with other people who have similar values and learn from them and share with them.

VBSR is crucial for the growth and support of the next generation of our values-led business leaders. And it doesn’t exist without those who volunteer the time or money needed for it to continue its work – these commitments make sure that innovative, thought-leading, visionary programming and advocacy keeps happening. We need this community – and everyone has a role in making this community happen.”

Sas Stewart
Adventure Dinner, Founder
“With your support, we can foster radical change in workplaces, communities, institutions, and culture. A gift to VBSR supports transformational educational experiences, progressive public policy, and values-driven business leadership—in Vermont and beyond.”

Roxanne Vought
VBSR Executive Director

VBSR board of directors:

David Blittersdorf AllEarth Renewables
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YOU ARE
a changemaker
and a worldshaper.

Join us in supporting transformational educational experiences, progressive public policy, and values-driven business leadership toward a just, thriving, and transformative economy that works for all people and the planet.

Ways to Give

ONLINE
Give with convenience and confidence using our secure online platform at vbsr.org/donate.

BY CHECK
To make a gift by check, please address your check to VBSR or VBSR-REF* and mail to: VBSR, PO Box 1274, Burlington VT 05402.

PLANNED GIVING
Planned giving is a wonderful way to help ensure VBSR’s commitment to a just, thriving, and transformative economy that works for all people and the planet. By giving a bequest to VBSR-REF*, your support can continue in perpetuity.

CONTACT US
VBSR is committed to making your giving personally meaningful and rewarding. Please contact us to discuss your vision for the future and how VBSR can help:

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Why I Give

“For over 30 years, VBSR has provided the critical institutional structure and support to build the nation’s leading responsible business eco-system.

The impact of this work is critical for the Vermont economy – but has also helped shape the national development of a huge number of new responsible and sustainable businesses.

Many of the country’s top entrepreneurs have benefited from this support which has led to the development of many of the best business models that inspire new business leaders.”

Jeffrey Hollender
Co-Founder and Former CEO, Seventh Generation; Co-Founder and CEO, American Sustainable Business Network; VBSR donor

*Vermont Businesses for Social Responsibility accepts contributions to both our Research & Education Foundation (“VBSR-REF”), a 501(c)(3) charitable organization supporting our research and education work, and Vermont Businesses for Social Responsibility (“VBSR”), a 501(c)(6) business trade association organizing and advocating on behalf of VBSR’s membership. Only donations to VBSR-REF are fully tax deductible.
EXPANDING OUR MOVEMENT

We are Vermont’s network of students, entrepreneurs, policymakers, activists, sole proprietors, small businesses, largest employers, and inspired individuals working toward a just, thriving, and transformative economy that works for all people and the planet.

700 members
14 counties
46 industries
40 B Corps

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