

BIG1

create impact

BUSINESS FOR GOOD





It began with a simple question

What if every business could make a positive impact on their business and our world just by doing what they normally do?

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A message from the B1G1 founder

Since 2007, B1G1 has been creating a way for businesses to take genuine good intent and easily turn it into sustainable, tangible positive outcomes for causes around the world.

Today, this is what most businesses refer to as being purpose-driven.

B1G1's unique business model and giving platform empowers your business to become an impact-driven force for good in our world.

MASAMI SATO

CO-FOUNDER & CEO



OUR MISSION

To create a world full of giving.



B1G1 (originally known as Buy1Give1) is a global giving initiative transforming the way businesses give and create a greater impact.

The unique B1G1 'Operating System for Good' enables businesses to link their regular business activities with carefully vetted social impact Worthy Causes (Not-for-Profits) and projects around the world to create real impact.

Through these giving stories, businesses can track their giving impacts in real time, across the 17 Global Sustainable Development Goals, all whilst connecting and engaging their teams and customers in the power of giving.

The B1G1 initiative has already created over 275 million giving impacts working with more than 3000 businesses around the world.

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THE GLOBAL ISSUE

We live in a world where almost 10% of our global population live under extreme poverty - on less than USD\$1.90/day

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THE GLOBAL ISSUE

A world where hundreds of millions of people still lack access to basic human resources like clean water and sanitation

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THE GLOBAL ISSUE

A society flipped upside down by the Covid-19 pandemic adding another 100 million people to those living in poverty

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THE GLOBAL ISSUE

A society flipped upside down by the Covid-19 pandemic adding another 100 million people to those living in poverty and this number is continuing to grow

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THE GLOBAL ISSUE

And climate change is destined to drive an additional 68 to 132 million people across the globe into poverty by 2030.

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THE CORPORATE CHALLENGE

70% of employees now demand purposeful work - they want the company they work for to take a strong position on social issues.

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THE CORPORATE CHALLENGE

Customers and Clients are taking a stance and making more intentional choices within the marketplace based on purpose and sustainability.

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Regulators are also becoming more focused on Environmental, Social, Governance (ESG) and Purpose. Yet most businesses do not know what they can actually do.

There must be a better way

HOW GIVING CAN BE APPROACHED TODAY

CONVENTIONAL CORPORATE GIVING

Time investment	Time consuming
Labor investment	Labor intensive and third-party dependent
Project verification	Unknown
Communication	Static
Flexibility	Lacking flexibility
Giving choice	Decided by a few
Visibility	Limited in progress or tangible impacts
Funds usage	Lack of clarity over fund use/outcomes
Type of impact	Often specific and process-driven

BIG1 WAY OF BUSINESS GIVING

Time investment	Fast to implement with multiple options
Labor investment	Automated and self-managed online account
Project verification	Choose from hundreds of vetted projects
Communication	On-demand, real-time tracking and reporting
Flexibility	Mix and match what, when and how much to give
Giving choice	Decided by many or all
Visibility	Transparent and trackable against all 17 SDG's.
Funds usage	100% of giving funds go to causes
Type of impact	Meaningful and tailored

B1G1 empowers you to make a positive difference with your everyday business activities.

Our platform's fast, easy, fully transparent and trackable making it simpler for every business to get involved and make a bigger impact.

A B1G1 DIFFERENCE

B1G1





The shift from purpose to impact.

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THE SHIFT FROM PURPOSE TO IMPACT

The importance of a purpose-driven strategy has never been more integral to doing and being a great organization. Deloitte highlights this in their recent report, '[The Purpose Premium](#)'. Yet, the term 'Purpose' is often overused and doesn't always equate to outcome.

As a B1G1 Member, you transform from being purpose-driven to becoming an impact-driven Business for Good.

Your business gets a brand new, powerful story. A story that is inspiring, impactful, measurable and tangible. It's also a story that deepens the engagement of your customers and team, is transparent to shareholders, investors and analysts on Social Impact. It's a story that shows the real difference you're making in the world.

This is a profoundly important shift and there has never been a more important time than now to make it.

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Becoming a 'B1G1 Business for Good' allows you to make the shift to a more transparent, committed and driven organization through a set of social impact goals that align to your mission, your purpose and your overarching business objectives.

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IMAGINE



Imagine gifting microloans to 100 women to start their businesses when you reach a particular milestone.

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IMAGINE

B1G1

Imagine giving 1 million days of access to life-saving resources to people in need or giving 10,000 days of game-changing education to at-risk children.

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Certified
B
Corporation

IMAGINE

B1G1

Imagine tracking your progress, connecting with these outcomes and celebrating these wins with your team and customers.

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But most of all, just imagine..

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But most of all, just imagine...
the impact if every business,
like yours, made this shift.

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“Is the world a better place because your business is in it?”

Paul Polman, Former Unilever CEO, Global Goals Ambassador

[See what Paul Polman has to say about BIG1](#)

MAKING IT HAPPEN

By building and growing impact-driven organizations and strategies, businesses can be an integral, tangible part of a global solution.

Through effective corporate giving, we all can make a real difference for:

PEOPLE Working toward ending poverty and inequality in all forms.

PLANET Protecting our planet for generations to come.

PEACE Working towards peaceful, just and inclusive societies.

PARTNERSHIP Understanding that we cannot do it alone.

PROSPERITY Ensuring that we are all able to enjoy prosperous and fulfilling lives sustainably.

The question is - how do we make it happen?

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B1G1 UNIQUE GIVING MODEL

- 1** Quick and easy to search fully-vetted high-impact charities, causes and projects
- 2** 100% of the funds go to the causes/projects
- 3** Flexibility in allowing choice of what, when and how much to give
- 4** Tailored and embedded giving, driven by impact
- 5** Giving is decided internally to enable and empower all employees to create impact and giving stories
- 6** On-demand and real-time tracking with reporting across all 17 SDGs
- 7** Giving becomes a part of your normal business activities

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How it works



400+ HIGH-IMPACT PROJECTS

All B1G1 charities and projects contribute to one or more of the 17 SDG's, are fully vetted against strict criteria and undergo in-depth auditing on an on-going basis to ensure 100% of your giving is going directly to those who need it most.



GIVING STORIES THAT TRULY RESONATE

B1G1 enables businesses just like yours to more effectively embed giving into core business actions. This enables you and your team to track all levels impact you've made in real time, empowering your team members to get involved and create their own stories of giving.



100% OF GIVING GOES TO CAUSES

The fully transparent B1G1 giving model provides assurances that all contributions gifted through the B1G1 system goes to projects. Membership fee's are kept separate to ensure 100% of what you give, goes exactly where it needs to.

[Click here to watch how our giving model works](#)

3 mins

Our Operating System for Good



HIGH-IMPACT, FULLY-VETTED PROJECTS & CAUSES

Gain access to hundreds of optimized projects that help you contribute easily to the things you care most about. Projects are closely aligned with the 17 Sustainable Development Goals and can help offset carbon emissions or create specific impacts across many causes around the world.



IMPACT TRACKING & REPORTING

The B1G1 Operating System provides you with on-demand, real-time impact tracking through simple embeddable 'widgets' that let you easily track, monitor and share your organization's growing impacts. Streamline your giving even further with automation through B1G1's open API's that link directly to your internal applications.



EMPLOYEE ENGAGEMENT

B1G1's Impact Tokens are a great way for your organization to empower your employees with the gift of choice as to where they create an impact. Just like a gift voucher, these tokens are available in a team member's own B1G1 account to use when choosing the impacts they want to create.

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BUY1GIVE1 PTE LTD

Headquartered in Singapore

A social enterprise and a B Corp that runs a business membership program which helps businesses all over the world in their giving efforts.

Creating values, Ensuring sustainability, Maximizing member connectivity, Growing the B1G1 Global Giving Movement, Giving Platform technology.

B1G1 GIVING INC.

Operates from the United States

A registered 501(c)(3) charity that seeks out and works with high-impact charitable organizations all around the world to provide them with effective, additional funding for their work.



WHY B1G1

B1G1's unique model and digital platform 'democratizes' giving in the sense that it engages and empowers all members of your organization to choose where impacts are created and gives you total control of outcomes.

The B1G1 'Operating System for Good' makes your giving effortless, powerful and inspiring in an easy to use, all-in-one solution.

From the floor to the board, everyone is empowered to become involved in making a difference in a tangible, meaningful way.

GETTING STARTED FOR ORGANIZATIONS

1

PLANNING

Your dedicated B1G1 Account Manager works with you to create or optimize your giving strategy, identify initial goals, business 'giving triggers' suggest projects and ensure a smooth implementation from start to finish based on your needs.

2

ONBOARDING

From account set-up, to training across teams and departments, to providing guidance around communication, your Account Manager will ensure your organization's onboarding and launch inspires and engages.

3

TRACK YOUR GIVING

From your very first giving you can track, report and share your impacts. All employee giving is automatically linked to your organization account and contributes to overall company giving impacts.

4

MAXIMIZE IMPACT

Your Account Manager is available to support you beyond implementation and conducts regular reviews to ensure you are on track with initial goals and continue to grow and maximize your impact and engagement through new ideas and initiatives.

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GETTING STARTED FOR TEAMS

1

PLAN AHEAD

Choose when and how to provide impact tokens to your employees. B1G1 Businesses gift impact tokens to employee's for things like birthdays, work anniversaries, meeting project milestones or when specific tasks are completed or simply for being a great team player - it's completely up to you!

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2

MAKE IMPACT

Your team will gain access to B1G1's giving platform to create their own giving stories and track impact in real-time. When impact tokens are created for employees, they'll receive a notification of in their account and from there they can easily choose where they want to create impact.



Dent.

“It really connects my team to this idea that we’re not just here to make sales, we’re not just here to help our clients, we’re here for something bigger.”

B1G1 Partner, Glen Carlson
Dent Global





“B1G1 has allowed us to give back in ways we didn’t even know were possible just 12 months ago. Our entire organisation is involved in one way or another. And it is gradually helping bring about positive cultural changes that going to help us succeed for years to come. From a personal point, it is one of the most satisfying parts of my role today and will possibly be what I am most proud of contributing to Team Medical. We look forward to much more giving and helping make a difference.”

Tom Vriens, Managing Director, Team Medical Supplies

[See Giving Page](#)



What makes a B1G1 worthy cause?

B1G1 only works with approved charities/NGOs and the application criteria, assessment and selection process are governed by the B1G1 Giving Board to ensure the most effective giving.

All Worthy Causes are required to provide at least quarterly updates on their progress so the B1G1 community can understand the impacts they are contributing towards.



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HOW TO CHOOSE AN IMPACT

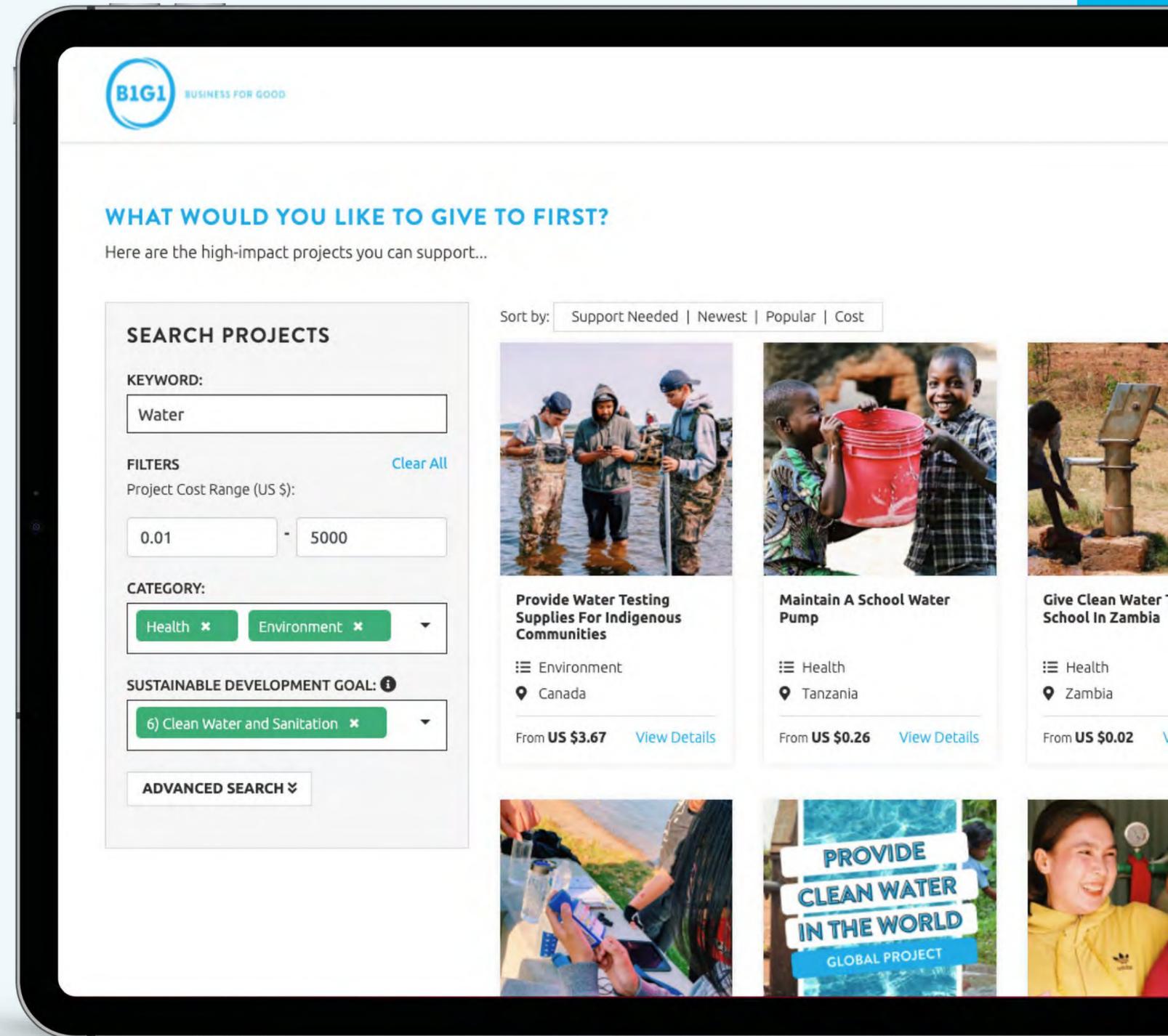
You can search for the impacts you want to make by keyword, category, country or even Sustainable Development Goal to ensure they are in line with your business purpose and/or your personal passion.

CATEGORIES

- Education
- Environment
- Food
- Health
- Human Rights
- Income Generation
- Life Enhancement
- Shelter

SUSTAINABLE DEVELOPMENT GOALS

- No poverty
- Zero Hunger
- Good Health & Well-being
- Quality Education
- Gender Equality
- Clean Water & Sanitation
- Affordable & Clean Energy
- Decent Work & Economic Growth
- Industry, Innovation & Infrastructure
- Reduced Inequalities
- Sustainable Cities & Communities
- Climate Action
- Responsible Consumption/Production
- Life Below Water
- Life on Land
- Peace, Justice & Strong Institutions
- Partnerships for the Goals



THE IMPACT SO FAR

3000+

BIG1 BUSINESS MEMBERS

275,000,000+

GIVING IMPACTS CREATED ACROSS THE 17 GLOBAL SDG'S





MASAMI SATO
FOUNDER & CEO
LINKEDIN

Masami is a two-time TEDx speaker and the author of four books, 'JOY', GIVING BUSINESS – Creating the maximum impact in the meaning-driven world', 'BETTER BUSINESS, BETTER LIFE, BETTER WORLD' and LEGACY (with a Foreword by Paul Polman — former Unilever CEO). Masami has won Singapore's Sustainable Business Award, the KA Leadership Award and has been honored as an 'Inspiring Business Leader' by The Performance Theatre, a community of Senior Leaders from business, policy, civil society and the arts who share a vision for a new kind of growth in our world.



PAUL DUNN
CO-FOUNDER
LINKEDIN

Paul was one of the first ten people in Hewlett Packard in Australia. He then co-created one of Australia's first computer companies and then The Results Corporation, where he helped develop and grow 23,000 small and medium scale business enterprises. His programs are used by an estimated 226,000 companies around the world. Paul is a 4-time TEDx speaker, a Senior Fellow in one of the World's Leading Think Tanks and has been featured in Forbes Magazine alongside Sir Richard Branson. His boundless energy and creative insights continue to underpin B1G1's growth.



YVES DACCORD
INDEPENDENT BOARD
MEMBER



GABRIELA STYFSJÖMAN
INDEPENDENT BOARD
MEMBER



PAUL PETRUCCI
PRESIDENT OF THE
B1G1 GIVING BOARD

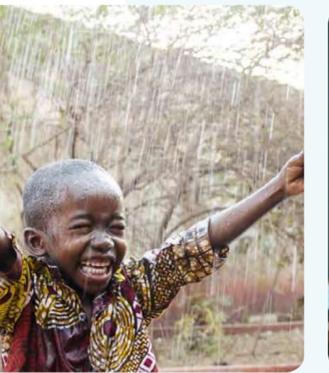


RAKHEE SHAH
PARTNERSHIPS MANAGER
(EMEA)



LOUISA DYSON
PARTNERSHIPS MANAGER
(APAC)

B1G1 MEMBERSHIP OPTIONS



ALL B1G1 FEATURES

Access to all B1G1 Member tools and resources, set-up for you including full licensed use of B1G1 branding and communication materials. Unique opportunities to further your giving impact, exclusive to the Large Business package.

STRATEGIC PLANNING

Tailored strategic planning support to help set purpose, goals, timelines, project selection, communications, onboarding, training and embedding giving, within your business.

TEAM ONBOARDING

Tailored onboarding sessions to engage your team. Includes communication material and personalized messaging from B1G1 CEO Masami Sato.

EMPLOYEE ENGAGEMENT

Access to Impact Tokens to engage and include your team in creating global impact. Implementation guidance inc. supporting materials and training. Team accounts included.

ACCOUNT MANAGER

Dedicated B1G1 Account Manager to work with you and your team to ensure maximization of your giving strategy and executing additional ideas for giving.

Please enquire for your personalized pricing.

This B1G1 Enterprise Packages is designed to best support companies with annual revenues between USD \$5-15 million/year.

Other ways you can get involved



BECOME AN IMPACT SPONSOR OR EVENT PARTNER

Support and contribute to the growth
of the B1G1 Movement



BECOME AN IMPACT PARTNER

Seamlessly create and track impact through
your clients, community or networks



INVOLVE YOUR SUBSIDIARIES AND VALUE CHAIN

B1G1 offers the ability to track the collective
impact of your associated entities in real time



Thank You

For the opportunity to share how B1G1 can help you create positive impact and connection for your organization and the world.

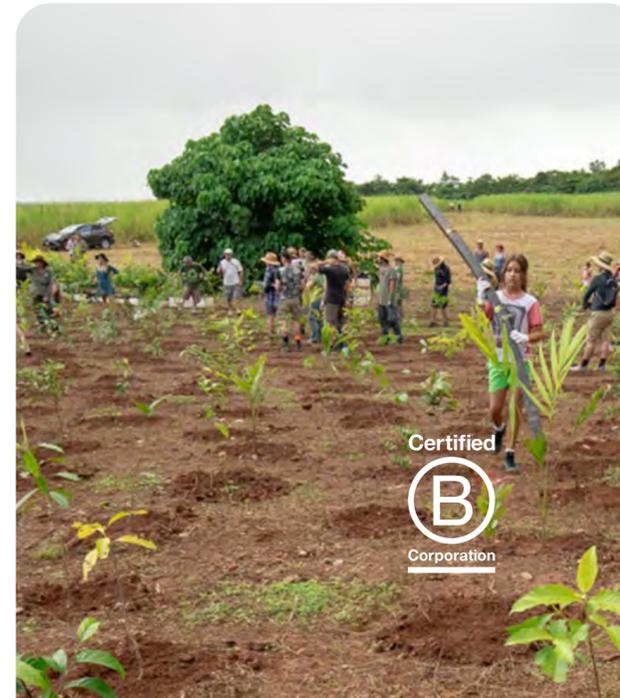




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Together, we can
create a world full
of giving!

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Let's make a bigger impact, together.

Contact B1G1 today to find out how your Company can join the Movement.

Contact us



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