



In the Spirit for the New Year



Canada – This new year, resolve to get into the spirit of giving! Every contribution matters—from a few hours at a soup kitchen to entering an office team in a fun run. Sutton Spirit is here to celebrate your charitable work and contributions. This free, promotional service is designed to raise community profiles in a meaningful way. Giving back feels good and offers marketing and networking benefits as you raise awareness of important charities and causes.

Business News Daily reports that 87 percent of consumers who participated in a 2017 survey by Cone Communications in the United States, said they would purchase a product because a company supported an issue they care about.

In addition, when companies are on social media/in the news because of their good works, they tend to attract high-producing sales associates and staff.

Symantec's global diversity and inclusion program manager, Susan Cooney, says that a company's corporate social responsibility (CSR) strategy is a major factor in where today's top talent chooses to work. "The next generation of employees is seeking out employers that are focused on the triple bottom line: people, planet and revenue," Cooney told Business News Daily.

Contact Sutton Spirit at stories@suttonspirit.com to write your story for you free of charge. Our writer will follow up to gather a few details, comments and a photograph or two. In most cases, it requires no more than 10 to 15 minutes of your time.

All stories are distributed to local media and Sutton members in the region, posted on our site www.suttonspirit.com (an online archive, making it easy to share social media links) and we also produce an annual, printed magazine, which is delivered to all Sutton offices.

Some of the individuals and offices featured on Sutton Spirit have told us that clients and REALTORS® have contacted them specifically because of our stories highlighting their projects. Others have reported that the coverage helped to increase participation or boost donations.

This year, discover how rewarding it can be to say yes to a new charitable project!

Sutton is a 100% Canadian-owned and operated company with more than 8,000 REALTORS® in over 200 offices nationwide. To find out more about Sutton, visit www.sutton.com. To learn more about Sutton Spirit, visit www.suttonspirit.com.

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