

---

7th July, 2021



## True charity or social impact should not be anonymous

I came across this quote – “True charity is anonymous. It begins and ends within yourself”

True charity or social impact should not be anonymous

If we think about it, it is important to share what our companies are doing on the Social Responsibility side, and it goes well beyond greenwashing and a marketing stunt!

As a consumer I want to buy from brands and companies that are also investing in our communities globally.

As an employee i want to work for a company that is purpose driven that cares about the World.

We all read about how Millennials want to work for companies with purpose, with a strong positive social impact.

Now more than ever consumers are looking to buy from brands and companies that focus on our communities and sustainability.

On every survey and company culture report “support for the community” comes high up, employees want to be in a company that cares. CSR, Social Impact, Sustainability are all part of the company’s DNA and culture. Investors, also want to see what do the companies do regarding Social Responsibility, across the board we see Private Equity, Venture Capital, Angel investors talking about Impact Investment.

By not communicating more, by not sharing about the investment that your company is doing in CSR, you are actually doing a disfavor to the customer, to the employee to the investor. Everyone wants to know about it!

And there is one more great side effect, others will follow, others will do it. And this is a phenomenal way to enhance Social Impact!

Give, Support, Help, Empower and tell us all about it!



Álvaro Lopes-Cardoso  
Founder & CEO of UPNDO

---