



daily GOOD

Don't check your values at the door when you go to work. --Laura Scher

Modern-Day Robin Hood

When she graduated from Harvard in 1985, she wanted to do something meaningful. Now, Laura Scher is something of a modern-day Robin Hood, an entrepreneurial activist who redistributes the wealth of the marketplace to those in need. Instead of advertising, her company -- Working Assets -- donates that money to nonprofits, relying on socially responsible consumers to help them gain market share. To date, they have donated \$30 million to nonprofits and continue to give about \$5 million per year.

Be The Change:

Make each phone call count. Signup for a Working Assets long distance and you even get a free pint of ice-cream every month!