Three Tips on Changing Dynamics of Corporate Social Responsibility

By Autumn Strier, MPA
Co-Founder, CEO Miracles for Kids

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Volunteer and sponsorship opportunities. Miracles for Kids has a specialized corporate partnership program, creating custom programs that fit and flex with each company’s structure. Each of our programs also includes marketing value through custom-designed collateral, microsites, social media, and email campaigns. Laguna-Beach based McClain Cellars, founded by Jason and Sallie McClain, recently announced the launch of its first CSR program to its 1,100+ wine club members. The program, benefiting Miracles for Kids, impacts the community in alignment with the company’s core ethos—Friends, Family, Faith and Freedom. Their hope is to instill giving as a way of living at McClain, with custom wine labels, events and specialty products dedicated to raising funds for those we serve. By finding creative new ways to incorporate CSR into its core profile, the company is making its dedication to community known as integral to their brand, a strategy that is proven to cultivate and retain employees, clients and retail customers.

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Looking for Authenticity

Consumers, employees and investors crave authenticity, alignment and purpose from the companies they buy from, work for, and invest in.

In a recent and robust CSR program is a powerful way to communicate your values and positive impact to those who support your business and to create long-lasting, mutually beneficial relationships between your company, your constituents and the community.

Increasingly, CSR is a critical factor in business’ success and survival for the long run.

Editor’s Note: Autumn Strier in 2004 co-founded Miracles for Kids, an Irvine-based nonprofit that reported $4.3 million in revenue in 2017. Autumn Strier, co-founder and CEO of Miracles for Kids: Norm Christiansen, CEO of AAE Aerospace; and Henry Walker, president of Farmers & Merchants Bank of Miracles for Kids fundraiser last month generated $3M. Top executives attending the Night of Miracles for Kids event held at McClain, with custom wine labels, events and specialty products dedicated to raising funds for those we serve. By finding creative new ways to incorporate CSR into its core profile, the company is making its dedication to community known as integral to their brand, a strategy that is proven to cultivate and retain employees, clients and retail customers. Their ethos paid off when they won a Business Journal Family-owned Business award in August.

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Editor’s Note: Autumn Strier in 2004 co-founded Miracles for Kids, an Irvine-based nonprofit that reported $4.3 million in revenue for the 12-month period ended June 30. On Oct. 16, about 400 guests attended in 175th Annual Night of Miracles at the Ritz-Carlton in Laguna Niguel, raising about $3 million. Before starting the organization, Strier worked for Morgan Stanley, NYC Mayor Rudolph Giuliani and the National Multiple Sclerosis Society in New Jersey. Strier has an MBA from NYU and resides in South Orange County with her husband, Keith Strier, VP Worldwide Al Initiatives for Neida, their three children and four dogs.