

Impact Enterprises, Inc. Announces An Expanded Corporate Responsibility Program

When Impact established its environmental initiative in 2003, the word environment evoked a particular meaning; the physical world around us, nature. It did not include people. As we expanded CSR through our environmental initiative, we began to realize that CSR needs to include more than just products. We could not turn a blind eye to the unfair challenges confronting so many people, therefore, in 2010, in collaboration with Lt. Chris Salisbury USMC Foundation*, Impact expanded its corporate responsibility program to include assistance to seriously wounded soldiers and homeless Veterans, many whose emotional strength was shattered by combat experiences.

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Our wounded soldier program began with contributions to respected military charitable organizations, and soon grew into providing direct support to those in need through a committed and respected contact. Most of our wounded heroes are enlisted and do not have discretionary funds nor do their families, consequently important but non-emergency concerns are rarely addressed. Further, extended care at times requires more than what is available through government programs and military hospitals, therefore, direct financial assistance that is tactfully offered and without the need for application is so incredibly appreciated. Direct financial assistance is, however, a sensitive issue; these young men and women are proud and do not look for or accept ‘handouts’ or sympathy. There are occasions when genuine compassion may challenge business logic. The occasional loss of a tax deduction is minor in the big picture.

After a move to San Diego, I heard of ‘Stand Down’, a program begun 28 years ago by Veterans Village of San Diego and that has expanded to cities throughout the country. San Diego’s Stand Down serves over a 1000 homeless Veterans (men and women) who served from Vietnam through Afghanistan. I initially volunteered as a Tent Leader, working with 34 men assigned to my tent. I was so impressed with the management of the program, its successes, and the administrators of Veterans Village of San Diego that I committed Impact to sponsor tents at subsequent Stand Downs. We have sponsored tents for women and for men. These homeless Veterans have the desire to move forward, but lack direction and encouragement; Veterans Village of San Diego provides both with impressive success

In 2014 Impact included Central Oregon Veterans Ranch in its CSR program. COVR is “a working ranch that restores purpose and spirit to Veterans of all ages”. It is a place where Veterans who are struggling to ‘re-engage’ work alongside other Veterans in a ranching and agricultural setting; a setting that has proven to be successful in contributing to the success of the re-engagement process. COVR will also provide transitional care for terminally ill and aging homeless Veterans.

Now, as we begin 2016, Impact has committed itself to support staff championed causes. Impact has a talented and engaging staff with a controlled sense of compassion that deserves to be respected. We are proud to support our staff in their effort to encourage ‘Make a Difference’.

Impact Enterprises, Inc. a woman owned company (WBENC certified) is an internationally respected designer and manufacturer of custom presentation products such as binder covers, menu covers, guest directory covers, and other custom products. Our products are known for their creative designs and environmentally responsible materials.

* Lt. Chris Salisbury USMC Foundation is a private family-funded foundation. We do not accept donations.