



Profits 4 Purpose Makes Front Page of the Technology Section in the San Diego Business Journal

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San Diego, CA, November 04, 2009 --(PR.com)-- The Profits 4 Purpose, the first-of-its-kind technology solution for businesses involved in making a social impact is featured on the front page of the San Diego Business Journal this week. <http://tinyurl.com/ydmev5e>

Profits 4 Purpose new kind of Corporate Social Responsibility (CSR) software better enables businesses to work with non-profits, boosting volunteerism, donation dollars, tracking and reporting. The budget-friendly tool offers its corporate clients the ability to identify causes their employees care about and matches the company to key projects in their community. The benefit for companies is two-fold: companies can implement an affordable corporate social responsibility program impacting the community, while achieving a variety of CSR benefits, including increased sales, visibility, consumer trust, employee loyalty, and enhanced company image.

Profits 4 Purpose was created by two San Diego residents, Jason Burns, and Josh Hotsenpiller. Through their mutual experiences in the for-profit sector, Burns says, “we found there are clear barriers keeping many good intentioned companies from engaging in corporate philanthropy, and we saw a way to solve it.

The new tool features an employee survey, company to cause matching, financial donation and volunteer hours tracking, real time reporting, and even a list of Profit 4 Purpose qualified non-profits. The software is a minimal investment up front and per employee fees thereafter. Through a newly formed partnership with Cause Good Consulting, they also offer a comprehensive solution to support businesses in maximizing their impact to the community. The partnership enables Profits 4 Purpose clients discounted rates on planning and managing social responsibility programs.

About Profits 4 Purpose

Profits 4 Purpose mission is to empower local companies to make it easy and valuable to partner with nonprofits and impact their community. The company was founded in San Diego by CEO Jason Burns and President Josh Hotsenpillar. The Profits 4 Purpose tool had a soft release in late July and is now publically available.

Profits 4 Purpose CSR program partner is Cause Good Consulting founder, Lisa Pederson. The partnership enables the company to expand its services such as developing and managing corporate client social impact initiatives and enhance the product features.

For more information on Profits 4 Purpose visit www.Profits4Purpose.com or email info@Profits4Purpose.com.



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Contact Information:

Profits 4 Purpose

Jason Burns

858.228.5573

Jason@Profits4Purpose.com

www.profits4purpose.com

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