

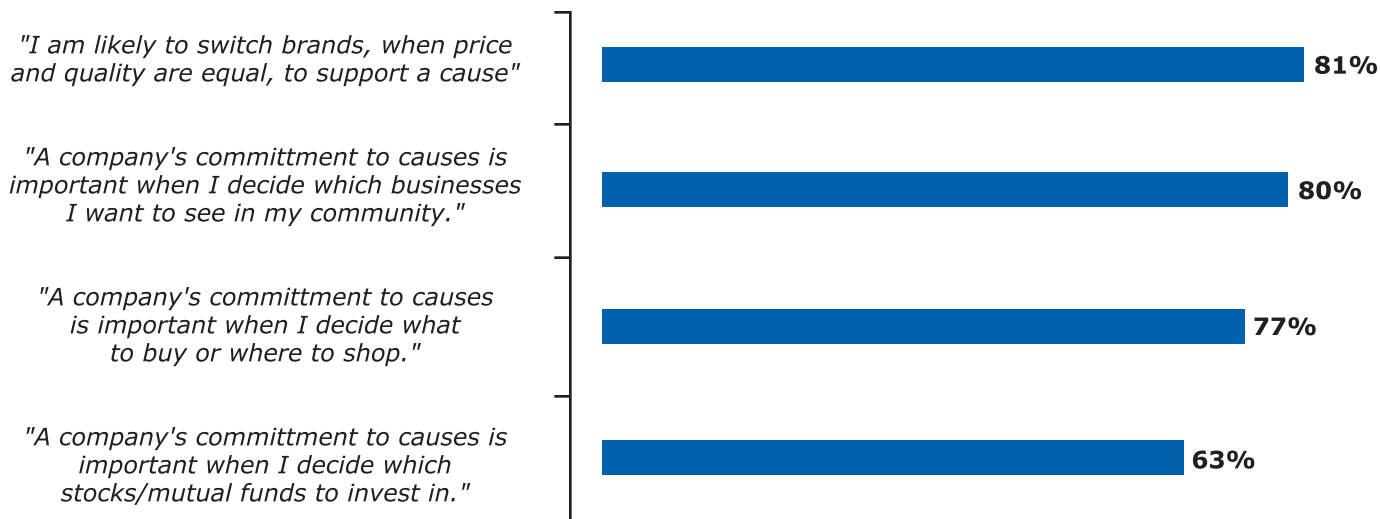
Why it **PAYS** to prevent child abuse...

More Americans than ever are demanding companies play an active role in supporting social needs. What's more, Americans are increasingly making purchasing, employment and investment decisions to reward companies that do so.

- **79% of Americans believe that companies have a responsibility to support causes.**
- **88% of Americans say that during an economic downturn, it is important for companies to continue to support causes.**
- **83% of Americans believe it is more important than ever for the companies they work for to support the needs of society.**
- **88% of Americans say companies should tell them how they are supporting causes.**



Americans Will Take Action to Reward Good Corporate Citizenship



* Based on **The 2001 Cone/Roper Corporate Citizenship Study** taken nationally before and after the events of September 11, 2001.

