



MONARCH VENTURES
Transforming Business Development

Phone: 203.403.9158

P.O. Box 803, Newtown, CT 06470

www.monarchventures.org
info@monarchventures.org



VISIBILITY



IMPACT



GROWTH

'Business with a heart' is at the heart of our business.

Statistics – Cause to Pause

- Consumer perception of business is **“cynical, lacking integrity and not trust-worthy”**. Jeremy Quittner, Business Week magazine, 2008

What are we doing about it?

- **72%** of employees want their companies to do more to support social causes or issues; Cone Cause Evolution Survey, 2007

You have the buy-in of the marketplace!

- **43%** of small businesses say they use charitable giving to promote their company; Chronicle of Philanthropy and Advanta, Survey on Small Business and Charitable Giving, 2008 and Giving USA Spotlight, 2008

Maximize the power of your donations!

There has to be a better way

Historical approach:

- * charities and businesses competing for resources
- * corporate philanthropy little more than whitewash

Our approach:

- * collaboration and cooperation
- * authentic *inter-**active*** involvement

‘Business with a heart’ is at the heart of our business.

How We Help You?

MONARCH VENTURES promotes and implements event-based Cause Marketing campaigns that are completely customized, cost-effective and always creative. By doing so, we empower local businesses and charitable organizations to increase their respective visibility and revenues for mutual benefit as well as the collective good of the community.

We are *defining* “business development”. We are your strategic partner. This is *real* business with *real* benefits-----NOW is the time.

‘Business with a heart’ is at the heart of our business.

VISIBILITY

We, the people, want to find you!

83% of consumers will support a business that cares about what concerns them.



We place the emphasis upon *YOU!*

All of our events are *inclusive*

Nobody gets left out

Face time = referrals and support

Clarity of purpose in the community

Saves you time and money

Full event management

Corporate sponsorship

Credibility + Publicity = IMPACT

Personal interaction with residents; connection to increased revenue opportunities

Newsworthy events raises visibility and garners community support

Publicized articles increase awareness and credibility; media coverage

Support in every way!

Create your Legacy

Consider Paul Newman and his Newman's Own products resulting in \$200 million being donated to various non-profit organizations and social causes.





GROWTH

What are the benefits for you?

Influence; *impact*;
face time; visibility;
business growth;
positive profile;
respect, loyalty and
support;





VISIBILITY

IMPACT

GROWTH

How it works

Step 1: Choose your cause

All events align with your unique ‘heart of compassion’

Step 2: Determine the Event

We customize events *specific to you* that are creative, fun and cost-effective

Step 3: We take over

We handle all event coordination, logistics and media

Step 4: The pay off

You reap the benefits of increased visibility, credibility and revenues while also helping your community

Who is MONARCH VENTURES?

We are the culmination of...

26 years implementing successful events

30+ years of active volunteerism

9 years expertise in corporate arena

We are completely focused upon advancing the health of our communities through collaborative alliances between local businesses and charitable organizations.

In short, we exist to promote you!

'Business with a heart'...

is at the heart of our business.

What sets **MONARCH VENTURES** apart?

We have a strong foundation built upon **FIVE *non-negotiable* CORE values:**



- 1) Honesty
- 2) Integrity
- 3) Unity
- 4) Responsibility (personal, social and fiscal)
- 5) Acceptance of *all* people as having *equal* value

What sets **MONARCH VENTURES** apart?

We live our purpose by donating 10% of all revenues back to charity.

This year we have chosen The Smile Train. This organization provides free surgeries to children all over the world suffering from rejection and abandonment resulting from cleft lip. www.smiletrain.org

We practice our purpose by contributing 15% of our work week to active

volunteerism in our community. We are currently working with two notable organizations: Pegasus Therapeutic Riding Program serving severely handicapped individuals; www.pegasustr.org and the Make-A-Wish Foundation that grants wishes to children struggling with terminal and long-time illnesses. www.wish.org



VISIBILITY

IMPACT

GROWTH

Will you make a pledge to your community?





MONARCH VENTURES
Transforming Business Development

‘Business with a heart’...

...is at the heart of our business.

Contact us TODAY! *Let us be your strategic partner!*

Phone: 203-403-9158

info@monarchventures.org

www.monarchventures.org

