

[Start Here](#) | [About](#) | [Praise](#) | [Shop](#) | [Join](#)

## WANT TO CHANGE THE WORLD WITHOUT GOING BROKE?

DOWNLOAD THE **BUSINESS CHANGEMAKER'S TOOLKIT** & WE'LL SHOW YOU HOW

We'll Also Email You Inspiring Audio Case Studies of Successful Entrepreneurs Who Are Changing the World Through Purpose, Passion & Profit



DOWNLOAD



# 5 SMALL BUSINESS IDEAS THAT INCORPORATE GIVING BACK

by [admin](#)



0



28

28

FLARES



More companies than ever are [basing their business model on giving back](#). This model gives consumers the opportunity to do something good when they make a purchase, and this unique selling point can also do wonders for new companies. There are many [small business ideas](#) based around giving back, and inspiration can be drawn from companies that have succeeded in this field.

### **TOMS Pioneers One-for-One Shoe Program**

[TOMS](#) is the perfect example. This shoe company caters to the alternative market, and for every pair of shoes that are bought, a brand new pair of shoes are donated to a deserving child. They look for communities that will benefit most from the shoes, and then provide as many children as possible with them.

### **The Buzz Around Burt's Bees**



[Burt's Bees](#) may not be the best-known business in the world, but it's certainly doing well. This bath and beauty business offers eco-friendly, honey-based personal care products. The company established their Burt's Bees Greater Good Foundation in 2007 which is funded by a percentage of the money they get from sales. The goal is for the foundation to empower other non-profit initiatives whose efforts resonate with their own mission at Burt's Bees. This small business idea – producing healthier, eco-friendly personal care products – is one that many social entrepreneurs are using to create change and earn a living.

### **One Laptop Per Child Builds Low Cost Laptops**



[One Laptop Per Child](#) is better known as OLPC. This is a non-profit group that is



innovating to create the lowest cost laptop possible, that also functions well in harsh conditions like the desert or in a monsoon or when used by a rambunctious child. The laptop was funded through people who donate in their give-one-get-one scheme through which consumers offer \$399 for which they will receive their own laptop and have one sent to a child in need.

### **Proof Eyewear's Ethical Sunglasses that Give Back**



Brooks Dame created his ethical sunglasses company, [Proof Eyewear](#), to produce outdoor eye fashion that's not only good for the planet, but also great for those living with eye health problems. All sunglasses produced by the company are made from wood taken from sustainably managed forests, and none are made from wood of endangered tree species. Since they're constructed of wood, the sunglasses are also biodegradable, which gives them a leg up compared to plastic ones. This small business idea involves giving back through profit-generated donations which are sent to nonprofits working toward eye health around the world. He donates funds to an eye

clinic in India, a country in which more than 25% of all blind people in the world live.

### **One World Futbol Project is the Willy Wonka of Sports**



Just like the never-ending gobstopper, [One World Futbol Project](#) offers a football that never goes flat and never needs air. This football, even when punctured, stays round and works just as it should. The company states that for every football that is purchased, another is sent to organizations that helps the poorest people all over the world. This promotes healthy lifestyles and sports, and gives deprived children a little bit of joy in their lives.

These are great examples of different ways that small business ideas can be turned into [great social change](#). Let them be inspirational to you as you come up with your own small business idea that gives back. If you know of more inspirational concepts, share them here!

About Latest Posts



## Admin

Chief Evolutionary Officer at [Entrepreneurs for a Change](#)

Lorna Li is a business coach, entrepreneur and Amazon rainforest crusader, with a passion for green business, social enterprise, and indigenous wisdom. She helps changemaking entrepreneurs harness the power of the Internet to reach more people and make a bigger impact, while designing the lifestyle of their dreams. She is an [Internet marketing consultant to changemakers](#), and works with innovative tech startups, sustainable brands, social enterprises & B-Corporations on SEO, SEM & Social Media marketing.

Follow me on



# This Wordpress Theme is Powered by Genesis Framework



I've built dozens of custom WordPress websites using both free and premium WordPress themes. If I were going to do it all over again, I would have built every single one on the Genesis Framework.

Genesis Framework is not only easily customizable through Genesis hooks, it's search engine optimized and doesn't break with each core WordPress update. Instead of burning up all my precious entrepreneurial time dealing with never-ending bug fixes, I can now focus on marketing and monetization.

# Find Out More About Genesis Below:

==> Why I Recommend the Genesis Framework < ==

Search



Entrepreneurs F...  
902 likes

Like Page Share

Be the first of your friends to like this

## Get Results

Schedule a FREE Business Breakthrough Session





## Testimonials

“



“

Tara Kekaha from Oakland was about to launch a new online business promoting sustainable tourism and accommodation. She trying to determine what kind of website she needed to power her business, in addition to the best way to name it. I can't say enough about Lorna's expertise in this field. So many options and routes to take when you're starting out. I'm starting my new business and have questions about choosing a domain name – Do hyphenated names work? How do I choose what domains to purchase? What types of names are going to be successful for SEO? Does .co work as well as .com? She clearly has a lot of experience and (I'm sure) has saved me a lot of time, work, and worry. It's good to know there's someone there who cares about changing the world, being green, and has all that experience to boot.”

## ABOUT ENTREPRENEURS FOR A CHANGE

Entrepreneurs for a Change is a podcast, community, and resource for entrepreneurs who are changing the world and the way we do business. We are about business for good, not business as usual. We are about making impact, while making profit. We are about loving our work, rather than hating our jobs. We are about designing a business that supports our lifestyle rather than work that takes over our lives. We are here to show you how you can have passionate work and adventure in life, through the mentorship of entrepreneurs who are already doing it

## JOIN OUR VIP COMMUNITY

Get your FREE Business Changemaker's Toolkit & receive valuable updates, resources and more to help you grow a changemaking business.



JOIN



[About](#) | [Sitemap](#) | [Disclosure](#) | [Privacy Policy](#) | [Contact](#)