



5 Ways Local Businesses Can Make a Positive Community Impact



1. GIVE BACK TO THE COMMUNITY



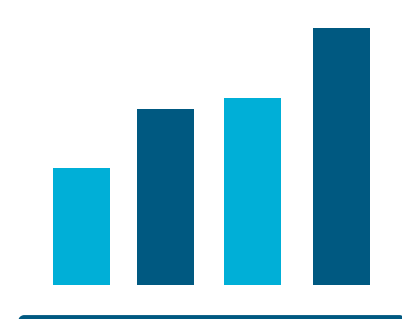
Giving back can take a variety of forms. One way is to run a charity drive, finding an organization or nonprofit to team up with to raise funds for a local cause. Some businesses lend their time, skills, and space to their community by leading or participating in community development initiatives.

2. CREATE A UNIQUE COMMUNITY IDENTITY

Communities take pride in their unique culture and identity, and they appreciate local businesses that they feel personally invested in as customers and employees. For example, in a survey, 32% of workers said that "feeling like a family" was the best part of working for a small business and that their happiness is somewhat or very important to their employer.¹



3. CONTRIBUTE TO COMMUNITY'S ECONOMIC HEALTH



As businesses become more successful, they create more jobs. Small businesses have created 8.4 million new jobs since 2000, which is 4 million more than large businesses.² The workers who are employed by these businesses will then spend their money in the community, therefore promoting business growth and contributing to local economic development.

4. INSPIRE, INNOVATE, AND COMPETE

As a local business grows and succeeds, other community members might be inspired to start a business of their own. When those new businesses grow, they generate competition and the need for innovation. The result is a diverse set of local businesses that are all striving to meet the needs of the community in unique ways.



5. PROMOTE ENVIRONMENTAL FRIENDLINESS



Local businesses tend to have a lighter environmental and infrastructural impact than large chain businesses. Whereas large developments may clear environmentally valuable and sensitive land for corporate stores, small businesses can usually take advantage of original or remodeled historical buildings. Furthermore, 50% of small businesses can be operated from home.³

Local businesses benefit their community in many unique ways, feeding back into the community as they grow and succeed. Trust between local businesses and their patrons is the foundation to a thriving community. Becoming BBB Accredited is an excellent way for a local business to show the community they serve that the business operates with integrity.



Visit [BBB.org/get-accredited](https://www.bbb.org/get-accredited) to learn more about BBB® Accreditation and how it can help your business.

¹ <https://www.aflac.com/business/resources/aflac-for-small-businesses/happiness-report/default.aspx>
² <https://smallbusiness.chron.com/benefits-businesses-local-economy-265.html>
³ <https://www.smallbizgenius.net/by-the-numbers/small-business-statistics/>