



The Stone Soup Leadership Institute
Laura Scher, Working Assets
Week of January 5-11, 2025



Sunday: Story

READ this story of how Laura Scher used her ingenuity to create a socially responsible company that engages its customers to do good. She co-founded Working Assets, a telephone long-distance and credit card company that gives Americans the opportunity to give a percentage of their bills to charities of their choice. Starting from scratch she built the company into a \$140 million company that has donated millions of dollars to progressive and environmental causes.

There are so many ways companies can turn their profits to good use!

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#GreenBusiness #Environment #Business #Entrepreneurs #Visionaries #Women #CSR
 #CorporateSocialResponsibility #CorporateGiving #CREDO #Philanthropy
 #StoneSoupForTheWorld #StoneSoupEducationCurriculum <https://stonesoupleadership.org/wp-content/uploads/2022/12/story-little-company-makes-big-difference.pdf>

For Twitter:

Laura Scher built Working Assets into a \$140 million company that has donated millions to #progressive & #environmental causes. #CSR #CREDO #StoneSoupEducationCurriculum <https://stonesoupleadership.org/wp-content/uploads/2022/12/story-little-company-makes-big-difference.pdf> @credomobile



Monday: Quote

"Not everyone has the same basic comforts of life," she says. "It's up to the rest of us to create a more just and equitable world."

Laura Scher co-founded Working Assets, now CREDO Mobile to engage its customers in giving by voting for progressive organizations working for peace, human rights, economic justice, education and the environment.

The company has channelled millions of dollars to organizations like Greenpeace, Oxfam America, Amnesty International, Planned Parenthood, and the Children's Defense Fund.

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#CREDO #CSR #Environment #CorporateSocialResponsibility #GreenBusiness #HumanRights
#Women #Entrepreneurs #Visionaries #Philanthropy #CorporateGiving

For Twitter:

"It's up to us to create a more just and equitable world." Laura Scher cofounder Working Assets, CREDO Mobile engages customers to give to progressive organizations. #CorporateGiving
#GreenBusiness #CSR #CorporateSocialResponsibility #Environment #HumanRights #Children
#Women #Entrepreneurs #Visionaries **@credomobile**



Tuesday: Hero Report

WATCH this short video to hear Laura Scher explain how CREDO Mobile/Working Assets customers contributed to organizations like Planned Parenthood, Doctors Without Borders, and environmental causes—working together to make the world a better place.

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#Environment #GreenBusiness

#CREDO #PlannedParenthood #Women #Girls #DoctorsWithoutBorders #Humanitarian
#StoneSoupEducationCurriculum <https://youtu.be/Be2ywG9w6w>

For Twitter:

WATCH this short video to hear Laura Scher explain how CREDO/Working Assets customers contributed to #progressive causes. #Environment #GreenBusiness #CREDO #Humanitarian #Philanthropy #Business #Innovation #Entrepreneurs #Visionaries #Women <https://youtu.be/Be2ywG9w6w>



Wednesday: CREDO Mobile

CREDO Mobile (Working Assets) is on a philanthropic mission to empower climate justice, economic justice, and civil rights by donating more than \$95 million to progressive causes.

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LEARN MORE:

#CREDO #GreenBusiness #Environment
#Humanitarian #Women #CSR
#CorporateSocialResponsibility
#CorporateGiving #Philanthropy #Progressive
#ClimateJustice #EconomicJustice #CivilRights
#StoneSoupForTheWorld

#StoneSoupEducationCurriculum
<https://www.credomobile.com/our-story/>

For Twitter:

Since 1985, CREDO Mobile is on a philanthropic mission – donating over \$95 million to progressive causes. #CREDO #GreenBusiness #Environment #Humanitarian #Philanthropy #Women #CSR #Progressive #CorporateGiving #StoneSoupEducationCurriculum #StoneSoupForTheWorld
<https://www.credomobile.com/our-story/> @credomobile



Thursday: CREDO Mobile Video

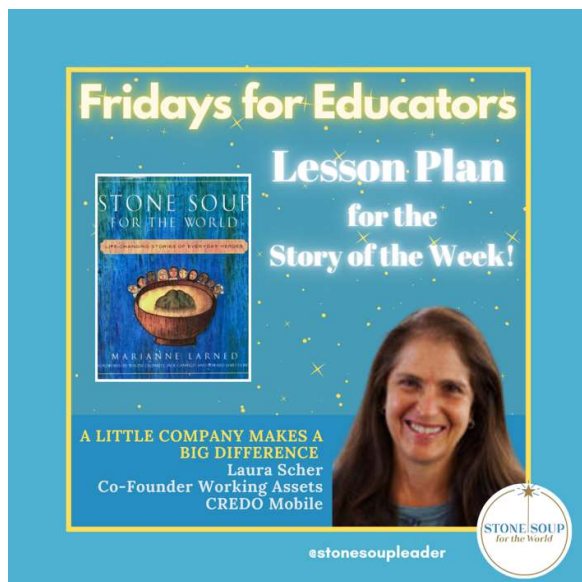
WATCH this short video that explains how by choosing CREDO Mobile, members can help support causes that align with their values.
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#CREDO #Philanthropy #Progressive
#CorporateGiving #CSR
#CorporateSocialResponsibility

#Environment #GreenBusiness #CivilRights #ClimateJustice #EconomicJustice
<https://youtu.be/jB8V5pJDxWU>

For Twitter:

Join #CREDO Mobile members to support causes that align with your values. #Philanthropy #Progressive #CorporateGiving #CSR #CorporateSocialResponsibility #Environment #GreenBusiness #CivilRights #ClimateJustice #EconomicJustice <https://youtu.be/jB8V5pJDxWU>
@credomobile



Friday: Lesson Plan

TEACHERS use this **FREE** Lesson Plan to help your students learn how they can use their ingenuity to create companies that contribute positively to society and make the world a better place.

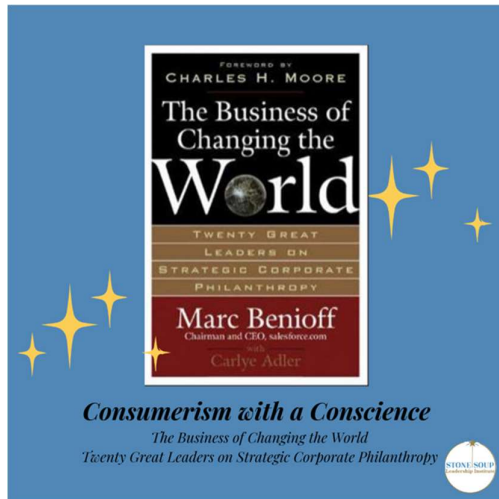
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#LessonPlans #Business #Innovation #Philanthropy
#Education #StoneSoupForTheWorld #SEL
#Diversity #StoneSoupEducationCurriculum
<https://stonesoupleadership.org/wp-content/uploads/2022/12/lesson-plan-little-company-makes-big-difference.pdf>

For Twitter:

TEACHERS check out this **FREE** #LessonPlan to inspire your students to use their ingenuity to do good. #Business #CorporateGiving #Philanthropy #SEL #Diversity #StoneSoupEducationCurriculum #StoneSoupForTheWorld #Entrepreneurs

<https://stonesoupleadership.org/wp-content/uploads/2022/12/lesson-plan-little-company-makes-big-difference.pdf> @credomobile



Saturday: The Business Of Changing The World

Read Laura Scher's chapter *Consumerism with a Conscience*: in the book, *The Business of Changing the World*, 20 leaders share their corporate philanthropy secrets for the first time, revealing how any company can start their own program and reap enormous benefits..."

"Across the globe, companies large and small are making a tremendous difference in the lives of others and, in turn, are enhancing employee performance, boosting morale, lowering turnover, and heightening brand recognition.

#CorporateSocialResponsibility #CSR #MarcBenioff #GreenBusiness #CorporatePhilanthropy
#Innovation <https://goto.now/neRoO>

For Twitter:

Read Laura Scher's chapter *Consumerism with a Conscience* and how 20 leaders share their secrets, reveal how any company can reap enormous benefits..." #CorporateSocialResponsibility #CSR
#GreenBusiness #CorporatePhilanthropy #Innovation <https://goto.now/neRoO>