

THE FIRST QUARTER ADVANTAGE

Businesses today are working within three linked expectations:



AND THIS IS ALSO SHAPING HOW CSR IS BEING UNDERSTOOD.

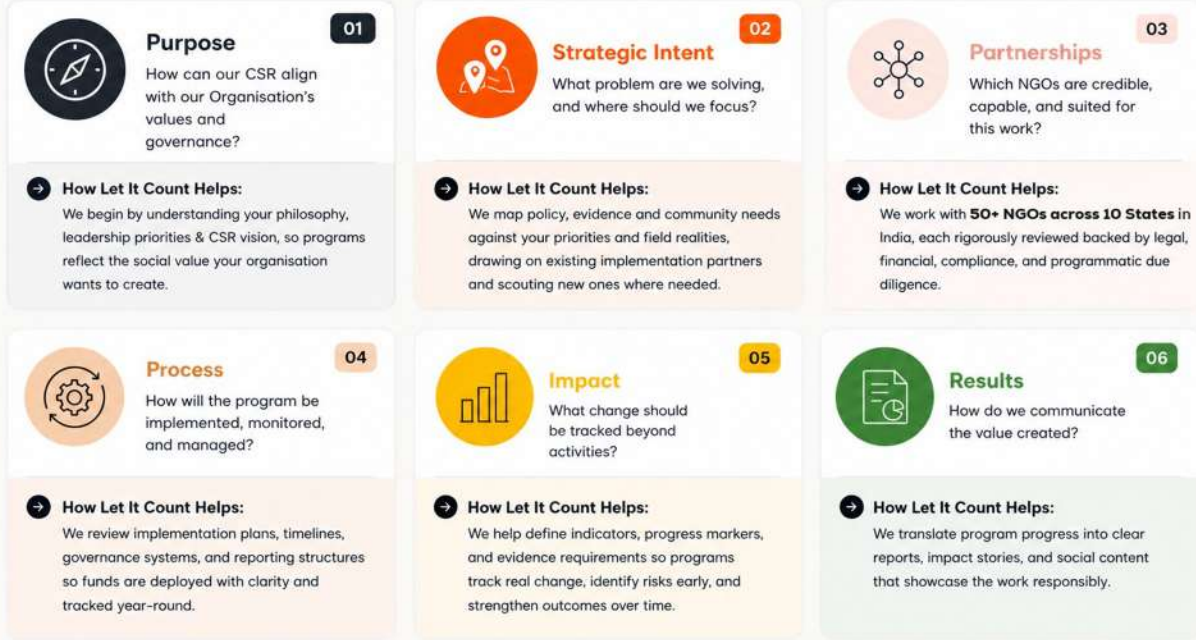
Companies are moving beyond compliance and contribution to think in terms of long-term impact, people, planet, governance, partnerships, and real value.

The question is, what kind of change does the company want to support, who is best placed to deliver it, and how will that impact be monitored and sustained over time?

AT LET IT COUNT, WE SEE THIS THROUGH ONE LENS: BETTER CSR BEGINS WITH BETTER QUESTIONS.

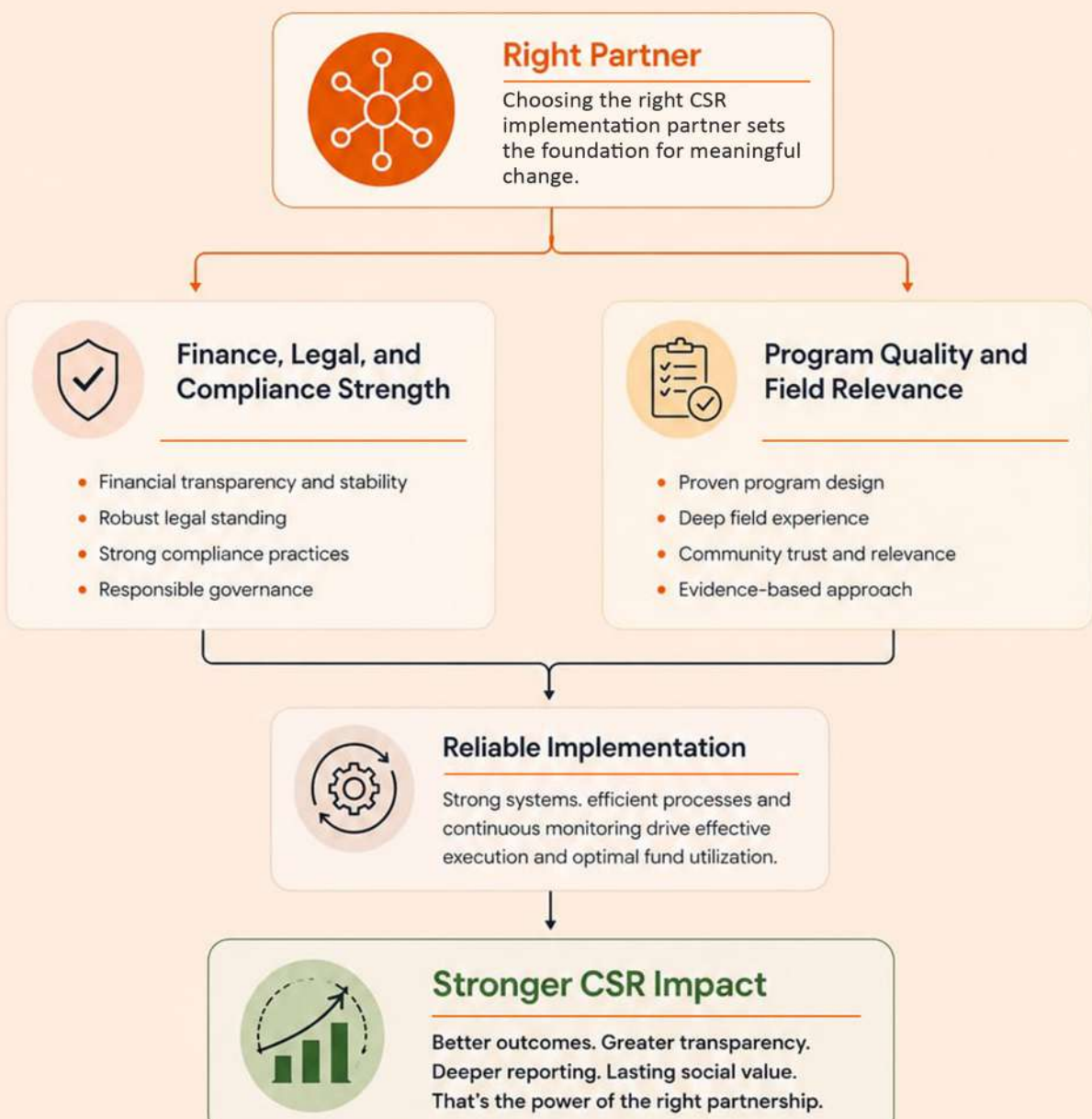
THE BUILDING BLOCKS OF BETTER CSR

CSR needs structure, clarity before deployment, verification before partnership, and monitoring once implementation begins.



These are the building blocks that help CSR move from **intent** to **measurable impact**

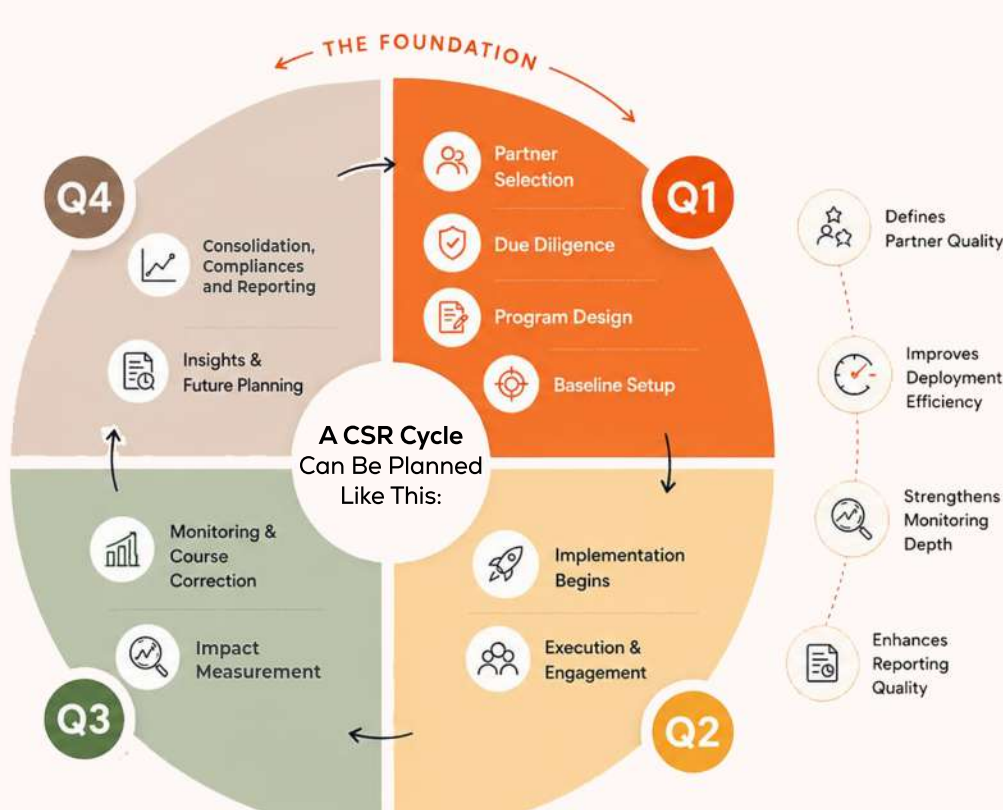
THE RIGHT PARTNER CHANGES EVERYTHING



This gives **CSR teams** greater confidence and pride before funds are deployed.

WHY THE TIME IS NOW?

The first quarter gives **CSR teams** the time to make better decisions for **partner discovery, due diligence, program design, fund deployment, monitoring, and course correction.**



Act Now !

Q1 is the right time to move from

INTENT → ACTION

Let It Count can help you with :

- IDENTIFYING THE RIGHT IMPLEMENTATION PARTNERS
- IN-DEPTH DUE DILIGENCE
- IMPACT ASSESSMENT
- BRANDING & COMMUNICATIONS
- PROGRAM DESIGN
- MONITORING & EVALUATION
- COMPLIANCE & REPORTING

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