

For Immediate Release

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Consulting Company Donates Profits to CHIP

Richmond, Va. (December 16, 2010) - Impact Makers, a Richmond-based consulting firm that contributes its profits to charity, has formed a new partnership with Children's Health Involving Parents (CHIP of Greater Richmond). Each month, Impact Makers will give at least \$1,000 earned through its consulting business to CHIP.

As a service-based organization, CHIP provides health and prevention support to children up to the age of 6 years. Team members at CHIP work with parents to ensure that their children are healthy and ready for school.

"We are excited about this partnership. All of what we accomplish is done through valuable partnerships within the community, and Impact Makers will help enhance our services from many perspectives," said Amy Strite, executive director for CHIP.

Funds will be used to support the direct-service programming at CHIP. Support for one family can cost about \$4,000 per year. In 2010, CHIP supported over 400 families.

"We have signed a formal contract obligating ourselves, regardless of profitability, to a \$1,000 per month minimum payment and a \$5,000 one-time fee," said Michael Pirron, president and CEO of Impact Makers. "At the end of the year, we look at our overall profitability and make a determination as to how much additional funding we can provide."

For CHIP, this means that less time will have to be spent on fundraising efforts, and the organization will be able to focus more time and resources toward the families it serves.

In addition to partnering with CHIP, Impact Makers will continue to support its existing partner, Rx Partnership, to help them increase access to prescription medication for Virginia's eligible uninsured. In addition, Pirron says that it is the goal of Impact Makers to broaden its community impact by becoming charitable partners with more nonprofit organizations in the future.

Beginning with a single contract and a unique business concept in 2006, Impact Makers has grown substantially in the past four years. The company has more than doubled its size and profits in the past year.

"We are excited about our prospects for growth again next year," said Pirron. "Our goal is to share at least \$100,000 with our local nonprofit partners and the people they serve, who really need help during these difficult economic times."

About Impact Makers

Impact Makers, Inc. is a non-stock, competitive social venture whose mission is to transform economic value into community value. By raising funds through free-market competition in the consulting industry and donating its profits to charitable partners, Impact Makers enables its charitable partners to focus less on fundraising and more on their core competency of delivering community service.

<http://www.impactmakers.org>.