

38 Businesses Are Giving Back for Christmas: VIP Bachelorette

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Posted by “Strategies & Tactics for Women” By Dr. Shannon Reece



‘Tis the Season to give, and that is no exception when it comes to business. But true giving is more than just providing Black Friday deals and special offers to draw customers during the last hurrah of the 4th quarter. Many businesses are taking time out to focus on those in need.

At Reece International, our goal is to provide job training for women in need through World Vision’s Help Women and Girls program. A portion of the proceeds from my coaching sales this month are being given to World Vision with a goal of providing job training for 20 women in need through my 12 Days of Experts Project.

The great news is that we are 25% of the way to our goal thanks to the generous donations from Dr. Monique Y. Wells and Randy Morrow!! Thank you so much for your generosity for women in need!

And our project is just the tip of the iceberg this Christmas, so last week I asked -

If you are a business caught up in the spirit of Christmas giving too, please share your story and tell me – How is your business giving back to those in need this Christmas?

You will be blown away by the wonderful ways 38 businesses are celebrating the spirit of the season by giving their time, resources, and platforms to support those who are less fortunate. As I read through all the incredible submissions for this post, I couldn’t help but be inspired to think even bigger for next year. But the point is that we need not wait for Christmas to give, when there are opportunities galore to do so 365 days of the year. Be inspired!

Giving Up To Giving Back

Every year during the holiday season, companies and corporations offer “big deals” for their customers on days designated as Black Friday or Cyber Monday. This holiday season is just the same for small businesses. In most cases, these businesses will come up with something to make a quick buck or to accumulate a profit based off of holiday shoppers.

At VIP Bachelorette, this is not the case. Our definition of a “Big Deal” is creating a Christmas for underprivileged families who have endured a year of unfortunate circumstances. To do this, the staff at VIP decided to give up the annual holiday party. After numerous touching stories, two families were selected for VIP Bachelorette to create a Christmas for. The staff & family will personally deliver gifts, clothes and food to them on Christmas.

Thanks to Angela Burdick of VIP Bachelorette