



SHRIVER
CENTER

Sargent Shriver National Center on Poverty Law

Taking action to end poverty

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SARGENT SHRIVER NATIONAL CENTER ON POVERTY LAW JOINS

INVESTING IN COMMUNITIES® (IIC)

Get Giving_{sm}!

Individuals and businesses can now generate financial support for the Sargent Shriver National Center on Poverty Law (Shriver Center) at no personal cost by making their real estate transactions IIC® transactions!

The Shriver Center has become an Investing In Communities nonprofit Partner, and can now receive funds through IIC®. IIC will enable supporters of the Shriver Center to continue their philanthropy through difficult times, just by satisfying their existing real estate needs. The process is simple:

1. An IIC Friend (consumer of real estate services) approaches an IIC Broker Member with a real estate need (Friends may also ask their preferred broker to join IIC if he or she is not already a Member. It's fast and easy!).
2. IIC Broker Members agree to pledge **no less than 10%** of their commission to the IIC Nonprofit Partner(s) the Friend selects.
3. IIC distributes funds generated by transactions to the selected Nonprofit Partners on a quarterly basis. Friends *direct* the philanthropy, but the *cost* is at the Broker Member's expense.

The Shriver Center believes IIC will benefit our organization, our supporters, *and* real estate professionals because IIC replaces a for-profit lead generation industry with a nonprofit platform that generates social value *and* real financial returns for participants. Though Broker Members fund IIC philanthropy, they receive positive publicity, excellent exposure, and increased visibility in return – all for a third of standard referral fees! In comparison to typical referral fees of 20-35% of a commission, the IIC pledge of 10% represents outstanding value for our real estate friends.

The Shriver Center encourages individuals, businesses, and real estate professionals to inquire about participating in Investing In Communities. Visit www.iiconline.org to learn more about IIC. Become a part of IIC, and help tell the world to *GET GIVING_{sm}!*