

## Brand Pillars

These three Brand Pillars are relevant and differentiate and distinguish Pioneers from other non-profit organizations. They describe the genetic makeup of our organization. These pillars provide our organization direction on what we do, why we do it and how we do it. As volunteers, everything we do should affirm our commitment to these pillars.

### What we do

- ✚ We move those in need from adversity to achievement
  - Serves those in need unconditionally
  - Demonstrates perseverance and commitment
  - Immediately mobilizes local groups

### Why we do it

- ✚ We make a difference in our communities
  - Effects real, tangible impact
  - Provides infrastructure for easy volunteer navigation
  - Connects Sponsor companies with local communities
  - Is supported and encouraged by Sponsor companies

### How we do it

- ✚ We take an authentic grass roots approach
  - Provides flexibility in causes and projects
  - Enables intimate connections with those we help
  - Inspires development of deeper social, professional and family relationships

## Our Commitment