



community connections

The mission of B2 first and foremost is to bless and serve the immediate communities in which our stores are located. That doesn't mean that all giving is restricted just to that community. For instance, we support Paradise Bound Ministries whose primary mission is centered in Guatemala. For the most part, however, we seek out local non-profit groups and agencies in each community that is "doing good" and seeking to make a difference in that community.

In some cases, such as Hudsonville, where we have a strong footprint, we may have a Retail Associate whose job description includes building community connections.

A few ways we give back or seek to bless each community includes Mission of the Month. This is outlined in your Welcome Packet as well as in the mission and core values document. Additionally, we seek to collaborate with other businesses that are doing good. This could include some collaborative marketing or participating in a special project together.

We seek to be very visible in the community as well. Therefore, if possible, we will participate in parades and other community events that would help create awareness to who we are as a company. Participating in the local Chamber of Commerce is another way we make connections in the community.

From time to time we also may become aware of a tragedy that struck a family, or a family that has encountered a severe challenge. B2 will also seeks to respond in a way that would be helpful. As a Retail Associate, if someone makes you aware of a local need, be sure to bring this to the attention of your Operations Lead.

B2 will constantly seek to further develop and deepen connections with the community. Our goal would be to become a catalyst for positive change, seeking to collaborate with non-profit groups, businesses, schools, and the local government.