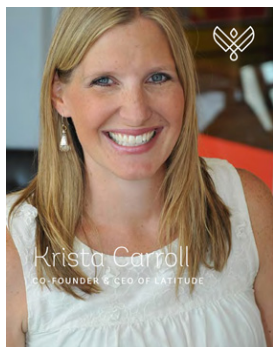


The business of giving

Written by Harry Colbert, Jr.
Wednesday, 19 March 2014 15:35



Creative design and marketing company donates half of net profits to charity

In 2009 Jeremy and Krista Carroll were living a pretty good life in New York City with few worries or cares.

Sure, there were the daily stresses of most American middle-class existences, but for the most part, the Carrolls were living the good life. Fast forward to today and the Carrolls are still living the good life – though in Minneapolis now – yet according to Jeremy Carroll, not only are they living the good life, they are working to help others to simply be able to live a life at all. In doing so, the Carrolls, along with business partner, Joey Perry, have built a rapidly expanding business based on the principle of giving – giving to the tune of half the company's net profits.

"My family owned a printing company and after 56 years they decided to close the business," explained Jeremy Carroll. "I loved the way they treated their customers, treated their staff and treated their community, so after they sold it, I was looking for something to replace that, so I decided to take a trip to Haiti. It was there in Haiti that I experienced extreme poverty for the first time."

Jeremy Carroll said up until that time, he had very little understanding of what it meant to live an impoverished existence. The awakening was shocking.

"You can see pictures of poverty and you can mentally kind of put them away, but when you see it firsthand, it truly affects your life," said Jeremy Carroll. "You can feel it. You can feel the heat; you can smell the environment. You can touch the kids and you can walk with them and you can realize that kids are kids anywhere. For me, I wanted to give those kids the opportunity that my kids have. At that moment, I just knew that building a business to give 50 percent of the profits would be the future."

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