

# JA It's My Business!®

“I don't think you ever stop giving. I think it's an ongoing process. And it's not just about being able to write a check. It's being able to touch somebody's life.”

—*Oprah Winfrey*



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Using skill, drive, and determination, Oprah Winfrey built her popular television talk show into a media empire. Her successful ventures include Harpo Studios; her cable network OWN; and *O, The Oprah Magazine*.

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“I like the term ‘social entrepreneur.’ I love starting businesses. I love making things. I think making money is good. But at the same time, I love seeing lives change.”

—*Blake Mycoskie*



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Blake Mycoskie is the founder and “Chief Shoe Giver” of the popular online shoe company TOMS. Founded in 2006, the company has what it calls a “One for One” business model, which means that for every product purchased, a person in need is helped. By October 2015, the company had given more than 35 million pairs of shoes to children around the globe. It also has expanded its giving campaign over the years: For every pair of sunglasses purchased, TOMS provides a free eye exam and any treatment needed, including prescription glasses or sight-saving surgery. For every bag of coffee bought, the company provides a week’s supply of clean water to one person. And for every bag or purse a customer buys, the company provides training for skilled birth attendants and safe-birth kits in poor nations.

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“Social entrepreneurs are not content just to give a fish or teach how to fish. They will not rest until they have revolutionized the fishing industry.”

—*Bill Drayton*



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American professor, social entrepreneur, and environmentalist William (“Bill”) Drayton (b. 1943) established and currently heads Ashoka: Innovators for the Public. The global nonprofit uses social venture capital to support and fund innovative ideas that tackle problems and solve issues in six major fields: civic engagement, economic development, health, human rights, environment, and education. The nonprofit takes its name from Indian Emperor Ashoka the Great (273–232 B.C.), one of the world’s first social entrepreneurs. Drayton’s Ashoka has more than 1,500 members in 53 countries and operates under the mission statement “Everyone a Changemaker.”

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“I never perfected  
an invention that I did not  
think about in terms of the service  
it might give others . . . I find out what  
the world needs, then I  
proceed to invent.”

—*Thomas Edison*



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World-renowned inventor and businessman Thomas Edison (1847-1931) created many concepts and products that ushered in the modern world of technology. He was one of the first to apply the principles of mass production to the process of invention. His work led to more than 1,000 patents, including the first economically viable system for generating and distributing electric lights and power. Edison's other inventions include the lightbulb, recorded sound, the motion picture camera and projector, the first motion picture studio, talking movies, and alkaline batteries.

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“This is the greatest country under the sun. But we must not let our love of country . . . cause us to abate . . . our protest against wrong and injustice.”

—*Madam C.J. Walker*



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Sarah Breedlove Williams Walker, later known as Madam C.J. Walker (1867–1919), was a generous social entrepreneur. She gave money to her local YMCA and community center in Indianapolis, Indiana. Walker's generous support also extended to The Tuskegee Institute, a learning center for people of color, and the civil rights group the National Association for the Advancement of Colored People (NAACP).

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“They came every day after school. In the summer, they were sitting on the steps outside my studio and I was driving them home at night.”

—*Susan Rodgeron*



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In 1991, artist, teacher, and entrepreneur Susan Rodgerson co-founded Artists for Humanity Inc. Her vision was to mentor inner-city middle school children in Boston, Massachusetts, to explore their creative talents. Today, the organization helps teens partner with professionals to sell their digital media, painting, web design, sculpture, and photography. Artists for Humanity works to develop young people into leaders for social change.

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“Supporting thriving communities inside our stores and in the neighborhoods where we live and work is at the heart of our mission. And being a good neighbor has never been more important.”

—Howard Schultz



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In 1981, Howard Schultz took his first sip of a locally brewed coffee in Seattle, Washington. He enjoyed the taste so much he soon joined the company. Eventually, Schultz bought the small company called Starbucks and aggressively expanded, inspired by the neighborhood coffee bars he had seen in Italy. The internationally recognized coffee and coffeehouse chain now has more than 17,000 stores in 50 countries.

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“Imagine what a harmonious world it could be if every single person, both young and old, shared a little of what he is good at doing.”

—*Quincy Jones*



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Quincy Jones (b. 1933) is an American musical genius and media mogul. During his 50 years in the entertainment industry, he has been a musician, songwriter, arranger, record producer, music director, bandleader, film and television producer, and author. A smart businessman, he knows how to make money in the music business and uses it to promote social activism. His most remarkable legacy is the historic recording “We Are the World,” which united leading artists in 1985 to raise more than \$63 million for humanitarian aid to Africa.