

Grant Thornton's Purple Paladin program

Transcript

00:00:00:14 - 00:01:24:00

VOICEOVER (FEMALE):

One small action has the power to make someone smile, ignite a passion for change, or even transform lives. And it takes special individuals to turn these actions into movements that better our communities. We like to call them “Purple Paladins” – a heroic champion and defender of a noble cause.

Purple Paladins are our everyday heroes: leaders of emerging nonprofits who are working to solve issues ranging from inclusion, accessibility, health, education and more – by taking action in ways that their communities really need. So, we set out to support them in ways they really need. This is Grant Thornton’s Purple Paladin program. A unique program that goes beyond the big check to support early-stage nonprofits with what they need, when they need it. Together with our people, we show up as volunteers, business advisers, fundraisers and ambassadors to help Purple Paladins tell their story and propel their missions forward.

Because when Purple Paladins are empowered in ways that go beyond the expected, they can hire their next staff member, find a bigger space, gain new supporters, and drive real change. One idea, one innovator, one meaningful action at a time.