The Six Pillars of Character

Trustworthiness
Be honest
Be reliable
Be loyal

Respect
Treat everyone with courtesy and dignity
Acknowledge and encourage the viewpoints and contributions of others
Be tolerant of differences

Responsibility
Fulfill your obligations
Accept responsibility for your decisions
Be accountable

Fairness
Be open-minded
Listen carefully
Make decisions without favoritism or prejudice

Caring
Be kind
Show sincere concern
Build lasting relationships

Citizenship
Follow all laws and regulations
Be a good neighbor
Protect the environment

Bloomingdale CHARACTER COUNTS!
Coalition

Our Mission
To actively build and nurture trustworthiness, respect, responsibility, fairness, caring and citizenship throughout the community

Our Vision
Our community, living the principle that CHARACTER COUNTS!

Member Organizations
Bloomingdale Bank & Trust
Bloomingdale Chamber of Commerce
Bloomingdale Fire Protection District No. 1
Bloomingdale Lions Club
Bloomingdale Park District
Bloomingdale Police Department
Bloomingdale Public Library
Bloomingdale/Roselle Rotary Club
Bloomingdale School District 13
Bloomingdale Township
Bloomingdale VFW Post 7539
McElroy Pediatric Dentistry, Ltd.
St. Isidore School
Village of Bloomingdale
Winnebago Elementary School

For information, please contact:
Barbara Weber
Assistant Village Administrator
Village of Bloomingdale
201 S. Bloomingdale Road
Bloomingdale, IL 60108
630-671-5613
weberb@vil.bloomingdale.il.us
or
visit our Coalition’s website
www.character60108.org

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www.charactercounts.org
What are some of the benefits of being a business of character?

- Higher productivity
- Higher employee morale and self-esteem
- Increased personal responsibility
- Lower absenteeism and turnover
- Improved customer service
- Increased confidence on the part of customers and community

Good business is good character, and good character is good business.

Eighty percent of people say they decide to buy a firm's goods or services partly because of their perception of its ethics.

2003 survey, Worthlin Worldwide

What can you do?

- Model good character
- Promote good character at home, at work and in the community
- Recognize people who exhibit good character
- Organize a community service activity
- Volunteer time in the community
- Contribute financial support for our Coalition's programs
- Invite a CHARACTER COUNTS! speaker to your business
- Join the Bloomingdale CHARACTER COUNTS! Coalition

Annual Membership Dues

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<tr>
<th>Category</th>
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<td>Individual</td>
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<td>Business (100+ employees)</td>
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Name(s): 

Business: 

Address: 

Please detach and mail this form with a check to:
Bloomingdale CHARACTER COUNTS! Coalition
201 S. Bloomingdale Road
Bloomingdale, IL 60108

The Bloomingdale CHARACTER COUNTS! Coalition is a 501(c)(3) not-for-profit organization