



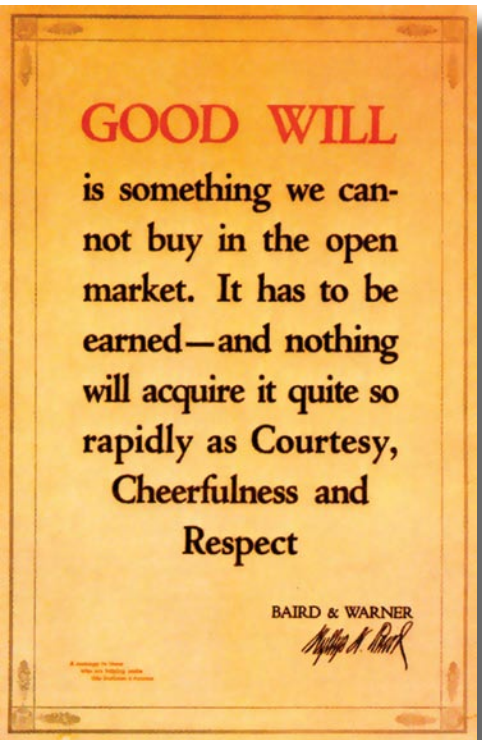
Making a Difference

Baird & Warner has a long-standing philosophy on corporate social responsibility — we've long understood that it is the duty of all good companies to take an active role in the communities in which they operate in order to generate the Good Will that is essential to the conduct of our business.

Our underlying commitment to being a good citizen was originally articulated in our "Good Will Statement" by Wyllys Baird in 1925. Today, these same values are brought to life through the Baird & Warner Good Will Network, a Chicago Community Trust donor-advised fund.

In 2008, sales associates and loan officers contributed over \$100,000 to the fund through shared transactional donations. It's amazing how quickly small contributions can add up to make a large impact.

Because of your continued support of the transactional donation (\$10 collected from every real estate and mortgage transaction) we are able to support more than 40 organizations in the city and suburbs, with particular emphasis on those providing shelter, housing and necessary social and vocational services to help end the cycle of homelessness.



The \$10 transactional shared donations add up quickly.

Your Contribution



Baird & Warner's Contribution

Both you and Baird & Warner share in this automatic contribution program, based upon your commission split. So, let's say you are on a 60/40 split: \$6 of this \$10 donation actually comes from you and \$4 comes from Baird & Warner.

That means if you do 10 transactions a year, by the end of that year, \$100 (or \$10 from each of your 10 transactions) will be contributed to the Good Will Network ... but this donation will only cost you \$60.

Even better, these monies are contributed on a pre-tax basis. Now, supposed you are in a 25 percent tax bracket. Since that \$60 was a pre-tax contribution, the actual amount of your donation is \$45 in after-tax dollars. (There's no hassle at tax time because your \$60 is not counted as income on your 1099. You don't have to keep a receipt for tax records.)

So, for \$45, you've actually helped to raise \$100 for the Baird & Warner Good Will Network and the hundreds of local non-profits benefiting from our good deeds.