The **Black Friday** edition

**Everybody’s business:**
One for one, for all

TOMS & Target partner up to create one-for-one holiday shopping – you buy something your loved one will adore, and somebody else gets a pair of shoes, a blanket, or a meal.

“I think this partnership with Target is a very smart strategic move for TOMS,” says Derek Juno, VP of Business Development at MealShare, another one-for-one social enterprise. “It’s a great way for them to keep raising awareness of the one-for-one model, introduce their brand to new customers, and have a huge social impact over the holiday season.”

**Everybody’s business:**
Spend instead

Giving to your favourite charity is good for your relationships. Your sister doesn’t get yet another scarf she doesn’t want, your dad doesn’t have to find an excuse for not wearing the reindeer slippers, and Auntie Rachel (for example) does NOT need more chocolate.

At UVic, we’ve got a streamlined donation process for either **one-time donations** or to set up **regular payroll deductions** to the United Way.

“I get behind the United Way for the same reason most of us do,” says Gustavson United Way rep Chris Graham. “Someone we know has probably benefited from one (or more) of the programs that are funded by the United Way. Giving the price of a coffee every paycheque can make a huge difference.”

“Also,” he promises, “new donors who sign up by Dec 2 will be entered in a prize draw.”

**Got a gearhead?**
If you’re going for a gift gadget, at least make it heart-healthy. Check out **The Tech Nerd Holiday Gift Guide** in redorbit.com on Nov 18, 2014 – the first item on the list will support your loved one’s (or your ☺️) efforts in the New Year’s Resolution department.

Farther down **the list** are solar-powered phone chargers. How great is that?

**Innovative intangibles**
The Vancouver Island Regional Library, the Greater Victoria Public Library, and libraries in many other places can really use your help, plus they can issue tax receipts for donations. The University of Victoria will be happy to help you make a gift to the faculty, department, sport or scholarship fund of your choice.

And in the eminently readable Happy Money (which makes a great gift too, btw), authors Elizabeth Dunn (psychology prof at UBC) and Michael Norton (business prof at Harvard) explain why you can get more happiness for your money by following five principles, from choosing experiences over stuff to spending money on others.

The five principles can be used by individuals and by companies seeking to create happier employees and provide “happier products” to their customers.

**If you have to buy**

**And in other news**
Dean Saul Klein shares his thoughts on the **Future Business School in the PRME blog** of Nov 20, 2014.