



Community of Character Traits

Responsibility

- Doing what I am supposed to do
 - Always doing my best
- Being accountable for my actions

Compassion

- Being kind to myself, others and the environment
 - Helping others in need
 - Being forgiving

Self-discipline

- Practicing self-control
- Setting goals and working toward them
- Striving for personal improvement

Honesty

- Telling the truth
- No cheating or stealing
- Being trustworthy

Respect

- Using good manners, not bad language
- Being considerate, honoring the feelings of others
- Dealing peacefully with anger, insults and disagreements

Integrity

- Being reliable: doing what I say I'll do
- Having the courage to do the right thing
 - Building a good reputation

Not just words...THIS IS ACTION!



Mission

The Mission of the Pleasanton Community of Character Collaborative is to create a community culture built on values, goodwill, and community accepted traits of responsibility, compassion, self-discipline, honesty, respect and integrity.

Goals

Inspiring individuals, families and organizations within the city of Pleasanton to take responsibility for their choices and actions.

Motivating individuals, families and organizations within the city of Pleasanton to make a difference in the world around them.

Recognizing individuals, families, and organizations within the city of Pleasanton for modeling the accepted Community of Character traits of: Responsibility, Compassion, Self-discipline, Honesty, Respect and Integrity



Applications are available at the Pleasanton Chamber of Commerce City of Pleasanton or online www.communityofcharacter.org



Invites you to Become a Recognized Organization of Character





Become an Organization of Character

Join a growing population of organizations to become a recognized

Organization of Character!

Be a leader in creating a community wide culture where we inspire, motivate and recognize organizations who commit to and demonstrate the Community of Character traits.

Become part of something special and make a difference in our community !

It Takes Everyone to Build a



WHY BECOME A RECOGNIZED ORGANIZATION OF CHARACTER?

- SOCIALLY RESPONSIBLE
- BE A LEADER IN THE COMMUNITY
- RECEIVE RECOGNITION IN LOCAL MEDIA
- BECOME PART OF A GROWING CULTURE OF CHARACTER
- BE A ROLE MODEL FOR OTHER BUSINESSES / NON-PROFITS
- EARN THE DESIGNATION
- GIVE BACK TO YOUR COMMUNITY THROUGH YOUR ACTIONS NOT JUST WORDS
- IMPROVE CUSTOMER SERVICE
- SHOW YOUR EMPLOYEES/ VOLUNTEERS YOU CARE!
- USE OF THE COMMUNITY OF CHARACTER LOGO SAYS YOU ARE AN ORGANIZATION OF CHARACTER

HOW TO BECOME A RECOGNIZED ORGANIZATION OF CHARACTER?

- COMPLETE AN APPLICATION THAT EXPLAINS HOW YOUR ORGANIZATION DEMONSTRATES THESE CHARACTER TRAITS
- PARTICIPATE AT A COMMUNITY OF CHARACTER EVENT
- VISIBLY PROMOTE THE COMMUNITY OF CHARACTER LOGO AND TRAITS
- DEMONSTRATE THE TRAITS AND SHARE YOUR STORIES!

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