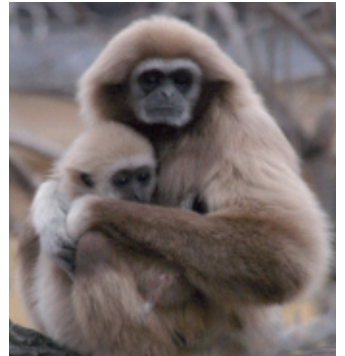


How To Certify Your Company

Visit the XL Website to download the application documents and read more detail on the criteria to certification. The programme defines a social enterprise as a company committing at least 10% of profits to its own nominated cause (or at least US\$1,000 per year if the company makes a loss or has profits of less than US\$10,000).

You will find that all the most effective social enterprises have close links with their nominated charity and customers. All XL companies lead by example in this regards. XL Vision Villas contributes to the John Fawcett Foundation, funding an eye operation for each stay to restore eyesight to a Balinese. Get vision, give vision. XL Magazine contributes to the PATT Foundation, ensuring that for each tree used in the printing of the magazine, ten times more are replanted. You will find many examples of social enterprises and the causes you can support on our website.



A Social Enterprise Story..

by Lynelle Kerr

It was a great surprise and honor, to be awarded the XL Global Social Entrepreneur of the Year Award in October 2006. I hope that by winning this award I can increase awareness of social enterprise and encourage other entrepreneurs to contribute to making our world better.

Innate's vision is to change the world one spine at a time. We provide a specialized form of chiropractic that uses light touch to the spine, to activate the body's 'innate' ability to heal and correct itself.

I have always been passionately driven to share our work with more people, especially with those that need it the most, the less fortunate and the needy, particularly the children.

Three years ago I was flicking through a magazine and came across a photo of a young Cambodian girl. She was screaming in terror, had collapsed on the ground and was clutching desperately to a woman, who was the owner of a shelter. The words "ten years old...rescued...sex trade... begging not to return..." leapt at me from the page. Shocked I threw the magazine down. What this young girl must have been through to be so traumatized was too horrific to contemplate. I wanted to forget that I had ever seen that picture.

The photo never went away, it has haunted me ever since and a year ago I decided to do something about it. So began my dream of setting up a foundation to help these children.

When I was awarded the GSE of the Year Award 2006, I was handed a cheque for \$20,000 and this launched my charity All One Foundation.

Thousands of orphans have been rescued from the sex trade and are living in shelters. It is one thing to give these children a home, however it is another to give them a life.

I made my first trip to Cambodia shortly before Christmas 2006. Of my ten years in practice, my time working with these children is definitely the most memorable. It was an honor to work with them all — they are strong souls with the most beautiful hearts.

One of the girls I worked on walked with a limp and her arm was partially paralyzed — the result of being brutally beaten and raped for two years. During her session a butterfly flew in through the window and floated around us. She was crying when she sat up afterwards — tears of joy! Her face was beaming and she kept repeating something in Khmer. She giggled and I asked the psychologist what she was saying. He had told me earlier he knew all the girls needed more help but he hadn't known what to do. With tears in his eyes he said she was saying: "I feel better, I feel better..finally... I feel better."

People have told me I should forget charity and focus solely on my business. They say charity is a distraction; something you do only after your business is well established. I believed this. "How can I help others when I am struggling to pay my rent?" I don't want to believe this any more and I don't believe in waiting. These children can't wait, the environment can't wait and the world can't wait.

I want to inspire other entrepreneurs by creating a new story that charity can be easy and fun and most importantly you don't have to wait, that the time to act is now!