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Trust company to give back to community

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Gina Pereira, Philanthropic Fiduciary Director, Meritus Trust Company Limited(Photograph supplied)

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Meritus Trust Company Limited has indicated an intention to certify as a B Corporation.

B Corps are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

They work towards reduced inequality, lower levels of poverty, a healthier environment, stronger communities and the creation of more high-quality jobs with dignity and purpose.

Meritus Trust already has **a new website update** and a new corporate theme, Family Forward.

Meritus Philanthropic Fiduciary Director Gina Pereira said: "We are redefining the "purpose of capital" for good. Now more than ever, corporate purpose and sustainability is essential.

"The world needs all sectors to take responsibility and participate in striving for and achieving solutions. We believe the private sector and private wealth play an essential role in achieving sustainability.

"To demonstrate how strongly Meritus is committed to this belief, last year, they brought me on to tap into my expertise in philanthropy and responsible stewardship of wealth and to offer end-to-end advisory and support services in these areas to families who share our values and vision.

"And our commitment doesn't stop there. To demonstrate that we are willing to walk the talk, we are also working towards the goal of becoming a certified B-Corp."

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