

Creative Community Giving

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Communities and companies have felt the economic downturn in their pocketbooks and their bottom line. Nonprofit organizations look to individuals and businesses to help us maintain our services in the community. The American Red Cross is not a governmental organization, we rely on donations from individuals, corporations and foundations to ensure our service delivery to Orange County. Therefore, during these times we must be creative in developing new opportunities for businesses to support us and help us fulfill our mission.



Individuals continue to give because they feel that their own financial circumstances don't outweigh the needs of others. Holding an ongoing employee giving campaign effectively responds to employee charitable interests while enhancing the company's employee involvement programs and providing needed resources to charities. Workplaces that offer matching gift policies help increase the impact of their employees' charitable giving. The Beckman Coulter Foundation encourages Beckman Coulter, Inc. employees to donate to the American Red Cross through their disaster relief campaigns, which have a matching gift component. Employees were motivated to raise over \$93,000 for Haiti relief, which increased to over \$186,000 with the match. *"We are proud of our long-standing disaster relief partnership with the American Red Cross and their ability to respond to those in need following a tragedy. Our employees are always willing and honored to give to the American Red Cross,"* said Marci Raudez of the Beckman Coulter Foundation.

A new way a company can support the American Red Cross of Orange County is to sponsor a female executive in joining the Red Cross Tiffany Circle of Orange County. Tiffany Circle members are influential women leaders in the Orange County community who use their collective financial power to support the unique, humanitarian mission of the Red Cross. By sponsoring a woman in this program, your company is leaving a significant philanthropic legacy in our local community. This woman will not only represent your company in this network, but will have the opportunity to participate in the annual Tiffany Circle Summit in Washington, D.C., organized by the national American Red Cross. This event features prominent nationally known humanitarian and philanthropic leaders from around the country. The woman is also given a keepsake bracelet specifically designed by Tiffany & Co. with a charm for each year of membership.

Tiffany Circle

Through the many ways that you can support the Red Cross, we are also able to customize a campaign or opportunity that fits your and your stakeholders' needs. Your support will ensure that the Red Cross is able to respond to the next catastrophic disaster just as we must meet the needs of individuals and families in Orange County on a daily basis. By supporting the Orange County Red Cross, not only is your company changing and saving lives, but you are leading the charge to a safer and more prepared community.

*Vehicle Donated by
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