

SILICA'S CLOTHING DONATION REAPS UNANTICIPATED REWARDS

Helping children and building customer relationships are both priorities for Avnet's community relations programs. In Germany, Silica employees found a way to do both by donating shirts to the junior team at the Swimming Club SG Schwabmuenchen-Noerdlingen 06 (SG-SN06).

When employees learned of the need the swimming club's junior team had for clothing from one of its best customers – whose son is on the team – it jumped at the chance to get involved. "The swim club provides a valuable sporting outlet for the youth of local communities," says Gabriele Vanselow, administrative assistant. "But like most sports clubs in Germany, it spends most of its money on the No. 1 team; therefore the juniors and kids teams are always looking for sponsoring, especially clothing donations."

Silica donated 45 shirts to SG-SN06's junior team and was happy to have helped the children and a customer. However, there was a third, unanticipated benefit. The junior team was very successful at this year's championships, beating its record for medals gained. When a local newspaper ran a story about the team's success, it was accompanied by a photo of one winner holding a trophy while wearing his Silica shirt, as well as a photo of the entire team in their Silica shirts.

"The shirts ended up being a great promotion for Silica and raised brand awareness in the community," says Kerstin Kurth, director of communications.