

EBV Turns Community Support Up

by Johannes Liel, contributing writer

Ten Poing, Germany, youth sports teams recently got a €1,000 boost from EBV Elektronik, thanks to the company's new sponsorship program.

Through the "10 x 1000" program, EBV employees were able to nominate teams to receive a €1,000 donation to be used for equipment, shoes, jerseys, tracksuits and other practical items. Employees nominated so many teams that a lottery was necessary to determine which lucky teams would receive a donation.

"Our goal at EBV Elektronik is to give the children of Poing and its surrounding area the opportunity to participate in fun, healthy and positive activities within the community," says Christian Meier, chief operating officer of EBV. "EBV's 10 x 1000 youth sports sponsor program is not focused on competitions, but on sportsmanship, developing fundamental skills and having fun."

But that's not all EBV is doing to encourage youth fitness. The Wiltshire, U.K., team recently sent 40 soccer balls to the Cape Town, South Africa, office, which distributed 20 balls to the Moritung Wa Thuto School so all members of the school's soccer team can practice their skills at the same time. The remaining 20 balls were given to another primary and secondary school in the same neighborhood.

Other items EBV sent in support of an exchange program between Moritung Wa Thuto School and Greendown Community School in the United Kingdom were fleece pullovers, lunch boxes and pens. The exchange program came to EBV's attention through a Wiltshire employee whose daughter was selected from many candidates to go on the exchange.

EBV met several times with the Greendown school organization to determine how it could support the program. "The handling of the mission was an exceptional example of EBV's global logistics – now being used to support a social project," says Christian.