

The Netherlands Nets €5,126 for Kinderhulp at Half Marathon

by Valliere Jones, contributing writer

Running a half marathon is exhausting enough, yet nine Avnet employees in The Netherlands and another who ran a full marathon managed to raise € 5,126 as they did it – while involving three partners in the process.

Marc Dubach, Benelux marketing and communications manager for Avnet Technology Solutions EMEA, planned to run the race last October in Eindhoven but didn't want to do it alone. He thought adding a charity angle would entice colleagues to join him, and he was right.

Together, the 10 employees voted on an organization for which they could raise money, ultimately selecting Kinderhulp, a Dutch organization assisting children in troubled home situations by contributing to sports clubs, children's home activities and Christmas presents.

"The idea that Avnet as a team raised money for charity and so many people actually participated was very rewarding," says Marc. "Family members, colleagues, resellers and even the Avnet European headquarters in Brussels all contributed to the cause."

Three vendors were particularly supportive, with Aladdin sponsoring the runners' registration fees so they could donate that money to Kinderhulp, and Juniper and Lefthand sponsoring T-shirts for the runners to wear during the race, as well as donating extra money for Kinderhulp.

The project was such a success that the team is planning to do it again in October, with hopes of adding more colleagues and raising even more money.