

Avnet Locations Use Holiday Events to Raise Money, Shine Spotlight on Children in Need

By adding a charity component to holiday events, three Avnet locations made the season happier for many children as well as customers, suppliers and employees.

For the second year in a row, Avnet Electronics Marketing's (EM) Peabody, Mass., office raised money for Toys for Tots during a holiday event for customers and suppliers. More than 500 people – including EM's 100 Peabody employees – brought \$5,000 worth of toys to donate, and also raised \$4,926 by entering drawings for prizes provided by EM and its suppliers. Moreover, Avnet, Inc. matched the money raised, bringing the total financial donation to \$9,852.

"The holidays are a great time to thank customers for their business, and in doing so we realized we had an opportunity to make a tremendous difference for children in need," says Steve Migliero, EM regional manager. "Adding a philanthropic aspect to our annual customer appreciation event not only made the event more fun for everyone, but also helped build and strengthen relationships."

In an effort to get more employees involved in its annual holiday party, the Avnet Technology Solutions (TS) Harbour team decided to donate proceeds from a fundraising event to the Salvation Army's Christmas Angel program. The team collected 45 prizes from suppliers and TS's Embedded Solutions Group: a Vizio 32-inch high-definition television, iPod Touch, Microsoft Xbox 360, Kodak 8.0 MP digital camera, Magellan GPS system and tickets to a Phoenix Suns game.

The party was a bigger success than imagined, with 150 employees raising \$3,875, which the Avnet Contributions Council matched for a total donation of \$7,750. "The event was our best ever," says Kevin Olson, director of integration business development for TS. "Many children got their wishes this year because of employee participation and generosity."

Because Barnardo's is a charity that is dear to TS Australia employees' hearts TS Australia decided to help the organization raise greatly needed funds by donating AUD\$5 in honor of each of the 280 attendees at its awards evening designed to thank business partners and suppliers.

"Avnet Australia has been working with Barnardo's for five years now because they do tremendous work with helping Australian children," says Michael Costigan, marketing director for TS Australia.

To help Barnardo's continue its work of placing foster children in permanent homes – something it's been doing since 1955 – TS Australia decided to kick in an additional AUD\$3,600 to bring the total contribution to an even AUD\$5,000.