

At-Risk Students Benefit from Avnet Tech Games and Computer Donations

Avnet builds working relationships one step at a time and so does its Community Relations team. Avnet's recent donation of six computers to a Phoenix-based charter school is a great example of how the company aligns its programs to more strategically benefit the community.



Two years ago, Avnet partnered with nonprofit organizations **Make A Difference** and **NPower Arizona** to create an employee volunteer activity with a technology bent. The following year, the activity evolved into **Wired & Nspired**, a comprehensive program providing local nonprofits like The Boys and Girls Club with year-long mentors. Kathy Cross, sales and marketing representative for Avnet Electronics Marketing Americas, served as one of these mentors.

During **Wired & Nspired**, a student from **StarShine Academy**, a Phoenix-based charter school, used his newly learned skills to build a multi-media presentation conveying his school's need for upgraded computers and software.

When Teri Radosevich, vice president of community relations, saw the student's presentation, she knew StarShine Academy was a perfect fit for computers built by Maricopa Community College students during the Avnet Tech Games' "AMD Build the Fastest Computer" competition in March. These systems, fully loaded with licensed software, feature state-of-the-art equipment donated by AMD, Kingston, Seagate and Microsoft.

"With limited budget and staff devoted to community relations, the best approach for Avnet locations to take is to focus their efforts," says Teri. "By picking one cause and aligning all your giving to that area, you make a big difference in a focused way instead of doing a little bit of good here, there and everywhere. In this example,

aligning our efforts with three different nonprofits is not only a more strategic use of our resources, but it also made a big difference for the students and staff at StarShine.”

Fred von Graf, who works for Avnet Technology Solutions (TS) within Technical Operations doing Integration Business Development, championed the ATG computer competition, prepared the computers for donation and then delivered them to the school. “The Avnet Tech Games has grown over the past three years into something that is truly giving back to the community on so many levels,” he said. “It’s difficult to put into words, but seeing the children and faculty faces light up when we arrived with the new computers was a touching experience.”

The school plans to use the systems in student labs and to support its administrative services. “The computers look like they are from another planet – incredible – everyone is fighting over them,” said Trish McCarty, StarShine president and founder. “They will so help us to do our amazing work. Avnet is awesome and helping to save the world!”