

TAMPA BAY CHARITY EVENT RAISES \$10,000



After raising \$3,200 for The Children's Home of Tampa Bay at its 2006 customer appreciation event, the 34 employees at Avnet Electronics Marketing's Tampa Bay branch wanted to double the amount raised at the 2007 event – but they ended up tripling it instead.

More than 40 customers and suppliers participated, enjoying a variety of Caribbean food and games, including golf chipping, bocce, horseshoes, limbo and a water balloon toss that turned into a water balloon fight – but the biggest hit of the day was the dunk tank featuring outgoing District Manager Chuck Delph (now Southwest Area Director), other Avnet executives and even some suppliers. The 125 attendees paid to throw balls at a target that, when hit, sent the executives into the water. Some even paid more for the privilege of walking up and hitting the target themselves.

Between the dunk tank and a raffle of donated items, the event raised more than \$5,000 for The Children's Home, which the Avnet Contribution Council then matched for a total donation of \$10,013. "Our customers and suppliers loved it – many said they want to be more involved next year," says Eric Lund, account manager. "It was a lot of hard work, but we'll get a big bang for our efforts the rest of the year."

