

People Helping People Business Awards

Nomination Sample

NOMINEE – Hanson McClain

CATEGORY – Exceptional Community Support - Small Business

Submitted by: Greg Hayes
V.P. Corporate Communication
Hanson McClain

1. Program Name: multiple programs
2. Number of employees participating in project(s): 30
3. Percent of employees participating in project(s): 100
4. Who benefits? Numerous people

Description: Hanson McClain's philosophy of community contribution is an every day way of doing business. Our business depends on the health of the community in which it operates and the health of the community depends on the strength of its most disadvantaged members. The opportunity there is for those with little, the better of the entire community will be.

We search out opportunities to have large impacts as opposed to dividing our support among many organizations. That being said, we still have a hard time saying no to the dozens of smaller requests for assistance we receive each year. So, we end up supporting a few key organizations with large contributions of time and resources and several other smaller organizations with smaller contributions.

Our focus at the moment is on health and welfare. The main beneficiaries of our community support are:

- 1) The Make A Wish Foundation
- 2) The Sacramento Food Bank
- 3) The Kidney Foundation

With each of these organizations, we've become the presenting sponsor of their biggest events each year. We have a history with these organizations because of their proven track record of making a difference, both short and long term, in the lives of their beneficiaries. Each of these title sponsorships represents a minimum contribution of \$10,000. An additional strategy of our focused contributions is that they would provide a foundation for the events and attract additional corporate involvement. This has certainly been the case.

Impact: Through our support of the Make A Wish Foundation, we have helped provide the fulfillment of numerous wishes for children with terminal or life-threatening illnesses. One only has to spend a moment with any of these kids to see the impact this organization has on their lives. Somewhat surprisingly, a great deal of satisfaction is had in watching the delight of family members seeing the pain washed away, even temporarily, from the lives of these kids, who face such stress every day.

Our relationship with the Sacramento Food Bank goes back more than 10 or 15 years ago when company founder Pat McClain began assisting the organization when he was in college. In 1996, Pat and the firm made a contribution to the Food Bank's Transitional Housing Program in the memory of his daughter. The Katlin J. McClain Memorial Garden is a community garden that helps teach self-sufficiency to those in need. The appeal of this garden and the Food Bank in general is that it goes beyond filling the immediate need of providing sustenance to the hungry, but it teaches them to provide for themselves. Our title sponsorship of the Food Bank's Run to the Feed the Hungry started in 1999. Since that time, the race has grown from just 4,300 runners to more than 12,000 this year. It has become a Thanksgiving Day tradition that helps draw attention to a serious need in our community at a time when people are reflecting on the grace in their own lives.

Managing people's life savings is a heavy task. The trust people put in our firm helps create a bond between our clients and the advisors that goes beyond most service relationships. Because of this, we get involved in their lives. A number of our clients have had kidney and urinary tract diseases and it dramatically increased our awareness of this issue. In light of this, we sought out a way we could help fight this battle faced by more than 11,000 kidney dialysis patients, thousands of transplant patients and thousands of others in varying stages of kidney and urological diseases in Northern California. Until this year, we were the title and/or primary sponsors of the Cadillac Invitational golf tournament that raises thousands of dollars for the organization each year. The event grew in popularity each year and we were outbid for the title sponsorship this year. That is our idea of a great success. We want all companies in this area to feel a duty to contribute to the community's overall health and welfare. We are currently looking to become the title sponsor of an additional event to raise the bar even further.