



Have-A-Heart: Putting the 'Fun' In Fundraising

The idea to raise money for an Automated External Defibrillator came up several years ago during a meeting of the Label Division Safety Team. Though it was talked about on and off for a while, it never reached fruition.

"Lots of companies get an AED, but it's re-active," Darrell Brooks, the Label Division's Safety Coordinator, explained. "They get one *after* something happens. We wanted to be pro-active, and get one *in case* something happens."

In January, the Safety Team decided to do it. Beginning with football pools and SuperBowl squares in January, the fund was able to net approximately \$150. The winner of the SuperBowl Squares pool also graciously donated her equivalent winnings of \$150.

Shortly thereafter, Rick Lu approached the Safety Team with the idea of conducting a weekly 50/50 lotto drawing. The guidelines were simple: a player could purchase tickets for \$1 each and select three numbers (0-9) per ticket. If their numbers were selected, they would win ½ of the pot, the other half going to the DeFib Fund. Someone with two of the winning three numbers would win a free play for the next round. A player with the winning numbers ordered differently would win \$10. If no one had the winning numbers in a given week, the pot would roll over for another week.

The Art Department created tickets fashioned to look like miniature simoleons, printed with the slogan 'Have-a-Heart'. The drawing was an instant hit, with some winning pots totaling over one hundred dollars and the DeFib Fund bringing in approximately \$500 to date.

As opposed to creating an atmosphere of competition, the lotto has instead fostered a sense of community, as employees good-naturedly tease one another over odds and wins. Some shared their winnings, like Christine Carnicelli, who purchased pizza for everyone with her prize money. To date, the lotto has been such a success that the Label Division's Safety Team has turned over the program to the Interaction Team, who will begin using it to fundraise for employee activities and events.

For Valentine's Day, Scott Wise donated his time and talents to the cause by crafting small handmade figurines to sell, which resulted in another \$200 toward the fund. Finally, Darrell Brooks came up with the idea of engraving names on a commemorative plaque for \$10 each, which raised another \$250 and brought the total amount raised to goal level.

Although initial estimates were quoted at around \$950 for the AED unit, the actual cost ended up being several hundred dollars more, approximately \$1250. The additional money paid for needed additions to the unit such as protective casing and a wall mount.

The AED now hangs proudly on the wall in the Label Division, a symbol of teamwork and determination.

Inspired by the Label Division's success, the Durable Products Division has begun a similar effort, raising approximately \$520 in the past four months. A detailed description on their efforts will be forthcoming upon achievement of their goal.

Congratulations to the Label Division for their success in this effort- and good luck to the Durable Products Division as they work toward their goal. Thanks to everyone who has contributed thus far!