



*A spirit of generosity*



GORDON FLESCH  
Charitable Foundation



## THE GORDON FLESCH CHARITABLE FOUNDATION:

*Supporting the communities we do business  
in for more than a decade.*



*It all began with  
a passionate leader.*

The spirit of generosity has always run deep at the Gordon Flesch Company. And we have Gordon Flesch himself to thank for that. Because he cared profoundly about his customers, he understood that their businesses could thrive only if the communities that surrounded them were also thriving.

The events of September 11, 2001, transformed Gordon Flesch's personal spirit of generosity into something more formal and enduring. The company decided to forego its annual employee recognition dinners and use those funds to help the families of first responders from the New York City police and fire departments. This effort, led by Gordon's sons, marked the beginning of what would become the Gordon Flesch Charitable Foundation.



*In Carmel, Indiana,  
Children's TherAplay  
Foundation was awarded  
\$5,000 to help fund equine*

therapy for children with a wide range of conditions, including autism, cerebral palsy, Down syndrome, spinal cord injuries and genetic disorders. Also known as hippotherapy, this technique uses the movement of a horse to help treat movement dysfunction. According to Raquel Ravient, executive director of the Children's TherAplay Foundation, "Donations like these allow us to share our unique therapies with deserving children and families, regardless of their ability to pay."



*A \$5,000 grant for the  
Royal Family Kids' Camp of  
Kane County paid the camp  
fees for 14 abused, neglected  
or abandoned boys and girls*

living in foster or at-risk homes. "With a ratio of no more than two kids per counselor, volunteers are able to model a positive lifestyle as an alternative to the negative and sometimes abusive situations many of these children have faced," said Bill Krueger, director of the Kane County Camp.

*Guided by our associates,  
focused on community need.*

Unlike most corporate giving programs, the Gordon Flesch Charitable Foundation is managed entirely by company associates. Each year, associates nominate organizations that are close to their hearts and close to their communities. The foundation's board of directors then reviews nominations and selects award recipients. Grants are generally awarded to nonprofits that assist people dealing with disease, illness or disaster. Today, the foundation has the capacity to give \$100,000 each year.



*The Women's Center of Waukesha was awarded \$5,000 to provide safety, shelter and support to women and families recovering from domestic violence, sexual assault and abuse. "This donation helps our center continue to offer women and children our services for free," said Ken Genin, development director of The Women's Center.*



*The North Central Regional Center of Canine Companions for Independence® (CCI) located in Delaware, Ohio, used \$5,000 toward the*

breeding, raising and training of companion dogs. "We provide exceptional dogs for exceptional people at no cost," said Judy Myers, North Central Development Director of CCI. "The donation from the Gordon Flesch Company will help us continue to improve lives by providing a canine companion to people with disabilities."



*Wisconsin Council of the Blind & Visually Impaired used a \$3,500 grant toward the "Accessible Websites 101" project,*

*which trains web developers to make sites accessible to those who are visually challenged. "At this time, most nonprofit, government and business websites are not accessible to the visually impaired," said Melanie McIntosh, grant coordinator for the Council. "This donation will help us provide training in basic coding and design, as well as a 'best practices' manual for developing visually impaired accessible websites."*



*People who perform.  
People who care.*

Because our employees are so closely involved in the gift-giving process, the spirit of generosity isn't just a corporate one. It's a personal one.

In response to a recent gift awarded to AWARE, an organization that provides social services to struggling families, seniors and disabled adults, Lissa Berndt and Cathy Durkin from our Madison office said, "We are fortunate to work for a company that understands the importance of giving back to the communities that their employees live in, even in these challenging times."

In response to her participation in a gift that was awarded to the Wisconsin Conservatory of Music, Carla Mazar from our Milwaukee office said, "It was great to experience this as a GFC Associate and to be part of the GFC generosity."



*In Wisconsin, the Urban League of Greater Madison used a \$5,000 grant to aid 21st Century Careers.*

"Through academic support services, 21st Century Careers helps students make the link between academics and their career dreams," said Kaleem Caire,

president and CEO of the Urban League of Greater Madison. "With this generous contribution, we will have the resources available to help even more students realize their dreams and build their road to economic success."

*Fore Hope, a Columbus, Ohio-based nonprofit, received a grant of \$5,000 to help rehabilitate*

people with disabilities by using the game of golf to expose them to physical activities, social opportunities, outdoor experiences and a return to life's mainstream. According to Mindy Derr, executive director of Fore Hope, "This donation is crucial to the success of our outreach to persons with disabilities."



*A \$5,230 donation to the Easter Seals DuPage and the Fox Valley Region*

was used to purchase new equipment to help the organization identify and rehabilitate infants and young children with hearing loss. "We now have the equipment necessary to give hearing

impaired infants the same advantages as everyone else," said Debbie Smith, an audiologist for the Easter Seals.

*The spirit is strong,  
now and forever.*

“Spirit and generosity have been a part of our company’s culture since the beginning, and the Charitable Foundation reflects that,” said Barb Anderson, president of the Gordon Flesch Charitable Foundation. “Year after year, our work and these donations provide a tremendous opportunity to be good corporate citizens by improving the quality of life in the communities where we work and live. And we look forward to continuing the tradition for years to come.”



*For more information about the  
Gordon Flesch Charitable Foundation,  
visit [gflesch.com](http://gflesch.com), or talk to your local  
sales representative.*



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