

GOOD CITIZENSHIP

Coalition Helps Guide Workplace Giving

(NAPSA)—While charity is said to begin at home, for many people charitable giving takes place at work. This is particularly true if employees can contribute to specific causes or groups they care about or believe in through a payroll deduction plan.

Now, a group of charities that once only served federal workers is making it easier for millions of employees to give to the charity of their choice.

In addition to helping workers identify their options for charitable giving, the coalition also works with employers to help them set up charitable giving programs.

Companies that have worked with the coalition, such as Sears and American Airlines, report that well-organized, charitable giving campaigns are more productive, better serving the needs of charities, the employees and the employer.

Called America's Charities, the group was established in 1980 as National Service Agencies. Today it represents over 100 charitable organizations that address a broad spectrum of health, human services, advocacy and environmental activities including Make-A-Wish Foundation of America, the NAACP, America's Second Harvest, Ronald McDonald House, Amnesty International, and others.

By representing this wide range of organizations, the group makes it possible for every donor to find a cause to support.

Through simple payroll deduction, workers can help keep fam-



Charitable giving campaigns demonstrate a company's commitment to the community.

ily farmers on their farms or support families. They can provide a child with a mentor, shelter the homeless or make a wish come true for a critically-ill child.

"When you provide the opportunity for involvement and offer more choice, the contributions naturally flow," said a Sears, Roebuck and Company representative.

In addition to contributing to the groups represented through the coalition, it is also possible for employees to work with the group as volunteers.

These volunteers—called Community Leaders—help the coalition's Regional Directors provide information about the coalition to donors and potential member charities. They also attend workplace campaign rallies and meetings.

To learn more about America's Charities, visit the Web site at www.americascharities.org or call toll free, 1-800-458-9505.