



Laufer Gives Back

A glimpse into Laufer Group International's 2011 Holiday Give Back Program

In the season of giving, Laufer Group International does just that and more. What began last year as a way to Give Back to the community at large and offer assistance to those less fortunate, has become an annual company program that means something incredibly special to each and every employee within the Laufer organization.

For the second year in a row, Laufer provided each employee with the funds to donate \$500 to the charity of their choice. Employees across all nine stations of the company were divided into groups of 3-5 to meet and discuss the charities and determine how to split their resources. Some groups pooled all of their monies and donated the whole amount to one organization. Other groups split them between two or three worthy causes and others chose to split them individually. The charities were all chosen for various reasons, some more personal than others, but the value in giving was, and is, truly universal.

Regardless of the way in which donations were split, upon conclusion of the Give Back Program 2011, **over 70 charities** were recipients of Laufer employee donations. Once again, the exercise brought employees together and made each individual aware of the importance of giving, especially during the holiday season.



A word from the President:

"...The Give Back program has nothing to do with having a good or bad year. It has nothing to do with our compensation, or meeting our targets. The Give Back program is separate - it is a way for us to acknowledge that there is suffering and need in the world that exists outside of Laufer, and that we will do something to acknowledge it, and in some small way, help the larger company we are all part of - and that company is called Humanity."

- Mark Laufer, President
Laufer Group International, Ltd.



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What The Give Back Program means to you. The Give Back Program means more than simply choosing a charity and cutting a check. It means looking inside yourself, thinking about your values, determining what has meaning to *you*.

Many Laufer employees were enthusiastic about sharing their thoughts and experiences about the Give Back Program. These heartfelt and inspiring words and stories highlight just how impactful the program is and how much it truly means to not only the charities we support, but to our very employees as well.

A Humbling Experience...

" The "Give Back Program" was an incredibly fulfilling experience. It was the first time I was given the opportunity to partake in something so profound - so selfless. At a time when most are thinking of the holidays, their family and all the expenses that come with it, here we were thinking of others. It gave me a new sense of respect for the Laufer brand - the dedication, generosity and heart our company [family] has shown left me humbled and with much pride. "

A Charity Close to Home....

" I was part of the committee that picked our charities and one of the three we chose is one that really hit close to home for me. TACA, Talk About Curing Autism, is a charity that not only helps look for a cure for autism, but more importantly to me is a resource to help families understand more about autism and connect with other families who are going through the same situation.

Almost 3 years ago when my son turned three he was diagnosed with being on the autism spectrum. At the time the only thing I really knew about autism was, like a lot of people, what I saw from the movie Rainman. I didn't want to believe that my son had autism and it took some weeks for me to accept that he did. With the help of TACA, doctors and of course my son, I have come to learn so much more about the autism spectrum. Just like a rainbow is a spectrum of colors, the children and adults with autism vary as much as those colors do.

I was excited to be involved in a small way to giving back to TACA who helped me bridge gaps along this journey with my son.

Again I want to thank Laufer for reaching out to so many charities. "

Speechless...Sort of...

" I am just speechless sometimes when I think of how great this program is...which is unusual for me!! It is just simply amazing to work for a company that is so generous in this regard. And to allow each office/employee to have a voice in how money is distributed is really something. "





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What The Give Back Program means to you.

A Sense of Pride....

"All of a sudden I knew where I was going to donate my designated money. I was going to donate the money to BVAC to upgrade their benches to serve the next 3-5 generations of children that will be coming here to play sports. Not only do I know the cause but I know exactly what the money is going to pay for.

I ended up spending an extra half hour after the meeting talking with some of the coaches and the directors about the program and what it meant to me, our office and the employees at the company. I was beaming from ear to ear as the two directors gave me a hug of appreciation for the generosity of our company. They told me they would go ahead and order the chairs so that they would be here and ready by the first or second game of the season. I left there never feeling better about being able to make a positive impact on a place so near and dear to me personally.

I certainly hope that everyone making a donation will have the same feeling of personal pride that I am feeling about this program. I certainly hope the "Laufer Gives Back" program will continue for many years to come. "

For the Needs of Others....

"In the season of 'I wants,' it is a real benefit to get outside myself and think about the real needs that are out there in my neighborhoods. I'm glad to be a part of It — To do something for others. It's informing to get together in our groups and find out what different charities are out there and how they operate, the lives they impact.

This is a unique program and a great one in my opinion. Glad to be a part of it. "

Paying it Forward....

"I think what makes this charity donation program different from any other is the fact that Laufer has given EVERYONE the opportunity to give. Many of us have experienced hard times over the last few years and have cut many things out in order to keep afloat. Unfortunately, one of the first things to be cut are those charitable expenses. Laufer has provided each and every employee the chance to "pay it forward" and help those charities that are close to our hearts and communities. "





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Getting Inspired and Inspiring Others. One of the most truly amazing things about Laufer's Give Back Program is what it inspires. Giving employees the resources to be able to provide sizeable donations to charities that are meaningful to them inspires the creativity to think of other, different ways to give back to the community.



There is no better example of "paying it forward" than in Laufer's Kansas City branch. This year, there has been a severe shortage of winter coats in the Kansas City area. The company's generosity inspired the team in KC to organize a coat drive through the winter season, with a goal of collecting between 60-100 coats! They've also become actively involved with several local food distribution organizations...

" There are several of us that became involved on a monthly basis with one of Kansas City's food distribution pantries - Harvesters. We would go in once a month on a Saturday and they would put us to work in which ever area of the warehouse we were needed. We sorted fresh fruits and vegetables, canned goods and personal hygiene items. We also worked on the Back Pack project. This is an excellent program that provides kids with an actual backpack full of food and drinks for the weekend. We sorted, wrapped and packed the bags. The schools then hand them out to kids in need on Friday afternoon. These kids may not eat ALL WEEKEND if it was not for this program. This was totally worth our time and attention. Most of us that participated had kids, so they definitely got our attention with this program. I believe everyone in Kansas City knows about Harvesters, but it was really something to see it in action and the benefit it actually has to our city."

Being able to help, in any way, shape or form, those less fortunate or offering assistance to a fund or organization we hold dear to our hearts has been a humbling and inspiring experience to all of us here at Laufer. To feel as though we are a part of something bigger, something to help make this world we live in a better place, has brought us together in ways rare within a business organization.

**Laufer's Give Back Program 2011:
Daring to Inspire, Create, Challenge, Build, Deliver.
Dare to be Different.**





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Our Charities. Over 70 non-profit organizations were recipients of Give Back Program donations this year. Charities chosen ran the gamut, from organizations dedicated to ending children's hunger, to others working toward cancer research, to others committed to strengthening youth programs, to others helping the families of children with autism and many, many more.





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Feeling Inspired? For More Information on Our Charities, or to research donation information, please contact us here at Laufer or visit their respective websites.

"We want you to know how much we appreciate Americans Feeding Americans partners like you. Thank you so much for your gift to help feed hungry children this holiday season."

Rick England
Chairman of the Board
Feed the Children

"We are honored to be a recipient of your unique "give back" program, which demonstrates Laufer's commitment to community, both locally in Los Angeles and across the nation. Your support will allow us to continue saving homeless and abused animals in our community. "

Madeline Bernstein
President
SPCA, LA

"Because of your gift, the American Diabetes Association has been able to annually fund over \$34 million in research of type 1, type 2 and gestational diabetes. I speak on behalf of those individuals affected by diabetes, our dedicated staff and volunteers when I say thank you for helping us."

Kevin T. Woods
Managing Director, Customer & Data Services
American Diabetes Association

"Thank you for making a difference in the work of the Atlanta Community Food Bank. With the help of your employees, the Food Bank can provide thousands of meals to families, seniors and people in need this holiday season. Thank you for your care, trust, and generosity."

Kimberly Hays de Muga
Senior Development Manager
Atlanta Community Food Bank

"We are so thankful for Laufer Group International LTD's donation to BVAC. Their support and generosity provided more than half of the necessary funds to provide new equipment for our youth sports programs and we feel fortunate to have Laufer Group International LTD as such a valued part of the BVAC community."

Becky Elkins
Co-Director
BVAC and FLC

