



## New Year Puts Philanthropy in Full Gear

1/29/2014

The new year represents new beginnings, the opportunity to take pride in past accomplishments and setting our sights on the road that lies ahead. Like a seamless lane change along a busy highway, Beckman Coulter's Volunteer Events and Community Relations Program has shifted into full gear with an exciting 2014 calendar of events and efforts to keep associates engaged throughout the year.

Whether you are looking for opportunities that require only a couple hours of your time, to participation in fundraisers that span the course of a couple days, the 2014 lineup provides 50 exciting ways to show and share your company pride. This year's calendar includes blood drives that will help save lives, to walks, runs and rides that ensure our commitment toward finding a cure.

Every individual event and effort selected to be part of this year's program has been carefully chosen by each Beckman Coulter facility. This hand-selection process helps to guarantee that each site is supporting charitable causes that meet the unique wants and needs of those particular associates. Indianapolis, for example, will be partnering with Be the Match (the world's largest and most diverse marrow registry) for the first time this summer. They will be hosting a donor drive to help support a local 13 year-old girl who is in need of a bone marrow donation.



## Clocking the Talk

In 2013, Beckman Coulter teams from around the globe clocked an estimated 4,600 volunteer hours participating in local community events with long-time partners like the American Cancer Society, the American Heart Association, the Cancer Council NSW, the Leukemia & Lymphoma Society, Ronald McDonald Houses and Tokyo Waterfront Sub-Center Group, just to name a few. These teams also received lots of support from senior leaders who championed these efforts by lending their names, making donations, personally volunteering and challenging their groups to achieve certain fundraising goals.

## Raising the Bar

In the U.S., teams raised \$63,000 in vital resources used to support patient programs, educational outreach efforts and important research. Combined with the Beckman Coulter Foundation's post-event matching gifts of \$43,500, that initial fundraising amount increased to over \$106,000. To achieve this, teams used traditional fundraising tools like flyers, email blasts, digital display messages and internal newsletters. Many teams raised the fundraising bar by organizing raffles, bake sales, kettle corn sales, ice cream socials, and the sale of paper hearts (Twin Cities Heart walk), balloons (Light the Night walks) and pink ribbons (Making Strides Against Breast Cancer walk).

Being part of these types of activities makes associates feel good about doing something good for others and the community in which they work and live. Such experiences provide a natural sense of accomplishment and allow associates to take pride in knowing that they are part of an organization with such a rich history of helping others.

For a complete calendar of 2014 events and efforts, please visit the [Community Relations page on Odyssey](#).

## More Ways to Get Involved

Perhaps a donation toward an educational institution versus a fundraiser might be your preference. If so, the Educational Matching Gifts Program offers 10,000 ways each year to help your dough grow. The year-round program provides a dollar-for-dollar match for each gift made by Beckman Coulter associates to the educational institution of their choice up to an annual allowance of \$10,000.

In 2013, 186 individual gifts were made by U.S. associates totaling \$127,022. With the Beckman Coulter Foundation's match, this amount grew to over a quarter of a million dollars. This was a 23 percent increase in the number of applications submitted over 2012, with a 16 percent year-over-year increase in program spending. The success of this program is a direct reflection of our associates' generosity and commitment toward supporting education institutions.

To begin the educational matching gifts process, please complete the [Educational Matching Gifts Program](#) application found on Odyssey.

For additional information or to answer any questions you may have regarding our 2014 Volunteer Events and Community Relations Program or Educational Matching Gifts Program, please contact Marci Raudez at [mfraudez@beckman.com](mailto:mfraudez@beckman.com) or x 48-6672.