



365 DAYS AND 55 WAYS TO GIVE BACK AND GET MORE IN 2013

As we enter 2013, the new year promises to be full of new opportunities. For Beckman Coulter's Community Relations Program, the new year offers us nearly 55 ways in 365 days to get out and get involved in our local communities.

From Brea, California to Brisbane, Australia, Beckman Coulter associates from across the globe have committed themselves to supporting nearly 20% more walks, runs, bike rides and community efforts in 2013. Sites like Florence and Hebron, Kentucky, are also getting into the act with comprehensive programs being established for the first time. The events and efforts in which each site decides to participate is determined from within. An example of this is our Florence facility which will be participating in the American Heart Association's Mini Walk this year on March 17. This walk is of particular importance as participants will be walking in honor of a 25+ year associate, William Rust, who passed away unexpectedly at the end of last year.



Team Mishima - River Cleaning, Nagamizumi Town



When it comes to our community efforts, the majority of our U.S. sites have now hopped on board to support Bunny Mania, a spring program that collects stuffed Easter animals for local children's hospitals. Some will also be hosting toy drives this year that serve to collect toys for patients (infant through teen) at children's hospitals and other local children's charities during the holidays.

Walk, Run or Ride to Share Your Company Pride

Participation in one of the many Beckman Coulter supported and Beckman Coulter Foundation sponsored walks, runs, bike rides and community efforts serves as a great way to share your company pride. Imagine being part of a group of 25, 65 and in some cases over 100 associates and friends and family who have come together for one common cause—to make a difference in our local communities.

These types of experiences create lasting bonds while providing opportunities for employee engagement and increased involvement.

Smiling faces in matching Beckman Coulter volunteer shirts say it all!

Give Back, Get More

In 2012, U.S. associates helped to raise nearly \$70,000 plus an additional \$41,000 in post-event matching gift contributions provided by the Beckman Coulter Foundation—increasing the amount to \$111,000. This level of fundraising is a vital resource that serves to support educational and awareness programs and research efforts for long-time community partners like the American Cancer Society, the American Heart Association, the National Multiple Sclerosis Society and the Leukemia & Lymphoma Society just to name a few.

Beyond the fact that giving makes us feel good and empowered to make a difference, there is much more to be gained through the act of helping others. Organizations are realizing that when associates are provided with the opportunity to give back, it creates a renewed sense of appreciation for the importance of their jobs. Community relations programs also allow associates to expand skills, build upon strengths and connect with colleagues as well as their community. And, volunteering can help develop skills that are instrumental in business, such as problem solving, mentoring and communications.



"I help others, because I can. We all have been somewhere in our lives that we have felt helpless, unable to change the outcome of losing a loved one. Here at Beckman Coulter we create instruments that help improve the health of others and we believe in our products. When I see us come together for a cause greater than ourselves, our belief in doing what is good is reflected," shares Peter Droog, Tech Services Senior Documentation Representative and Brea MS Bike Ride Team Captain.

For a complete calendar of Beckman Coulter's 2013 company sponsored events, please visit the [Community Relations](#) page on Odyssey.

For more information on how you can get involved in any of the 2013 scheduled events and efforts, please email Marci Raudez at mfraudez@beckman.com, or any of your local contacts included on the 2013 calendar of events.

