

# UPCOMING EVENTS



# RecognizeGood<sup>®</sup> NEWS

## Austin Says Thanks to Inspiring Volunteers



**Wednesday March 28, 2018**

### RecognizeGood Legends Ceremony - Wayne Glander

*BookSpring Offices, 2 p.m.*

**Friday April 13, 2018**

### GOODTalks

*Mothers' Milk Bank Austin, 2 p.m.*

**April 2018**

### RecognizeGood Legends Ceremony

*Stay Tuned!*

**Friday May 11, 2018**

### GOODTalks

*Mothers' Milk Bank Austin, 2 p.m.*

**Thursday May 17, 2018**

### Ethics in Business & Community Awards Luncheon

*AT&T Conference Center, 11 a.m.*

**Over 140,000 acts of gratitude were registered in this year's Say Thanks, Austin campaign** as all of Central Texas turned its attention and appreciation towards eight inspiring local volunteers.

**Carissa Mallory** of Reading Around the World Literacy Initiative, an organization providing schools in Tanzania with resources to help Swahili-speaking students learn English, finished the campaign with the most Thank You votes, and a \$10,000 pay-it-forward donation was presented in her name at City Hall. Emceed by RecognizeGood board members Bobby Jenkins and Earl Maxwell with a special message from Austin Mayor Steve Adler, this eighth annual Say Thanks, Austin Closing Ceremony reminded us yet again what extraordinary impacts can be made by those around us. RecognizeGood also presented its first-ever Distinguished Legend award to longtime community servant Tino Hernandez.

Mayor Adler told us why he loved the event so much. "We all love this city so much, and we look out for each other at every turn," said Adler. "As committed as everybody is, we need those sparks – those folks that really help show us the way. This is my opportunity, and the community's opportunity to really say

thank you to people who just seem to have a special talent for making good things real."

Say Thanks, Austin is an annual event which presents the Austin area with a unique opportunity to say "thank you" to a select group of remarkable individuals who contribute their time and talents toward exemplary acts of good. Each year, RecognizeGood selects eight Legend award recipients who become eligible to participate in the Say Thanks, Austin campaign. Once the Thank You votes have been tallied, the participant with the most votes receives a pay-it-forward donation of \$10,000 to the nonprofit organization of their choice.

Pay-it-forward donations were also made to **Kathy Manning** (Town & Country Optimist Club), **Ricky López-Galindo** (Apoyando a un Angel Foundation), **Suzanne Gladden** (Happy Birthdays), **Dr. Ellen Jefferson** (Austin Pets Alive!), **Scott Hardy** (Bastrop County First Responders), **Rodney Page** (Phoenix Rising Young Men's Group), and **Kerri Oswald** (Drive a Senior Southwest).

# RecognizeGood® Lighthouses



## SCORE Austin

**SCORE Austin** has supported the greater Austin community for the last 43 years, working to foster small business communities through education and mentoring efforts. SCORE works alongside other organizations that support small business owners, including the US Small Business Administration, Chambers and public libraries, providing educational workshops and classes to help small businesses start, grow and succeed. The organization's 70 members consist of active and retired business executives who share their experiences through mentoring sessions and workshops. SCORE's educational workshops include topics such as business plan writing, financial planning, as well as QuickBooks instructional courses. As a community nonprofit, the organization raised \$18,000 in 2017 to support the necessities of running their chapter, including rent, workshops and social media staff.



## National Charity League - Austin

**National Charity League - Austin (NCL)** has made an impact on the Austin community for the last 17 years, providing volunteer support to 23 different nonprofits with over 6,200 annual volunteer hours. The organization is comprised of 7th-12th grade girls and their mothers, working to foster mother-daughter relationships through philanthropic leadership and cultural activities. NCL's 280+ members volunteer with many different organizations including: Austin Pets Alive!, Caritas of Austin, Central Texas Food Bank, Drive a Senior, Girlstart, Lifeworks, Mobile Loaves and Fishes and Texas Military Family Support. Additionally, many of the organization's members choose to volunteer with Ronald McDonald House Charities, with over 650 annual volunteer hours dedicated specifically to this nonprofit. Mother-daughter teams enjoy the unique opportunity the Ronald McDonald House provides to help other families during their difficult times.

## RecognizeGood Board Members

**Bobby Jenkins** - Chairman

**John Bosch, Jr.** - Vice Chairman

**Andrew Cooper** - Secretary

**Earl Maxwell** - Board Member

## RecognizeGood Officers & Team

**John Bosch, Jr.** - President

**Judy Rock** - Vice President & Secretary

**Reina Wiatt** - Treasurer

**Keith Smith** - Asst. Treasurer

**Joel Coffman** - Executive Director

**George Mihalcik** - Program Director

**Dr. Jack Allen** - Program Director

**Scholley Bubenik** - Program Director

**Karolyn Knaack** - Legal Counsel

## RecognizeGood



# Ethics in Business & Community Award Finalists Announced



RecognizeGood is proud to announce the finalists for the 16th Annual Ethics in Business & Community Awards. Finalists were announced on CBS Austin's "We Are Austin" show Friday morning, the day after the program celebrated all award nominees for 2018 at a reception hosted by Concordia University Texas. The announcement was made by RecognizeGood board member and St. David's Foundation CEO Earl Maxwell alongside Concordia University Texas president and CEO Dr. Don Christian. This prestigious award recognizes the best in Central Texas leadership on the pillars of respect, fairness, honesty, justice and sustainability.

Each nominee was vetted by hand-selected students at Concordia University Texas. Students scored each nominee based on phone interviews and their own research, narrowing this list down to 15 finalists (three in each of five categories). Next, the students will begin a rigorous, in-depth review of each finalist and present their findings to an independent selection committee, made up of hand-selected Leadership Austin alumni and board members, who will select the final award recipients.

The final awards will be announced at the annual awards luncheon on May 17, 2018. It is attended each year by hundreds of Central Texas business leaders and is expected to draw more than 700 attendees in 2018. This year's Honorary Chairs are Bobby Jenkins, President of ABC Home & Commercial Services, and Earl Maxwell, CEO of St. David's Foundation.



## 2018 Award Finalists

### Individual Finalists

**Misti Potter**

*Boys & Girls Clubs of the Austin Area*

**Steve Stapp**

*R Bank Texas*

**Amber Wakem**

*\$tart-Up! Kid's Club*

### Nonprofit Finalists

**Footprints Children's  
Grief Ministry**

**Strider Safety  
Operations**

**Survive2Thrive  
Foundation**

### Small Business Finalists

**Corvalent  
Corporation**

**Per Stirling  
Capital Management**

**STRÜB  
Residential**

### Mid-Size Business Finalists

**DoubleTree  
Hotel Austin**

**Embree Group  
of Companies**

**R Bank  
Texas**

### Large Business Finalists

**A+ Federal  
Credit Union**

**Baylor  
Scott & White Health**

**Texas Mutual  
Insurance**

# With Appreciation



Joel Coffman, Executive Director

Yesterday a couple of friends asked me to lunch - their business was actively giving back to the community but not in a strategic way, and they thought I might be able to lend some advice or pass along some best practices to help their organization make more of an impact. It struck me how often this seems to be coming up! An organization is doing "stuff" in the community - they're volunteering as a group, they're supporting employee-driven causes financially, they're holding drives for food or clothing or books internally - but at a certain point they ask themselves whether the "stuff" they're doing is making an impact.

If your organization is asking this question, first let me say congratulations! It's so very easy to continue on, checking the box and feeling great about your giving program. By examining the impact you make, you're already ahead of most.

## About Us

**We are a local nonprofit that provides a means for individuals, businesses and other nonprofits to illuminate selfless volunteers, charitable acts and community service throughout the greater Austin area.** Our mission is to elevate the spirit of community by catalyzing a movement of good deeds and unselfish charity through recognizing, rewarding and promoting good in our businesses and the communities in which they reside. RecognizeGood® has several active programs that work toward this mission from different angles, but the common theme is simple – **illuminating GOOD in our community** and encouraging others to contribute, while becoming **the voice for socially responsible businesses.**

There's plenty of good happening all around us, right here in the Austin area - all you have to do is shine a light! Go out of your way to say thank you to a courteous driver, salute the volunteerism of a co-worker or give kudos to a local business for their corporate citizenship. Opportunities to show both large and small acts of gratitude are endless, but by making your thank you public at [recognizegood.org](http://recognizegood.org) you have the chance to inspire others. To learn more about us and our programs, log on to [recognizegood.org](http://recognizegood.org), sign up for our e-mail newsletter or connect with us on Facebook, Twitter, LinkedIn, YouTube, Pinterest or Instagram.

**Recognizing good in your daily life is easy and only costs a few moments of your time – help us illuminate the GOOD in our community by joining our "Community Reporters" and reporting the GOOD you see at [recognizegood.org](http://recognizegood.org).**

There is one major growth opportunity I see in terms of business giving, and that's giving TALENT. Giving of your treasure is vital, giving of your time makes you feel connected to the cause, but giving of your talent can be a gamechanger.

More and more, nonprofits are understanding the importance of running their operations like a business - this may seem to be common sense, but the passion and empathy it takes to dedicate your career in service of others often skews organizational decision-making. And that's okay! But as with a business recognizing the value of making an actual impact with its giving program, a nonprofit recognizing its need to leverage operational efficiencies is a huge hurdle to overcome in terms of mindset. Doing "business as usual" in either case falls dangerously short of the intended goal!

If you're in business, think about what you do best and how that talent might help an organization serving the community. If you're a nonprofit, take advantage of the business relationships you have! If a board member builds websites, ask them about your website. If a donor is an expert in project management, ask them for guidance in your upcoming project. Not only is that expertise worth thousands in many cases, but it allows an organization to spend its time doing what it's built to do - help others.



## ILLUMINATE

*Thank You Notes*

*Legends*

*Lighthouses*

*Ethics in Business & Community*

## CONNECT

*Business in Community*

## EDUCATE

*Speaker Series*

*Ethics in Youth Education*



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