

CUSTOMER CORNER



Although the word “recession” is not one that evokes many happy memories, the recession of 2008 brought about at least one good thing...the launching of Caring Capital, a company that partners with businesses that want to engage their employees in community service, while fostering team building within the company. Caring Capital guides the process, creating a match between a for-profit company and a nonprofit beneficiary, then leading employees as they make useful gifts, like furniture and clothing, for that agency’s clients. Having spent 20 years running uplifting arts programs for clients of social service agencies, founder and president, Susie Schub, and her team of teaching artists knew that the recession would dramatically expand the number of people in need. To ‘grow the army of volunteers’ who might help some of the children, families, seniors and service members at risk, Susie formed Caring Capital.

“Once each program is in place, corporate participants simply show up for the party,” says Schub. Within the tri-state area, Schub organizes, packs, sets up and leads each hands-on program. For companies that wish to make a national impact, Caring Capital packs and ships self-guided products: Community Outreach in a Box for groups of employees in satellite locations, and Personal Gift Kits for individuals, like sales force members, working on their own. Employment Horizons handles the packing and shipping.

With support from Employment Horizons, Caring Capital engaged more than 4,000 corporate employees in 19 states during 2012, producing gifts for more than 5,000 recipients. Nationwide, employees at New York Life, Novartis Pharmaceuticals, and Genzyme made such items as decorative pillowcases for service members, fleece blankets for young victims of abuse, comforting night lights for children mourning the loss of a parent, and bookcases for inner-city pediatricians, thanks to the 100 boxes of instructions and supplies that EH packed and shipped.

Schub is highly complimentary when referring to Employment Horizons’ staff. “Director of Operations, Ford Shaw is a genius at envisioning the steps toward success for organizing and packing our goods, and Marge Gould, Senior Production Supervisor, sets and meets the highest standards for execution. The EH team has always surpassed my hopes, and usually does so faster than expected. Besides managing comprehensive fulfillment jobs for some of our clients, EH has been gracious in handling some of our shipping needs when we’ve received small but rushed orders.”

“It is a joy to work with Employment Horizons, which gives me priceless peace of mind”, says Schub, “I take great pride too, in telling each of my clients about EH, making sure that the value of your unique service is clear and celebrated. This beautiful cycle of support helps the bottom line and nourishes the soul. What entrepreneur could ask for more?”