

Hello!

We are so excited for the upcoming Holiday Season!! It is said that this is the most wonderful time of the year. However, there are many of our very own veterans and their families who struggle to see and feel that concept. It is our mission to make a difference in their Holiday Season and let them know we appreciate their service and their sacrifices.

Laketec Communications is helmed by our President and Marine, Joseph Little. This program is very near and dear to Joe's heart and he has brought this passion to life right here at Laketec for the past ten years. It is our mission to ensure we keep this program alive and growing, which is where you come in!

Enclosed is a packet that outlines how Laketec successfully adopts several Veteran families every year. Whether you chose to adopt one or more families, you are making a huge impact on people who really deserves a hand up!

While the following program outline is tried and true for Laketec, we know that you will find your own way of tailoring this program to fit you and/or your company's culture. Thank you for your interest and we look forward to working with you, not only to help a wonderful family this year, but to take the worry out of the season and put a smile on their faces!

Thank you,

The Laketec Communications Family

## OUR STORY:

Our first step in ensuring we can help Veteran families during the Holiday season begins right here with our own Laketec Family.

During the year, we offer 'Jeans Friday' which allows our employees to wear Jeans on Fridays for a \$5 contribution to our Adopt-A-Veteran Family fund. This allows us to start building our fund beginning January 1<sup>st</sup> of every year.

We offer two different options for employees to contribute. First is a 'Payroll Contribution' option – which has turned out to be extremely successful. Employees sign up to have a deduction made directly from their paycheck, making it easier for them to contribute in a day and age where cash is rarely carried. Other employees still prefer to pay cash as they go. Either way, it is a wonderful way to start building a good foundation for the program.

These funds are used to purchase toys, gifts and clothing for each family. To put a star on the tree, our President and his wife, Joe and Kim Little, match the employee contribution dollar for dollar. The match provides an abundance of necessities for the family such as food, dry goods, household needs and so much more.

There are many other ways to lend support that doesn't require our employees to participate in the 'Jeans Friday' program. As their contribution, many employees prefer to purchase an item from the list of needs and wishes from the family. We have one employee whose mom loves getting involved by providing beautifully handcrafted poinsettias and wreaths for each family.

From there, we begin our mission with a series of team-building and holiday spirit-based activities to maximize our employee involvement. We do everything from an ugly holiday sweater contest, sharing of baked goods and even a soup cook-off where the winner receives our coveted Soup Bowl Trophy.

Our final activity is our wrapping party which is held in our office. Not only do our employees lend a hand, but so do their wives, husbands and the kiddos! There is nothing like holiday music, a pizza party and the sounds of excited kids to put us in the giving spirit!

Overwhelmed? Don't be! Next is a breakdown of our timeline and roadmap to a successful giving season.

## TIMELINE/ROADMAP:

- *EARLY NOVEMBER*
  - **Team Building:**
    - Roll out 'Holiday Activity Calendar' to start garnering excitement for the upcoming season.
    - Excellent opportunity for team building and employee camaraderie.
  - **Contacts:**
    - Contact Joseph Little at [jlittle@laketec.com](mailto:jlittle@laketec.com) or 440.759.4300 if interested
    - Liaison at the VA reaches out to Laketec to inquire how many families will be adopted for the season.
    - VA liaison reaches out to internal sources to start putting together the information needed.
  
- *LATE NOVEMBER/EARLY DECEMBER*
  - **Wish/Needs List of Families**
    - VA contact provides list of families encompassing the following:
      - Branch of service
      - Number of children and adults – including ages and gender
      - Wants, needs and wishes (including clothing sizes)
      - Method of contact
    - Internal committee member reaches out to families for the following:
      - Fill in any gaps regarding sizes, ages, gender, etc.
      - Obtain address for delivery
      - Schedule delivery date/time
    - Organize list and post internally for employees who prefer to donate through purchasing items.
  - **The Marines & Toys for Tots**
    - Reach out to local Toys for Tots to obtain toys/bikes, etc. to fill in some of the items on list. Generally, the Marines will allow one toy or bike per child, which is very helpful.
  - **Shopping**
    - Deploy teams to purchase items in different areas:
      - Clothing
      - Toys
      - Household goods
      - Food
  - **Organize & Wrap**
    - Organize all items by family
    - Label all wrapped toys/gift bag by family member
    - Enlist employees for a "Wrapping Party" to ensure all toys, gifts and clothing are wrapped and ready for delivery.
  
- *WEEK BEFORE CHRISTMAS*
  - **Delivery:**
    - Committee member reaches back out to family to confirm delivery
    - Pack up the sleigh and head out to put smiles on the faces of a very deserving family! We typically have 10 – 15 of our elves go out and help deliver. This is another great way to build camaraderie while giving back to the community.