



Humanitarian Awards Winner

Going Above and Beyond... Making Way for Company-wide Giving

AVENIR GLOBAL is a Montreal-based holding and management company that includes several international communications agencies (NATIONAL Public Relations, NATIONAL Equicom, AXON Communications, Madano, SHIFT Communications, and Padilla). AXON UK and Madano have been named among the UK's best workplaces, while AXON US and SHIFT Communications were named Top Places to Work by PR News Group. Across the firm, AVENIR GLOBAL offices have devoted nearly 6,000 pro bono hours to 130 unique nonprofit organizations worldwide in 2017. The firm has supported numerous charitable organizations through either direct volunteerism, fundraising efforts, or pro bono services, including the Canadian Cancer Society, Cancer Research Society, Food Bank for Westchester, the Eastern PA Chapter of the National Hemophilia Foundation, Ronald McDonald House Charities (RMHC) of Eastern New England, RESOLVE: The National Infertility Association, MAGIC Foundation, Seniors Secret Service Society of Alberta, Second Harvest Food Bank, the Royal Trinity Hospice, WE Charity, West End House, and various others internationally.

FIGHTING HUNGER

Hunger relief is an area in which AVENIR GLOBAL is particularly invested. For example, NATIONAL Quebec City conducted a large food drive called "Marchands de Bonheur" (purveyors of happiness) during the holiday season and distributed food baskets with a value of \$250 each to 145 families – a total of 600 people. Additionally, NATIONAL's Ottawa office provided public relations and communications support to the Ottawa Food Bank during the holiday season. The team worked with the nonprofit's leadership and communications team to develop a clear and compelling message for the promotion of the release of its Ottawa Hunger Report 2017: Fighting Hunger. For the second year in a row, the NATIONAL Toronto office supported Second

Harvest, an organization that collects and repurposes food throughout the city. By splitting up into four teams and competing to see which team would sell the most tickets, the office raised a total of \$3,276.25.

SUPPORTING PRO BONO WORK

As a part of the AXON US office, the work that has been the most personally impactful for me as an employee is the 10 hours per month AVENIR GLOBAL sanctions for my pro bono work with Family-to-Family, a Westchester-based nonprofit organization focusing on the area of hunger relief.

Their flagship program, Sponsor A Family, facilitates food assistance to some of the poorest communities across the U.S.

The program provides over 30,000 meals per month to roughly 2,160 struggling moms, dads, and kids in 36 American communities across 17 states. Family-to-Family's programming has also facilitated sponsorships of 37 refugee families, 15 elderly Holocaust survivors, and several veterans. In acknowledgment of the organization's incredible work, Family-to-Family was named an "Outstanding Nonprofit" by *Westchester Magazine* in 2018.

FAMILY-TO-FAMILY – A PERSONAL PASSION

I have worked with Pam Koner, the Founder and Executive Director of Family-to-Family, for a year now as a volunteer grant writer. I conduct background

research on grant opportunities, prepare Letters of Intent (LOIs), and draft grant submissions. Pam has been a joy to speak with during our weekly status updates. Her deep empathy and love of her work is palpable, even over the phone. So far, Family-to-Family has received \$5000 from the grants I've helped them submit – an amount that has helped provide approximately 5670 meals to around 60 hungry families, or 270 individuals. As someone with a background in public health, I understand how food insecurity can have severe physical, emotional, and psychological impact throughout an individual's life course. Therefore, assisting AVENIR GLOBAL's hunger relief efforts through Family-to-Family was a role to



Sarah Gould with the food collected during the 2017 Thanksgiving food drive.

which I was particularly drawn. Despite Westchester being a wealthy county, pockets of severe need exist. Approximately 200,000 people are at risk of hunger or facing food insecurity in Westchester, 33% of whom are children. I am proud that my work with Family-to-Family has helped individuals in need in local communities, and I look forward to continuing my work with Family-to-Family for the foreseeable future.

In addition to my work with Family-to-Family, AVENIR GLOBAL also granted me time to organize a food drive last Thanksgiving. We sponsored a drive throughout not only the AXON US office but also the larger building in which our office is housed. We collected over 100 pounds of food for the Food Bank for Westchester, the nonprofit organization that supplies 95% of all the food distributed annually across the region's food pantries, soup kitchens, shelters, and daycare and residential programs.

DEDICATED TO HIGH IMPACT

I believe the time AVENIR GLOBAL has offered not only to me, but also to its multitude of employees, to do truly

impactful work on both a local and international scale makes my company a strong candidate for HME's Company Humanitarian Award.

Valérie Beauregard, the Executive Vice President, says, "We bring [our values] to life through our active participation in the communities in which we work day after day. Knowing we're making a positive difference in people's lives is what instills motivation in us to always go the extra mile." I couldn't agree more. The network's 750+ employees strive to embody the network's commitments to ethical conduct, social investment, environmental performance, and human capital development out of a sincere desire to create positive change. Our ongoing work with the organizations mentioned and more is a clear demonstration of that goal.

AVENIR GLOBAL's home base is located at 1155 Metcalfe Street, Suite 800, Montreal, QC H3B 0C1, Canada. For more information, contact Sarah Gould at 914-701-0100, ext. 5359, or sgould@axon-com.com.



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