

Corporate Good Samaritans

Young Companies Make A Big Difference To the Needy

December 18, 2007

Talia Mashiach, co-founder of Eved Services, has implemented charitable aspects into her growing company to help make a contribution in this world. Destination management company, Eved Services, may be small but its employees are making their mark on the world

Talia gives her employees personal days which they can spend donating their time and valuable skills to any charity or organization they choose. She also hosted a company-wide toy drive to donate toys to a children's foundation. In addition to these efforts, there is a year-long penny drive within Eved Services. Each team that brings in \$100,000 or more gets to fill a large glass jar which has been fitted with lines that signify \$100,000 increments. At the end of the year, the jar's monetary amount is donated to a charity that is voted upon by the entire company.

Eved Services is also launching a corporate philanthropy program in the New Year. This initiative will entail charities or programs that the entire company will take part in. "Taking a proactive approach as opposed to a reactive one is the way we choose to operate and function within our company," notes Talia Mashiach.