

With Local Communities

Social Contributions Activities in the Americas

BIC(USA) Employees Support Brother's 2010 United Way Campaigns

Brother employees make a difference again

This year Brother International Corporation (U.S.A) Inc. (BIC(USA)), once again, supported the Somerset County United Way*¹ (SCUW) through a corporate sponsored fundraiser from April 7th through April 27, 2010 at the corporate office. This is just one of several United Way campaigns that Brother USA employees participate in around the country. There are also successful campaigns held each year in the Tennessee and California offices.

BIC(USA) has been a long time supporter of the United Way and its mission to improve lives through the caring power of communities. The New Jersey SCUW's goal is to create long lasting changes by addressing the underlying causes of problems within the community and then providing solutions that transform people's lives. Brother employees support this mission in various ways, such as by giving a financial donation and/or by volunteering their time and energy to community programs.

To promote awareness of the United Way and their programs, many events and raffles were held during the campaigns throughout the USA. For example, at the New Jersey Kickoff Breakfast, over 125 employees turned out to find out more about the SCUW and its services as well as to enjoy a great breakfast. Another NJ event, for the third consecutive year, was a food drive to benefit the Food Bank Network of Somerset County*². The amount of food that was donated by employees reached over 19 large boxes.

BIC(USA) is very pleased with the success of this year's campaigns in all the locations which achieved their goals by exceeding or matching last year's participation and contribution totals. For example, in keeping with the Brother "At your side" tradition, this year 71% of the corporate office employees donated \$57,228.22 to support local Charities and the SCUW. With Brother International Corporation's Company Match the total National contribution to the United Way and local Charities was just over \$163,000.

This exemplifies, once again, how Brother employees stepped up to make a difference by helping all the local United Way's to create better opportunities and a better life for the disadvantaged people in their communities.



A few of the NJ Brother United Way Committee members

*1: United Way is a community-based, non-profit fund raising organization that provides funding to non-profit health and human services programs.

*2: Food Bank Network of Somerset County is a non-profit, charitable organization that distributes mostly donated food to a wide variety of agencies that in turn feed the hungry.