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Gordon Flesch Charitable Foundation Donation Stresses Importance of Childhood Nutrition

MADISON, Wis. (November 21, 2008) – The Gordon Flesch Charitable Foundation donated \$5,000 to 4-C Community Coordinated Childcare, Inc. on November 18. The donation will help fund 4-C’s Child Care Food Program which emphasizes nutrition training workshops for child care providers in southern Wisconsin.

The mission of 4-C is to advocate for the well-being of children in childcare by providing services to childcare providers that relate to referral, training and development, certification and food. In the 4-C region, 690 childcare providers feed 6,000 children, many of them for three meals each day. The Child Care Food Program conducts home food reviews and teaches providers how to prepare healthy meals.

“The donation from the Gordon Flesch Company will restore critical nutrition training that has been cut over time,” said Jody Bartnick, executive director for 4-C Community Coordinated Care.

Remaining true to the company vision to “serve the communities where we work and live,” the Gordon Flesch Charitable Foundation, Inc. has donated more than \$800,000 to various charities and organizations in Illinois, Indiana, Ohio and Wisconsin since its inception in 2002. Each year, grants totaling \$100,000 are awarded throughout the communities where the Gordon Flesch Company does business.

“The creation of the Charitable Foundation formalized a spirit of generosity that has been part of the Gordon Flesch Company culture since the beginning,” said Ann Myers, president of the Gordon Flesch Charitable Foundation. “It is a reflection of the company’s awareness that we make a living by what we get, but we make a life by what we give.”

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The Gordon Flesch Charitable Foundation, Inc. is led by a board of four employee volunteers. The charities are selected from nominations submitted by individual associates throughout the Gordon Flesch Company. Organizations, large and small, that provide assistance to those suffering from disease or recovering from disaster are given priority attention.

Experts in office equipment, technology products, leasing and onsite services, the Gordon Flesch Company has been in business for more than 50 years. As one of the nation's largest independent digital office equipment dealerships, the company employs more than 700 people throughout 20 offices in the Midwest.

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