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Gordon Flesch Charitable Foundation Helps the Urban League Create a Greater Madison

MADISON, Wis. (July 27, 2007) – The Urban League of Greater Madison received a \$5,000 donation from the Gordon Flesch Charitable Foundation at an awards presentation held in Madison on July 24. The funds will aid Project Bootstrap, a program offered by the Urban League which helps minority and poverty-stricken middle school students explore and understand post-secondary education and career opportunities.

The mission of the Urban League of Greater Madison is to improve the social and economic situation for African Americans, other people of color and the economically disadvantaged. Project Bootstrap, one of many programs the Urban League offers, is designed to promote college readiness and career development through tutoring, career exploration and internships.

“Through academic support services, Project Bootstrap helps students make the link between academics and their career desires,” said Scott Gray, president and CEO of the Urban League of Greater Madison. “With the generous Gordon Flesch Charitable Foundation contribution, we will have the resources available to help even more students realize their dreams and build their road to economic success.”

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 \$700,000 to various charities and organizations in Illinois, 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.

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Technology that works. People who perform.

“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.”

The Gordon Flesch Charitable Foundation, Inc. is led by a board of five 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. This year, the selected organizations represent a near equal distribution of half disease-related and half disaster-related causes.

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 19 offices in the Midwest.

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