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Gordon Flesch Charitable Foundation Helps Improve Quality of Life for All Ages

MADISON, Wis. (June 24, 2008) – The Gordon Flesch Charitable Foundation donated \$5,000 to the North/Eastside Senior Coalition on June 23. The donation will help fund the Coalition’s Intergenerational Program designed to encourage seniors and youth to participate in the community together.

For more than 30 years, the North/Eastside Senior Coalition has enhanced the quality of life for senior adults by providing programs, advocacy and resources to assist them in remaining independent, active and influential. An important component to the Coalition is the Intergenerational Program which helps break down age and ethnic barriers through activities designed to connect seniors with special education, low-income and at-risk youth. Intergenerational programs and events include cooking classes, needlework classes, book discussions, bingo and a middle school/senior prom.

“The donation from the Gordon Flesch Company will help us continue to build meaningful and mutually beneficial relationships between our community seniors and youth,” said Cheryl Batterman, executive director for the North/Eastside Senior Coalition.

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.

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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.”

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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