

2002



2022

GORDON FLESCH

Charitable Foundation
20 years of giving

Following In Gordy's Footsteps



The spirit of generosity that drives the Gordon Flesch Charitable Foundation comes directly from our founder, Gordon Flesch.

He understood businesses could only thrive if the communities that surround them were also thriving. That spirit of charitable giving carries on in the form of annual contributions to non-profits located in the communities where our customers live, work and play.

"We are proud that the Foundation has been a steady and reliable presence in our communities for more than two decades," says Cheryl Halverson, President of the Gordon Flesch Charitable Foundation. "Charitable giving is part of Gordon Flesch Company's DNA, and we are committed to remaining a force for change as long as there is a need in the communities we serve."

A FAMILY PHILOSOPHY

The Gordon Flesch Company (GFC) has long engaged in charitable giving and philanthropy whenever possible. But following the September 11, 2001 attacks, Gordon Flesch's personal spirit of generosity became something more formal and enduring. The company decided to forego its annual employee recognition dinners and use those funds to help the families of first responders from the New York City police and fire departments. This effort, led by Gordon's sons, marked the beginning of what would become the Gordon Flesch Charitable Foundation.

TWO DECADES OF GIVING

Since its inception in 2002, the Gordon Flesch Charitable Foundation has donated more than \$2.1 million to various philanthropic organizations in Wisconsin, Illinois, Indiana, Iowa, Ohio and South Dakota.

The foundation also engages in targeted giving for emergency disaster relief. For example, we made donations to help the Cedar Rapids, Iowa area recover from devastating storms and gave more than \$14,000 to food banks across the Midwest to help with increased demand for services because of the COVID-19 pandemic.

HOW WE HELP

Unlike most corporate giving programs, the Gordon Flesch Charitable Foundation is managed entirely by company associates. Each year associates nominate organizations close to their hearts and their communities. The foundation's Board of Directors reviews nominations and selects award recipients. Grants are generally awarded to non-profits that assist people dealing with disease, illness or disaster.

If you are a 501(c)(3) organization, you are welcome to apply for our next round of grants. The nomination period is January 1 through March 31.

For more information about the Gordon Flesch Charitable Foundation, visit: gflesch.com/givingback or talk to your local sales representative.



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gflesch.com