



Press Release . . .



FOR IMMEDIATE RELEASE: July 8, 2008

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Local Supplier of Employee Recognition Products Puts Mission In Action: Builds Habitat for Humanity's 250th Home in Celebration of Mutual 25th Anniversaries

Grand Rapids, Mich. -- When a local company dedicated to developing employee award and recognition products and tools was nearing its 25th anniversary earlier this spring, it wanted to mark this milestone in a unique way – one which truly paid tribute to its employees and the community in which they live and work.

After much consideration and input, Baudville company leadership chose to sponsor the building of a Habitat for Humanity of Kent County LEED certified home located in northwest Grand Rapids rather than throw the typical corporate anniversary event.

Baudville's timing couldn't have been better: Habitat for Humanity of Kent County was also celebrating its 25th anniversary and was seeking a sponsor for its 250th home.

Baudville stepped up, recognizing the importance of giving all employees the opportunity to spend workdays on the construction site. Baudville employees logged over 900 hours, and elevated the experience into an exceptional teambuilding opportunity.

Brad Darooge, Baudville President and CEO, indicated: "Since our founding, Baudville has had a passionate commitment to our customers, our employees and our community. When it came to celebrating our 25th anniversary, it just made sense to do something that would recognize and strengthen those commitments."

Baudville employees will join Habitat staff, volunteers, and the Wmariam family on **Monday, July 21, 2008 at 4 pm to dedicate the home at Nagold**. Members of the media are welcome to attend.

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Pam Doty-Nation, Executive Director of Habitat for Humanity of Kent County, is thrilled for Baudville's partnership and commitment to the community. She noted, "It is always exciting to witness the creative ways companies relate sponsorships to their employees. Baudville is certainly setting a precedent by translating a very special community initiative into employee recognition as well."

Highlights of the Baudville build include:

- A kick off party at Baudville's headquarters, whereby each employee received a t-shirt
- Shuttle rides to and from the work site for employees, including a special stop at a local bakery on the way there
- Company leadership delivered lunch to employees on the work site
- Team Photo Competition: employees were encouraged to capture the most creative team picture. Winners will be announced shortly before the home dedication, and the team with the best photo will win gift cards for their own home improvement projects. Photos were posted at Baudville's headquarters and website.
- Thank you emails were sent to each employee following their day at the job site
- Vendor Day: Baudville was joined by local community business partners for a day working on the house.
- Family day: Baudville employees were able to include their friends and families in the volunteering experience by working on the house side by side on Saturdays throughout the home construction.
- The Habitat homebuyer and his family were invited to Baudville for a cookout, tour of the building and introduction to the company.

Darooge noted, "With fewer than 100 employees, Baudville demonstrates that it doesn't take a large business to play a giant role in the community. The Habitat sponsorship was made possible by Baudville's charitable outreach, *Baudville's Helping Hand*." Although Baudville has been an active contributor to community organizations since 1983, the company recently re-organized its charitable arm in order to improve relations with local charities.

"The mission of *Baudville's Helping Hand* is to provide children with lives of hope, dignity and purpose. We seek to achieve this through active support of charitable organizations working in the areas of education, public health, social justice, and environmental preservation," Darooge explains. The Habitat partnership was chosen as it fulfills multiple facets of *Baudville's Helping Hand* mission.

Baudville also rewards employees with perfect attendance records by allowing them to pick a charity of choice for a \$100 donation in their name, as well as receiving a \$100 for their personal use. In addition to Habitat for Humanity of Kent County, Baudville has partnered with American Forests, Equest Center for Therapeutic Riding, Helen DeVos Children's Hospital Foundation, Hope Network, and St. John's Home.



Baudville (www.baudville.com) is a leading provider of employee award and recognition products and tools. Today, Baudville continues to build on its past success, aggressively upgrading and expanding product development and marketing efforts. A recent renovation doubled operations to nearly 65,000 square feet to provide room for all departments to grow as the company looks to future initiatives. Baudville's 80-plus talented and dedicated employees will satisfy over 200,000 customers this year.

Habitat for Humanity of Kent County (www.habitatkent.org) is a non-profit, faith-based organization dedicated to eliminating substandard housing throughout Kent County. The Kent

County affiliate was founded in 1983 and has since built 250 homes throughout Kent and Eastern Ottawa Counties. Habitat homes are not given away – they are purchased by homeowners through 25 year, zero-interest mortgages. Hardworking Habitat homebuyers invest 300-500 hours of sweat equity into building Habitat homes before becoming a homebuyer. Habitat for Humanity of Kent County is ranked 13th out of 1700 national affiliates for 2007 homebuilding by Habitat International, and they are the #1 affiliate in Michigan. Habitat of Humanity is the only homebuilding non-profit in Kent & Eastern Ottawa Counties that targets families who make 30% to 50% of the area median income, approximately \$18,5000 - \$31,050 per year, based on income guidelines for a family of four. They are the only Habitat affiliate in the nation building all LEED-certified homes which save homebuyers an average of \$1000 per year in utility costs.