

Humanitarian Awards Winner



HEALIX



Giving Back Is a Given

With a 10-person team solely focused on corporate culture and philanthropy, giving back is engrained in the culture at Healix, IPG Mediabrands' healthcare-focused agency. Very few organizations have a team dedicated to organizing philanthropy; even fewer give staff so much flexibility for volunteering, as well as so many different opportunities to contribute both in and out of the workday. All it takes is someone to say, "This is something I'm passionate about," and the team rallies and pitches in. Giving back is part of the internal culture.

At the helm of the team is Jeffrey D. Erb, President of Healix. Jeff leads by example, rolling up his sleeves to pitch in. He constantly encourages people to get involved either with Healix's initiatives or some of their own.

GIVING SPECIFICS

The decisions about which organizations and events to support come directly from the team. The staff expressed interest in opportunities to help families and children in need, as well as medical conditions that touch some of them personally, so that is where the committee focused.

In the one year since Healix's formation, the company has:

- Stocked shelves at The Food Bank of New York City, which provides 62 million free meals per year, plus education programs and services that empower more than 50,000 people.
- Held a holiday gift drive for underprivileged children completing wish lists for New York Cares to provide for disadvantaged children, teens, and seniors, who might not otherwise receive holiday gifts.
- Used a Super Bowl pool to raise money for the American Heart Association.
- Read to children in need at Pajama Program, which offers "reading parties" for young children, and a safe place for preteens and teenagers to cultivate relationships with adults and each other. New pajamas and books are also provided.
- Hosted a school supply drive and volunteered time to pack backpacks for Volunteers of America's Operation Backpack program that provides for 20,000+ children living in NYC shelters.
- Formed a JDRF/One Walk team to raise funds and awareness for Juvenile Diabetes Research Foundation (JDRF)

and Type 1 Diabetes (T1D). JDRF funds T1D research that focuses exclusively on creating a world without T1D.

- Planned an office bake sale that raised \$445 to support the JDRF Walk team fundraising goal. The team's grand total was \$1,945.
- Planned a diaper drive for the Texas Diaper Bank to aid those displaced by Hurricane Harvey. Texas Diaper Bank combines meeting basic needs of vulnerable babies, children, and seniors with educational opportunities to strengthen families' self-reliance.



Allie Raplee reads with a young student during a Pajama Program "Reading Party."

The idea of philanthropy is such a part of Healix that when Harvey hit Texas, members of their culture and philanthropy team didn't stand around wondering what to do, they actively threw out ideas about how Healix could have an impact. The group quickly landed on the diaper bank. They didn't have to ask permission to act, the team is empowered to do so.

Healix expands its impact by inviting other business units within IPG Mediabrands to participate. Anyone who wants to support one of the causes or lend a helping hand is always welcome.

SOMETHING FOR EVERYONE

Some of Healix's giving opportunities are onetime events, some are ongoing, and others are annual. They look for a breadth of causes and organizations to support with a wide range of commitment levels so everyone can choose what fits them. There are opportunities to volunteer during work hours or on an individual's own time. Some people have time to donate, but not funds and vice versa, so Healix supports causes where time and money can be put to good use. A good example of that is the school supply drive. People purchase products or donate time to stock the backpacks...or both!

The key is that Healix as a whole is supportive of its staff volunteering. As of the end of August, the team had donated over 100 hours of time (both workday and personal time), with plans for another 100 hours by the end of the year.

Healix is located at 100 West 33rd Street, New York, NY 10001 and 105 Carnegie Center, Princeton, NJ 08540. For more information, contact Morayea K. Pindziak at 646-609-9930 (o), 347-703-6730 (c), or morayea.pindziak@healixglobal.com.