



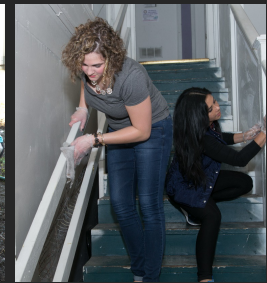
# Best Corporate Social Responsibility Program

## How Does Your Garden Grow?



### Overview:

Our pharmaceutical client held their annual conference in New Orleans and wanted to incorporate a philanthropic event for their participants during their week-long program. They wanted to do something that would honor Hurricane Katrina yet still be relevant to New Orleans today. We bussed 100 participants to the New Orleans Mission, the largest full service charity in the Gulf South. Depending on volunteer interest and capacity, they could participate in projects including: assembling hygiene kits, preparing and serving lunch, painting dormitories, painting exterior spaces or clearing and replanting a fruit and vegetable garden. Volunteers interacted with community members through the day and left a lasting mark there.



**The Request:** Typically, the client incorporates a Corporate Social Responsibility opportunity during their meetings which have taken place all across America. Being that this was their first meeting in New Orleans, the client felt a connection to the city following Hurricane Katrina and requested to do a CSR project that would benefit the city long-term.

**The Result:** We worked closely with Projects for a Purpose, the New Orleans Mission and their planning committee to construct a CSR teambuilding opportunity that would fit the parameters of the group. As a result, the client enhanced the destination by creating a freshly painted green space giving inspiration to the residents, and in turn, the group was inspired by the time they spent with the staff and residents of the Mission.

