

# Creating a culture of giving



**W**e are all fortunate to live in central Ohio since our community has always been very generous in supporting charitable causes.

Over the years, many of our local charities, including United Way, have fared very favorably when compared with similar chapters in other communities. Our community has a well deserved, excellent reputation for philanthropy, and our firm is proud to be a part of that tradition.

I have been fortunate to lead a firm that has always placed a strong emphasis on supporting charitable endeavors. Many years ago one of our senior partners said that our community has been very good to us and we need to be good to the community. This is a very common feeling among central Ohio businesses which, like our firm, have benefitted from being in this community and have a strong desire to give both time and money to our charitable institutions.

Columbus and central Ohio have also benefitted from having very strong leadership from the individuals who manage our charities. Over the years we have had some exceptionally gifted individuals leading our charities and that is true today. When you combine strong business leadership with strong leadership of the various charities, we are able to make a very significant impact on our community.

A good recent example of how our community approaches a fundraising effort is illustrated by the capital campaign for Nationwide Children's Hospital. A significant number of business leaders lined up to support the effort and for several weeks there was a full page spread in the Columbus Dispatch featuring a business leader pledging support for Children's. Our firm is very pleased to be among several million-dollar donors in this campaign. In fact, it was the largest contribution in our firm's history. It is hard to imagine an organization that has touched more lives than Children's Hospital and I'm sure this was



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a key factor for all of the many businesses that supported this effort. There was very strong leadership from key business leaders to begin the campaign. There was strong support from local businesses in pledging support. Finally, the individuals who have been responsible for running Children's over the years have done a marvelous job in making this institution one of the nation's elite. Those three factors made this effort very successful and once again show how we can get it done in central Ohio.

Most Columbus businesses, including ours, foster a sense of community within their own organizations. As we are about to celebrate our 100th Anniversary in 2009, the collegiality and friendship among our lawyers, staff and clients have made us successful and has also made it much easier to use the same attributes when we go out into the community. We are able to pull in the same direction and keep vested in the important charitable causes that we believe in. Our requests to engage in charitable causes, as I'm sure are true with most businesses, come from our people, our clients, the charities and from the community in general. Once we make a decision to support a charitable cause, we all get behind it.

Many businesses encourage all of their people to get involved in community activities and there are many ways in which individuals can become involved. They can obviously give money, but in many instances actually getting

involved with the charity by providing time and service can be even more important. I am aware of several Columbus businesses which have a very organized effort to get their people out in the community to provide a charitable service. One of our clients adopted an inner city school and their employees were expected to spend time at the school teaching basic skills on an individual basis. Much more individual attention can be given than could ever be given by the school and the teachers.

A similar example is our firm's Contributions Committee composed of our staff which is very active in the community. They have a number of fundraisers within the firm each year, including back lot barbeques, pizza parties, ticket auctions, and the like. We leave it to them to decide which charities and causes to support each year and they do a fantastic job. We give them all the support we can and the firm and many of our lawyers provide tickets, suites, and other items to be auctioned off in the fundraising. I believe these types of activities are typical of firms in Columbus.

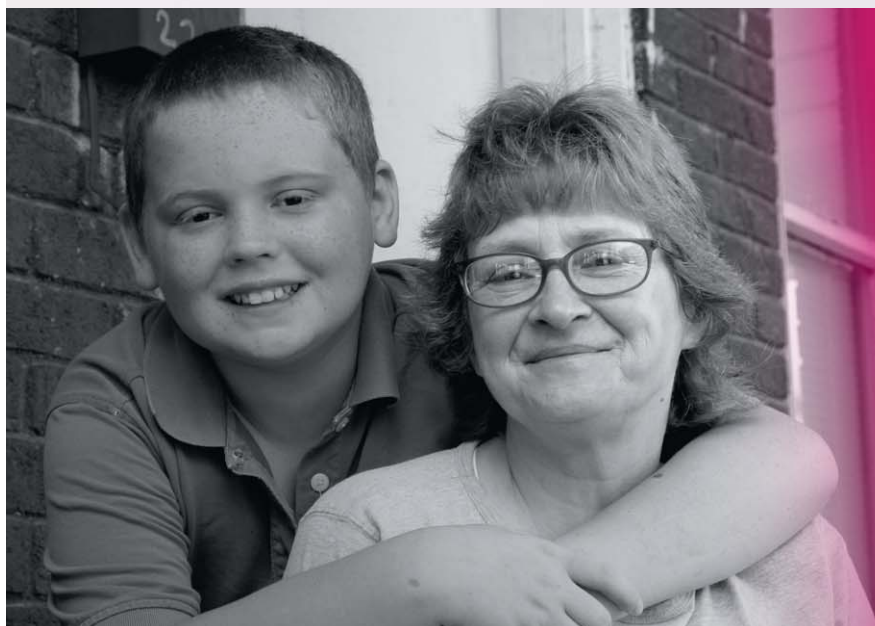
A very important part of charitable activities in our community are the walks in support of a particular charity. I am always amazed at the participation in these events and how many companies are represented. As you see the various company teams, it is like a who's who in Columbus business. One of my partners is very active in the Juvenile Diabetes Research

Foundation and, in their walk last month at The Ohio State University, more than 6,000 walkers participated. Another great example is our "Race for the Cure" for breast cancer and Columbus has one of the best attended events in the country.

Growing up in a close knit neighborhood in New York, I understood from an early age that my family and our neighborhood pulled together to take care of one another. It was tradition. Tradition plays an important role in my law firm and we are all proud of the tradition of giving we share. Ask yourself, "five years from now, what do I want the traditions of my company to say about us? Twenty years from now? One hundred years from now?" I would bet each of us would want to say our companies built a tradition of making our community better, of involving our employees in that tradition, and that we were confident those traditions would continue.

"Blanket giving" is a term I have used to describe how we and other businesses strive to cover as much of the community as we can with our choices. We know that by supporting the organizations we support we are touching more of our employees, clients and friends than we could if we focused all of our efforts on one or two causes. We make the biggest impact this way, and for us, the more members of the extended Vorys family we can help, the more satisfying it is to our tradition. I know other businesses feel the same way.

Vorys is proud to be part of Columbus' tradition of community service and corporate giving. Throughout our nearly 100 years, we certainly feel that we are the ones who have benefited from what we give and what we do. We are proud to be part of the rich culture of corporate giving that exists in Columbus and know that we and other businesses will continue to blanket Columbus with the hands-on support that has become part of the Columbus business tradition.



**BRINGING COLUMBUS BUSINESSES AND NONPROFITS  
TOGETHER FOR A BETTER COMMUNITY**