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Giving Back

Coldwell Banker Residential Brokerage CARES Foundation:
Presenting Sponsor of Project Playhouse and Diamond Sponsor of HomeAid Atlanta



The Coldwell Banker Residential Brokerage CARES Foundation recently chose HomeAid Atlanta for a two-year sponsorship commitment, which will help provide transitional housing for Atlanta's temporarily homeless. CARES will donate \$75,000 to HomeAid Atlanta this year.

Coldwell Banker Residential Brokerage CARES Foundation is unique in that Coldwell Banker sales associates and employees are the primary funders of the Foundation. Each can select a specific pledge amount to be deducted from their commission or payroll check, and the company matches dollar-for-dollar the pledged contributions. Local branch offices may also have separate fundraising activities to raise additional funds, and participation in the foundation and its activities is voluntary to the sales associates and employees.

HomeAid Atlanta was chosen as the grant recipient because HomeAid met the Foundation's goals of an organization that offers assistance in a housing-related field, is active in the entire metro Atlanta area and offers sales associates and staff the chance for hands-on volunteer activities, such as through HomeAid's annual Project Playhouse and Essentials for Young Lives Drive.

Coldwell Banker Residential Brokerage sales associates and staff support and volunteer in numerous community organizations around the metro area. Their sales associates determine which organizations will be funded by the CARES Foundation; then their agents and staff go the next step by providing volunteer support. The CARES Foundation provides the dollars and the sales associates and staff provide the time and passion.

According to Charlotte Sears, president and COO of Coldwell Banker Residential Brokerage, the Foundation takes their traditional real estate role and expands it:

- **To give back to the communities we serve:** "Our industry allows us to work with people as they achieve one of life's most important goals – home ownership. Our Foundation provides us the opportunity to give back to the communities where we live and work."
- **To work together to give more:** "Simply put, combining our resources provides us the ability to give more than we do as individuals. We are able to reach more people with needs. The company matches the funds raised through the pledges of our sales associates and staff."
- **To gain awareness for the good we do:** "For years, many of our sales associates and employees have donated time and money to organizations in their individual communities, often without public awareness. The CARES Foundation allows for consistent public awareness under one banner for the organizations we support together."



Charlotte Sears, president and COO of Coldwell Banker Residential Brokerage in Atlanta, presents the donation from the Coldwell Banker Residential Brokerage CARES Foundation to John Willis, president of John Willis Homes and the HomeAid Atlanta Board of Directors.

In just the first two years of existence, the Foundation has already made a significant impact in the Atlanta community; raising nearly \$370,000 and making contributions ranging from \$250 to \$20,000 to 116 different organizations in metro Atlanta. In addition, the Foundation sponsored a home with Atlanta Habitat for Humanity in 2006 – including the \$75,000 sponsorship fee plus more than 2,240 volunteer hours by sales associates and staff to build the home.

Sears adds, "We're very excited about the possibilities. We look forward to getting involved at all levels of HomeAid, from helping paint and clean apartment units for HomeStretch to participating in the Fairway to Haven golf tournament and using our offices as drop off points for the Essentials for Young Lives Drive in the fall. But, we're most excited about our sponsorship of Project Playhouse! We believe our partnership with HomeAid will be a huge success. Together we can work to provide shelter for the temporarily homeless women, children and families in our communities."

Coldwell Banker Residential Brokerage is a longtime member of the HBA, and many of the company's sales associates and staff are HBA council members. Coldwell Banker Residential Brokerage has also been a longtime sponsor of the HBA Sales and Marketing Council OBIE Awards, and Bea McDowell, executive vice president of the Builder Developer Services division, currently serves on the HomeAid Atlanta Board of Directors.

The Coldwell Banker Residential Brokerage CARES Foundation is the charitable arm of Coldwell Banker Residential Brokerage. It is a 501(c)(3) non-profit organization designed to direct the philanthropic and volunteer activities of Coldwell Banker Residential Brokerage to improve the quality of life in the communities their sales associates and employees serve.