

Sustainability that pays off.

Celebrate & Help – Social commitment at Pfaff-silberblau in Augsburg



Employees significantly exceeded the minimum donation amount

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Pfaff-silberblau employees get involved in social projects. The staff of Columbus McKinnon Engineered Products used their 2018 summer party to launch various fund-raising campaigns. The slogan – Celebrate & Help. Both can be combined well and many employees join in – especially when the people in need are seriously ill children.

Objective: Help for people in need

The fire disaster in Greece in the summer of 2018 also caused great suffering. Due to extreme drought, several forest fires around Athens got out of control – the authorities declared a state of emergency. The Pfaff-silberblau workforce has launched a campaign to support the Greek Community Association in Augsburg with relief supplies for the people affected.

Concept idea: Celebrate & Help

The summer party offered an ideal platform for the planned fund-raising campaigns. The sale of Pfaff-silberblau residual stock, including safety stands and wire rope winches, proved very popular with visitors. A total of 900 euros was raised through the sale and donations. Also, the later Christmas sale brought in another 456 euros. The total proceeds from both campaigns of 1356 euros went to the foundation “Der Bunte Kreis” in Augsburg to support seriously ill children and their families.

“Management proposed a minimum donation amount, but this has been significantly exceeded by our colleagues,” says Ulrich Hintermeier, Managing Director of Columbus McKinnon Engineered Products.

The willingness to help and the social commitment of the workforce is also reflected in their appeal for donations “Help for the victims of the fire disaster in Greece”. On the initiative of the works council, donations for relief supplies were collected at the summer party. More than 600 euros were collected. It was used to purchase important donations in kind such as baby food and toiletries, which were handed over to the Greek Community Association.

Facts:

- Support “Der Bunte Kreis”, proceeds: 1356 euros
- Aid for fire victims in Greece
- Donation: 600 euros for relief supplies

BLUECOMPETENCE

Alliance Member