

Giving back: Christmas in January helps meet needs

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Employees gather during Farbman Group's second annual Christmas in January food drive Jan. 26. A group of employees created the concept in 2010 to raise awareness for the need for giving year-round.

TODAY'S SUBJECT: Southfield-based real estate company Farbman Group and its second annual Christmas in January Food Drive campaign benefiting Gleaners Community Food Bank of Southeastern Michigan.

THE CAUSE: A group of employees at Farbman Group who focus on developing unique charitable giving campaigns created the Christmas in January concept in 2010 to raise awareness for the need for giving year-round. Knowing that the majority of charitable donations happen during the holiday season, Farbman's initiative is focused on the strong need for giving past the holiday season -- and the ongoing need for food donations to feed local families in metro Detroit.

BACKGROUND: Four of Farbman Group's office buildings -- Essex Centre in Southfield, Bingham Office Center in Bingham Farms,

Sheffield Office Park in Troy and the Fisher Building in Detroit -- rallied employees to work the donation trucks donated by Southfield-based Statewide Disaster Restoration. Farbman building tenants donated canned food and cash for a month prior to the event. On Jan. 26, members of the community dropped off food donations at each location for the added incentive -- the chance to win an Apple iPad.

RESULTS: More than 50 Farbman employees donated their time to make the food drive happen. During its 2010 food drive, Farbman Group collected 3,341 pounds of food and \$2,000, enough to provide 8,363 meals to southeastern Michigan families in need.

ON GIVING: "By hosting a food drive in January, it is a wonderful opportunity for our office buildings, our tenants and the local community to join together to assist our neighbors in need," said Andy Farbman,



Farbman Group employees Julie Durak and Jonathon Margolis collect food at the Essex Centre.

CEO of Farbman Group. "Giving back is a value of our company -- and it's important to reinforce it during a time of year (when) charitable donations can unfortunately become an afterthought. We are proud to do our part to help a wonderful organization like Gleaners Community Food Bank."

INFORMATION: To learn more about Farbman Group, visit www.farbman.com. To learn more about Gleaners Community Food Bank, visit www.gcfb.org.

To nominate your company, boss, colleague or employee, e-mail Steve Spalding, sspalding@freepress.com