

May 13 is RED DAY at Keller Williams Realty

by Tom Blackburn-Rodriguez



Keller Williams team members Beverly Will (front row left), Mariah Dunham, Maricela Vega, Kathy Becklin, Barbie VanMarter, Michel Buchanan, Stephen Fredrick (back row left), Kris Kozub, Gina Duncan, Lee Wheeler and Fred Romvari pose in their RED DAY T-Shirts as they prepare for their May 13 Maui Food Bank cash and food donation drive.

On Thursday, May 13, Keller Williams Realty team members will be collecting food and cash donations for the Maui Food Bank at grocery stores across Maui.

The collection effort runs from 9:30 a.m. to 3:30 p.m. at Safeway stores in Kihei and Lahaina, Foodland in Pukalani and Whole Foods in Kahului.

The Maui office of Keller Williams selected the Maui Food Bank in an effort to help stamp out hunger in our community during this difficult economic time, and as an expression of their deep concern about those not able to feed their families.

The project is part of a national day of giving back to the community organized by Keller Williams (KW). The national day of giving began in 2003 and is part of KW Cares, an idea proposed by a number of Keller Williams agents and adopted and continually motivated by Mo Andersen, Vice Chairman, Keller William International.

According to KW Maui Team Leader Lynne Woods, the Food Bank was chosen as the project to support this year because, "Without the work of the Maui Food Bank Board of Directors, staff, and volunteers, and the generous donations from our community, hundreds of citizens of Maui County would go hungry. A community denied the necessary food for survival is one of desperation."

According to Woods, the RED in RED DAY stands for "Renew, Energize and Donate" and it is the vision of Keller Williams Realty to coordinate a day of service with all of their 690+ franchise offices across the United States and Canada.

The commitment is to spend the day giving back to communities where the company has an office. RED

DAY is an extension of the efforts of KW Cares, KW's international non-profit dedicated to assisting their agents and communities with meeting emergency issues through donations from KW agents and their clients.

On May 13, all KW offices will actively engage in a coordinated effort to improve aspects of their local community. This might include rehabbing a home, cleaning up a local trail, providing food for the homeless, or any other activity that will benefit the community. On Maui, 25 agents and their families are expected to be involved in the Food Bank collection effort.

In addition to Woods, agents Gina Duncan R(S) and Lee Wheeler R(S) are key players among many in coordinating the logistics necessary for the daylong activity.

"I'm involved because I am very passionate about supporting the community in which I live and we picked the Maui Food Bank this year as our recipient," said Duncan.

"Especially in these economic times there is a great need at the Maui Food Bank. A lot of folks do give during the holiday season but during non-holidays they (the Food Bank) do go short. We reached out to them and they said there is still a great need to feed people in the community," Duncan added.

Lee Wheeler is participating in RED DAY because he believes that if everybody gives a little something, if everyone volunteers even one day a month, one day a week, one day a year, whatever they can do, it would actually make a big difference in the community.

"No matter how bad you think you may have it, there are people who have it much worse," he said. "If everyone gave a little bit at some point in time it would make things better for everyone."

Woods points out, "We encourage our families, friends, clients and those in our industry to join us in our projects. KW agents direct RED DAY projects and goals to their client databases to encourage participation through donating time or funds to the benefiting non-profit."

"These efforts build on the efforts of the agents. By informing the community of our projects we assist in the dissemination of information for the agency or particular constituents benefiting from the projects," Woods said.

RED DAY is just one example of the KW business philosophy. When one joins Keller Williams Realty they join more than a real estate company. They join a team of agents committed to their community.

KW agents in Hawaii joined the company partly because of the similarity in their beliefs and those of the company. Woods notes, "Our agents generously donate a portion of their commissions to KW Cares and to community's needs. It is a given for them," Woods said.

For more information about the Maui Food Bank and how you or your business can help, visit their website at www.mauifoodbank.org. To learn more about KW Cares go to www.KW.com/RedDay, or to www.kw.com and click on Red Day.

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