

“Arcus Spearheads 3rd Annual ‘Can Hunger’ Initiative”



Doug Firestone believes it is essential to give back to the community.

“Every year, we try to do more and more,” says Firestone, President & CEO of Arcus, an international provider of talent management solutions based in Hummelstown. “Whether it’s our local community or our global community – we believe that to be responsible citizens, we must give of ourselves.”

Locally, Arcus participates in several community outreach initiatives. “Near and dear to our hearts is the Bethesda Mission,” says Cindy Rutz, VP of HR and Corporate Culture, “We try to assist Bethesda in as many ways as we can!”

And assist they do: by volunteering at each of the Mission’s locations, holding clothing drives, making meals on a quarterly basis at the Women’s Shelter and Men’s Shelter, participating in construction projects and Mobile Mission, and holding their annual ‘Can Hunger’ food drive throughout the month of November.

“Our commitment really comes from Doug,” says Rutz, “He asked us to look into how we could become involved, and we jumped right in. Many companies spread out their community involvement to numerous organizations, but we believe that to be truly effective and life-changing, that sometimes you need to invest deeply in one single place. We wanted to become partners with an organization, not just throw them a check once a year.”

Once Arcus decided to partner with Bethesda, they began to develop a deeper relationship across all areas of the Mission. “Our first love is the Women’s Shelter,” says Rutz. Arcus has donated time, money, food, and labor to the Women’s Shelter on a consistent basis.

“Our vision was for Bethesda to pick up the phone to Arcus whenever they had a need that was not being filled,” says Firestone. “This has become reality.” Bethesda called on Arcus when the Women’s Shelter was running out of diapers, and Arcus took up a collection at their Corporate Headquarters.

For the past three years, Arcus has spearheaded ‘Can Hunger,’ a massive food collection initiative for Bethesda. Each year, the amount of non-perishable food items donated grows by leaps and bounds. The Arcus ‘Can Hunger’ campaign is by far the biggest initiative that the shelter has experienced throughout the duration of Businesses for Bethesda partnerships. Each year, as Arcus increases their collection goal of food donation, the tonnage donated becomes a piece of history for the mission.

Last year during their 2008 efforts, Arcus was able to collect more than 9 tons of food for donation to the Mission. This year they’ve set their eyes on collecting over 10 tons! With these goals increasing each year, ‘Can Hunger’ has the potential to move a mountain.

This year, Arcus would like to get more local businesses involved and participating in ‘Can Hunger.’ They’ve found that many businesses express an interest in wanting to give back to the community, but do not know how or where to begin. “Arcus is here to bridge the gap,” says Firestone.

During a teambuilding and community outreach day on **November 2nd**, teams of Arcus employees will deliver collection bags and fliers to clients, vendors, friends and companies who have agreed to participate in collecting food. The companies have approximately one month to collect canned goods and non-perishables. Then on **December 1st**, the Arcus teams will pick up the bounty and take it back to Arcus Corporate Headquarters where it will be sorted and packed and then delivered to Bethesda Mission.

The ‘Can Hunger’ campaign not only encompasses the sheer amount of food donations, it also includes the many volunteer hours that each Arcus employee puts in at the shelter. Arcus makes it a priority to take the day off at their workplace to focus their efforts on working at the mission. One hundred percent of their employees paint, clean, organize, and assist in the soup kitchen and with other projects.

“It is awesome to be able to meet Bethesda’s needs, however the real joy has been seeing people at Arcus connect with Bethesda,” says Rutz. “Arcus staff members have become personally involved, and have typically been able to find a need there that becomes their passion. For example, one of our employees loves getting to know the ladies at the Women’s Shelter, and often just stops by there on her own. In the future, we hope to see Arcus expand deeper in Bethesda. Our lives are altered when we take the time to notice the needs of others. That is big time stuff!” It certainly is.

Arcus is an international provider of talent management solutions based out of Hummelstown, PA. They’ve been working with the Bethesda Mission for nearly 3 years. To find out how you can help Arcus in ‘Can Hunger,’ e-mail CanHunger@arcus.net or visit the company website at www.Arcus.net.

