



TOP: Gathering at Cradles to Crayons are Larry Flick V and Joan Docktor—BHHS Fox & Roach CEO and President, respectively—Fox & Roach/Trident Charities President Kassie Erb, Cradles to Crayons Executive Director Michal Smith, the Philly Phanatic and BHHS Fox & Roach sales associates and employees to fill over 10,000 backpacks with supplies. BOTTOM: Ready to cook and package meals at MANNA in Philadelphia is a group of sales associates and employees from the Center City, At the Harper, Rittenhouse Square office.



Fox & Roach/ Trident Charities

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Fox & Roach/Trident Charities is characterized by the substantial amount of voluntary donations from sales associates and employees that fund its charitable efforts. Kassie Erb, President of Fox & Roach/Trident Charities, talks about how giving back has become part of the fabric of the company.

How are your charitable donations funded?

We are funded primarily by voluntary, internal donations via commissions, payroll and annual contributions from our sales associates and employees. These donations are matched up to 50 percent by the company. The company also covers 100 percent of administrative costs so every dollar donated is directed right back to our nonprofits.

How have your charity initiatives evolved over the years?

Our commitment to giving back has grown with donations from a few offices in 1995 to 75-plus offices currently. We began by giving a few thousand dollars and grew to giving over \$400,000 annually. Our Annual Backpack Challenge in July also broke our 15-year record. We raised over \$115,000 for Cradles to Crayons, through our partnership on the Ready for Learning Initiative, to give children learning supplies and necessities for the 2020–21 school year.

\$430K

donated to 200+ local charities in 2020.

\$67K+

contributed to COVID-19 relief.

\$115K+

raised for Cradles to Crayons.

How do you encourage sales associates and employees to get involved in giving back?

From company-wide initiatives to internal department and office charitable programs, we give back at a high level. When it comes to charitable giving, we have 100 percent participation from our Board of Trustees, executives and management teams. Our offices not only rally behind giving, volunteering and doing our annual events, they also do their own internal fundraising and volunteering.

What goals have you set moving forward?

We continue to promote and grow our charitable efforts on all levels—whether it's going out into our communities to lend a helping hand; making meals, masks and sunshine notes for others; collecting food for those in need; or supplying backpacks and supplies so all children can learn and succeed. We will continue to do whatever we can to help provide for our community!