

# Charity effort worth grounds of applause

GIUSEPPE TAURIELLO



UNITED EFFORT: Anthony Kittel and Maria Palumbo.

Picture: MIKE BURTON/AAP

ALL 200 staff at electronics manufacturer Redarc take their coffee the same way – socially responsible and for a good cause.

Through an initiative with social housing and community services charity Junction, the company's staff will contribute \$1 for each barista-style coffee made at the company's Lonsdale offices.

Profits will go to several charities including Junction, which helps more than 8500 South Australians every year, with a strong focus on homelessness assistance programs, child protection and domestic violence support.

Redarc managing director Anthony Kittel said the coffee program was the latest fundraising initiative in an eightyear partnership between the two organisations.

"Redarc has been supporting Junction through a range of programs, investment and in-kind initiatives since 2011," he said.

"Like Junction, we have strong ties to Adelaide's south, and we wanted to establish a meaningful relationship with an organisation which supports those in need within our community.

"There was immediately a connection with Junction. The work they do to help less-advantaged children and women achieve the most they can with their lives ... we have the same values here at Redarc.

"Our staff have embraced the opportunity to take something as routine as a daily morning or afternoon coffee as a way to help others."

In addition to the coffee program, many Redarc staff also salary sacrifice donations out of their fortnightly pay.

The contributions to Junction this financial year will contribute to Redarc's goal of raising \$40,000 for charities in the company's 40th year of operation.

Junction chief executive Maria Palumbo said the generosity of Redarc's staff supported key Junction programs including many early-intervention and support initiatives.

"When you work with vulnerable families and children who are struggling to put food on their table, in domestic violence situations or trying to find a constant, safe place to call home, every little bit of assistance adds up," she said.

"This year, both Junction and Redarc celebrate 40 years of serving South Australians.

"There is a visibly strong, mutual bond between our two organisations.

"Our partnership is a true reflection of how organisations and people can work together for the greater good."

When you work with vulnerable families and children ... every little bit of assistance adds up

**M A R I A P A L U M B O**