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JULY/AUGUST 2008
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THE BEST IN GIVING

PRODUCED AND WRITTEN BY
MEREDITH GORDON

Biggest Heart

Maine-based Jo Ellen Designs (joellendesigns.com), a maker of hand-hooked wool rugs and pillows, has established generous habits early. The young company, whose products just hit the stores in May, not only donates 10 percent of its after-tax profits to charity and local scholarships, but it also has created the *Designs for Good!* program. Each of the company's wool rug designs has been paired with a not-for-profit, which will receive \$10 from every sale of that style. Zebra Chili (2½×8 feet, \$290), shown here, benefits Agape International (agapeintl.org).

Most Personal

Giving can be most rewarding when it hits close to home—so use your skills, creativity, and excess stuff to create your own way of giving! Here at *Home*, we believe everyone deserves a warm and welcoming space, so we came up with some ideas of what we could do:

- Assist an elderly neighbor with some basic fixes around the house.
- Turn old vases into eye-catching lamps for a community center—and then offer to teach a class on how to make them.
- Pick almost any organization—whether it be a church, soup kitchen, or legal aid center—and chances are, it needs some new curtains or a pretty slipcover for a faded couch.
- Volunteer to landscape the entrance of a nearby shelter.

Do you know about a company that's committed to a cause? Is your business giving back to your local—or the global—community or making it easy for customers to do so? Then tell us about it! Send a note to mgordon@hfmus.com or to Home, 1633 Broadway, 42nd Floor, New York, NY 10019.

Best Service

Green Demolitions (greendemolitions.com) gives renovation a charitable profile. The organization removes donated luxury cabinets and appliances from donors' soon-to-be-remodeled kitchens and bathrooms free of charge, then sells the items at greatly reduced prices in its stores in Connecticut, Pennsylvania, and New York. The proceeds benefit All Addicts Anonymous a 12-step program for people with all types of addictions. Green Demolitions even provides the paperwork to claim a charitable tax deduction. ■

