

# Why Make-A-Wish® is our Designated Charity

Joe Carfagno

Ask 9-year-old Eddie who won the 1963 world wrestling championship and he immediately says “Bruno Sammartino.” The little boy with a big smile is a walking encyclopedia of wrestling trivia. He is clearly bright and happy. He is also brave and resilient as he faces a life-threatening illness. So when Make-A-Wish® Philadelphia, Northern Delaware & Susquehanna Valley asked Eddie what he’d like

for his wish, he didn’t hesitate: “Go to WrestleMania!”

CLEAR Employer Services participated in the Make-A-Wish® send-off party for Eddie, providing him with needed items for his first airplane ride. It’s the beginning of our commitment to the non-profit as our charity of choice.

These kids and their families are amazing. With all that they are going through, they keep a positive attitude



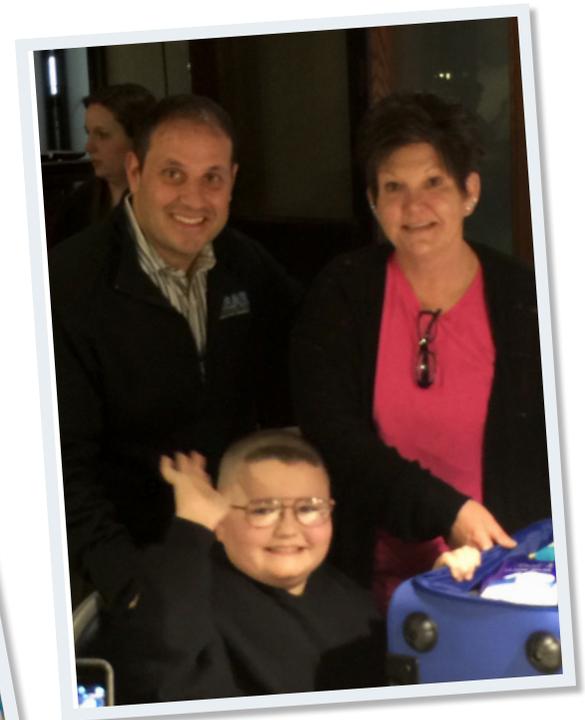
Eddie at his send-off party before attending WrestleMania.

and get the most out of life. It’s really inspiring.

When you walk into our offices in Langhorne, Pennsylvania, you immediately see a framed letter on the wall from Make-A-Wish® president Dennis Heron. On our office doors are bright blue star magnets from the non-profit. Turn the corner and there’s a huge quote on our wall: “You can’t have a good day with a bad attitude.” All three go hand in hand. Giving back to the community by sponsoring Make-A-Wish® helps us



CLEAR Employer Services employees Malanie Tumolo and Alex Brookstein with the letter from Make-A-Wish®.



Joe, Eddie’s mother Teresa, and Eddie.



CLEAR Employer Services principal Joe Carfagno presents the PEO’s donation to Karen Traten, director of partnerships and communications for Make-A-Wish® Philadelphia, Northern Delaware & Susquehanna Valley.



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foster a positive environment.

“Make-A-Wish® is the perfect charity for CLEAR Employer Services to sponsor,” said staff member Tina Leonard. “We are a young company with a bright future. Giving brightness and happiness to a family going through the most difficult of times is so fitting. Everyone at CLEAR is 100 percent on board with doing whatever it takes to bring joy to families that so desperately need it. I think that the family atmosphere in the office reminds us how fortunate we all are. Bringing happiness to these families is something that CLEAR Employer Services is happy to be a part of.”

We chose Make-A-Wish® as our designated charity as we were opening our new office in February, and we made our first donation of \$1,000 to the local chapter.

We wanted to support an organization that would benefit kids who are ill. Fiscal responsibility is also important to us and at Make-A-Wish®, 86 cents of every dollar goes directly to benefiting the children. We also felt that its mission aligns with our tagline: “Dream big . . . worry less . . . love what you do.”

Now, CLEAR is working to involve our clients. On Sunday, May 8, Make-A-Wish® tried to set a new Guinness Book of World Records for the World’s Longest Truck Convoy. We invited our trucking clients and our customers with fleets to participate in the family fun day and major fundraiser. Next is Wishmakers At Work, Make-A-Wish’s employee-branded giving program to invite employees to give via payroll deduction.

The letter on our wall from Make-A-Wish® reads: “Wishes are far more than gifts. Or singular events in time. A wish fulfilled has a lifetime impact.”

To help Make-A-Wish® kids dream big, to give them a carefree experience that they love, to make an impact on their health and their happiness—it’s a great feeling that all of us at CLEAR share. ●

*Joe Carfagno is founder and principal of CLEAR Employer Services, Langhorne, Pennsylvania.*

