

Nov. 20, 2006

## McMurry Invites Grant Applications from Groups Supporting Child Abuse Causes

**Phoenix**—McMurry's charitable arm Theresa's Fund announced today it will begin seeking grant applications from nonprofit agencies that address child abuse and domestic violence issues in Arizona and the Capital Region of New York state. McMurry's two offices are based in those locations.

The fund will distribute \$700,000 over a five-year period to applicants that have met the foundation's requirements and have successfully navigated its grantee selection process.

"The funds," according to Preston V. McMurry Jr., chairman and founder of Theresa's Fund, "come from McMurry profits, our friends, vendors and, more significantly, from our staff of 150, of whom close to 100 percent contribute voluntarily."

Theresa's Fund has donated and helped Arizona nonprofits raise more than \$20 million since its inception in 1992. Grants generally range from \$50,000 to \$600,000. To help recipients make the most of these grants, they are required to match grants dollar-for-dollar from new fundraising sources, and the requirements don't end there.

To assist applicants, McMurry visits serious grant prospects to explain and encourage acceptance of the foundation's somewhat unusual requirements. McMurry insists that 100 percent of each applicant's board of directors donate at "sacrificial levels" and attend at least 75 percent of agency board meetings. In addition, 75 percent of agency employees are expected to contribute financially to their organization's cause as well.

"Why should my staff and I donate if the recipient's staff does not?" asks McMurry. "Fulfillment of this requirement is a good measure of the agency staff's commitment to the cause."

Perhaps one of the more interesting aspects of Theresa's Fund grant applications is that McMurry himself is not part of the decision process. Rather, volunteers from his company's staff review applications, visit agencies on company time, select 10 finalists and present their findings to a star committee. The star committee then picks three finalists and entertains an hour-long presentation from each before selecting the recipients.

The star committee comprises community leaders including government agency heads and charitable foundation CEOs, "people who have intimate knowledge about local funding needs make the decisions," explains McMurry.

Five years ago, the Theresa's Fund star committee elected to donate \$500,000 to Florence Crittenton and \$250,000 to the West Valley Child Crisis Center, both in Arizona.

"This year for the first time, \$200,000 of our \$700,000 commitment will go to one nonprofit in the Capital Region of New York to honor our staff who live and work in that community," explains Chris McMurry, president and CEO of the company.

The \$700,000 Theresa's Fund grant is part of a total of \$1 million the company plans to give to charities in the next five years. McMurry Charities, the company's other charitable arm, which commenced operations in November, will distribute \$300,000 in donations to a broad variety of charities selected based on the individual and specialized interests of staff.

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**About McMurry**

McMurry (mcmurry.com), with three offices in Arizona and New York, offers a complete line of marketing communications services to a variety of clientele, including GlaxoSmithKline, The Ritz-Carlton Hotel Co., Amtrak, CBS, Aon, CVS Caremark, Waste Management, USAA and 24 Hour Fitness, as well as resources to more than 10,000 corporate professionals. The company has specialized practices in healthcare, finance and insurance. It is among the largest independent marketing communications companies in the U.S. and is recognized by the Great Place to Work Institute and Society for Human Resource Management as one of the top five “Best Small Companies to Work For” in the U.S.

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