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Hurricane inspires generosity

Employees came through for storm victims

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CHERRY HILL

The generosity of South Jersey's business community toward victims of Hurricane Katrina was impres-

sive, from tractor-trailer loads of Campbell Soup products to cash from a Gloucester County diner owner who donated one day's lunchtime receipts.

But a Cherry Hill marketing firm found that indi-

vidual employees dug deeper into their pockets than employers.

Based on an online survey sent to 1,000 small businesses and nonprofits in the region, Lubetkin & Co. Communications found that 45

percent of the respondents said their organizations were collecting funds from employees for the relief effort, but only 38 percent said those employees were contributing company funds.

"The results seem to sug-

gest that the hurricane relief efforts are being driven forward primarily by individuals emotionally moved by the devastation," said Steven L. Lubetkin, managing partner of Lubetkin & Co. "It's interesting that the companies responding to the survey are urging their employees to give money at a greater rate than the com-

panies themselves are contributing.

George Benas, owner of Harrison House Diner in Mullica Hill, clearly does not fit the profile. He donated gross receipts totaling \$2,060.20 from a four-hour lunch cycle to the American Red Cross for the hurricane

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victims.

A.C. Moore Arts & Crafts Inc., which has multiple locations in the tri-county area, sent \$250,000 worth of activity books and craft supplies to children at shelters in Baton Rouge, La.

Twelve percent of the respondents said their individual cash donations were between \$500 and \$1,500.

The survey revealed that money was not the only currency. Other relief activities included:

■ 27 percent collected goods —

from clothing to toiletries — for the homeless.

■ 35 percent encouraged employees to volunteer with local relief groups or to travel to the Gulf Coast.

■ 10 percent helped victims find housing.

■ 6 percent opened their homes.

Results were based on 106 responses, or 10 percent of those to whom questionnaires were sent, said Lubetkin.

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