

# Comtech

**W**hat do March and the March of Dimes have in common? Plenty. When the Oklahoma City Thunder team took to the court this spring, it was raising more than just the score. Thanks to Comtech Design Print & Mail, each assist made by a player during the month of March raised \$20 for the March of Dimes.

Yet the company didn't stop there. Assist in March was one of four major fundraising initiatives Comtech instigated to benefit the 73-year-old March of Dimes campaign. Along the way, the company obtained the support of the Oklahoma City Thunder Foundation and a number of other sponsors.

"The leadership at Comtech understands that community investment is more than writing a check once a year," said founder and owner Michael Morrison. "By engaging our nonprofit partners and business community peers, we know the impact in the community will be greater and longer-lasting."

The March of Dimes is dedicated to preventing and reducing premature births and the complications that come with them. Comtech's goal during March Madness was to boost awareness of the organization among Thunder fans and to raise funds. Their multi-pronged approach included:

- Dropping Dimes for Healthy Babies – Part of the Assist in March effort, during the March 29 finale, all 18,000 Thunder fans in attendance were asked to bring spare change for the March of Dimes.

- Team Up School Supply Drive – The Teachers Warehouse program at the Foundation for Oklahoma City Public Schools provides free school supplies to needy students. Collaborating with the Thunder, Comtech once again reached out to team fans and all other contacts, asking for donations of school supplies in order to restock supplies depleted at the start of the school year.

- The March of Dimes Workplace Campaign solicited further donations from employees, vendors, clients and other sources. Comtech's crew participated in games, luncheons, prize contests and a two-mile walk, March for Babies.

Since boosting their volunteer efforts, co-workers have been drawn closer together.

"The biggest impact on the Comtech office culture has been increases in teamwork, company pride and employee attitudes," Morrison said. "Employee retention and recruitment have also seen improvement. Comtech is not just a place to work, but something to be a part of."

"Through all of Comtech's community programs, March of Dimes, as well as the other organizations supported by Comtech, such as YWCA, Junior Achievement and the Huntington's Disease Society, our aim is to better the next generation of Oklahomans," he said. "By helping reduce early childhood complications and domestic violence while increasing access to education reduces immediate cost and loss of opportunities. In the long term, we ensure Oklahoma City will have a larger and better-prepared leadership pool."

## CHARITABLE INFLUENCE: SMALL BUSINESS

### AT A GLANCE

**Name of company:**  
Comtech Design  
Print & Mail

**Headquarters location:**  
Oklahoma City

**Year established:** 1999

**Type of business:**  
Direct mailing service

**No. of employees  
(statewide):** 34

**No. of employees  
(total):** 34

**Total philanthropic  
contributions in 2010:**  
\$100,000+

**No. of volunteer hours in  
2010:** 1,000+



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Direct Mail Solutions