

# JUST ONE THING

**Submitted by:** Kristin Spanier, kristins@shawmutdelivers.com

**Company/Organization:** Shawmut Communications Group

**Type of Organization:** For profit business

**Number of Employees:** <100

**Category:** Community

**Challenge or Opportunity:** A member of the Shawmut team shared how the COVID isolation affected his relationship with his father living in an assisted facility. The generational gap made FaceTime too hard. #PrintLove gives people a way to send personalized postcards to loved ones, brave front line employees, or anyone who could use some joy.

**Approach or Solution:** Shawmut wanted to do three things immediately: give a sense of community and connection to those that need it most, produce and print it sustainably & donate to a greater cause. For some, the virus brought a sense of powerlessness. It didn't have to create loneliness too. The best thing we can do is to find a way to lift each other's spirits.

**Impact:** Supporting GBFB's day-in and day-out commitment to our vulnerable neighbors, making sure people in our communities do not go hungry by partnering with the local food bank.

Doing something meaningful can be so simple like sending a postcard that will brighten someone's day, in turn this helps everyone feel a sense of purpose and connection.