



Submitted by: Will Tagye
Company/Organization: Velcro, Inc.

Challenge or Opportunity:

Our impact and awareness within the community was extremely limited.

Approach or Solution:

Increase our involvement in our community! Our first step was to sponsor the Fisher Cats Reading Challenge and the activities have grown significantly from there to include:

1. Sponsoring of all Palace Theatre Children's activities
2. Sponsor 2 FIRST events in NH and one in Boston Ma
3. 2 Scholarships to UNH
4. Partnership with Manchester School of Technology
5. Sponsorship of Manchester Community College's Advanced Manufacturing Camp
6. Continued support of Sen. Shaheen's Industrial Energy Bill
7. More to come!

Impact:

Externally, we have much greater exposure. Internally, we have embraced CSR activities and have affirmed our commitment.