



# PREMIER IN THE COMMUNITY

DECEMBER 2015



## END-OF-YEAR GIVING: MAKING YOUR DONATION MATTER

Providing financial support to a favorite cause is an annual commitment for many of us, one that we hope will make a difference in someone's life. Here are a few great tips to make sure your year-end gift is as effective as possible. Always visit [Charity Navigator.org](http://CharityNavigator.org) or [Guidestar.org](http://Guidestar.org) to assess the financial health and effectiveness of your chosen non-profit.

- Visit the charity's website - how effectively are funds used and what impact have they made?
- If it's a small local charity, call and ask how donations are used. Transparency is important.
- Avoid misleading social media infographics. Do your homework and make an informed decision.
- Be aware that some giving sites such as Go Fund Me are not qualified tax-exempt organizations. Be sure the organization is a 501 (c)3 if you plan to take a tax deduction
- Keep receipts for all qualified giving and make sure donations are complete by December 31.

**Thank you for making a difference in the world!**

## PREMIER COMMUNITY SERVICE

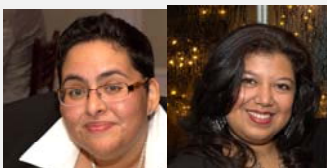
Once again, a year of Community Service has passed and we want to thank everyone who has participated in any way possible. Your service is greatly appreciated. Our toy drive was a success and we want to send special thanks to Debbie Clark, who has been buying toys throughout the year just for this event. The importance of selfless giving was reflected in the faces of some of the volunteers at the pet rescue, who actually started tearing up when they saw Premier's donations. We encourage everyone to help others directly and benefit from the great feeling you get only when doing for others selflessly. Helping others is one of the few meaningful activities in life, and always guarantees true happiness. Thank you to all who help.

In 2016, Premier Eye Care will again participate in programs that benefit the community throughout the year. April and September for Beach Cleanups. June and October for Food Bank donations. August for donations to pet rescue. October to highlight Domestic Violence. If as an individual you can't find the motivation to get involved, the Community Service and Wellness Committees are here to make it as easy as possible for you to help others. All you have to do is bring a donation from home to work when we have drives or come to an event that we organize.

## CONGRATULATIONS TO ALL THE NOMINEES!

Congratulations for being nominated to: Elizabeth Colon, Dulce Alvarado, Natasha Jefferson, Randy Goodhope, Luis Prieto, Milana Pruzhansky, Marla Grant, Chastity Smith, Patrick Hatchwell, and Ron Pierre. A very heartfelt and special congratulations to Karen Sump, and, of course, Lorna Taylor.

Congratulations to the winners: Chastity Smith, Dulce Alvarado, and Elizabeth Colon. Chastity spearheaded the Breast Cancer walk, was point of contact at the walk, and distributed t-shirts, helping make the event a great success. Elizabeth and Dulce have participated in many Premier Community service events and made donations. Thanks to all of you.



## ABOUT PREMIER EYE CARE

Premier's People, Planet, Profit triple bottom line means we are dedicated to helping the community. Contributions to 501(3)(c) charities since 2012 have topped \$600,000 and include diverse groups like the American Heart Assoc., the Drug Abuse Treatment Assoc., the Girl Scouts, Kenya Rescue, Tampa Crisis Center, Prevent Blindness, and more. Stay tuned for company-wide opportunities.



PREMIER EXPERTISE. PREMIER SERVICE.