

Donor Spotlight: March 2016

Cushman & Wakefield – Clothing program



Cushman & Wakefield, a commercial real estate services company, is committed to the communities in which it lives and works. The firm, which has 250 offices in 60 countries and more than 16,000 professionals, makes it their mission to encourage their employees to get involved in charitable services. Giving back to support communities and those less fortunate is a priority at the heart of their brand.



Cushman & Wakefield's Sacramento office has been volunteering at SFBFS' Turkey Distribution since 2014. "We really enjoy participating in the annual Thanksgiving meal distribution day; we know how it makes a family's holiday special and is a great reminder to not take what we have for granted," says David Nicholson, who organizes the firm's community involvement.

The staff at Cushman & Wakefield recently decided to contribute in another way with an office clothing drive for SFBFS' Job Smart Clothing program. Job Smart Clothing, a special service in the Clothing program, provides unemployed men and women with gently-used clothing to help them feel confident when they go to job interviews and for their first few days at a new job. Staffed by volunteers and Clothing Program Manager, Tasha Bryant, the service is about to open its newly renovated space in the Arata Brothers Building. Job-seekers schedule a one-on-one personal shopping appointment to make sure they find the best outfit for their needs and career plans. The space is filled with racks of donated clothing like skirts, suits, dresses and slacks, much like a store in a shopping mall.

"The professionals in our industry understand the importance of a first impression and how it can open doors," says David. "Providing the proper attire for an interview or a new job allows an individual the ability to focus on the job and their skills, not stress about what to wear. We hope that extra boost of confidence allows men and women to feel they can achieve new goals. We're happy to share what we have in order to help someone make progress on their career path."

Supporting SFBFS' Clothing program is rewarding and easy. Clothing, shoes and accessories can be dropped off at our Oak Park campus or picked up from your business. "Every comment I've received has been positive – everybody is thankful and appreciative of what SFBFS does," says David. "We love to be involved in the community and SFBFS made it really easy to hold a donation drive."

SFBFS' Clothing program would not be possible without support from the Sacramento community. SFBFS is grateful and fortunate to receive the support of community-minded organizations like Cushman & Wakefield. Their support is an example of how together, we can support families on their journey to self-sufficiency.