

X E. Submit an essay (250-word minimum) describing an innovative program, service or ongoing activity conducted by the funeral home. **(Participants are encouraged to describe a program/service other than a personalized funeral service.)** The essay should describe what the funeral home did, the reasoning behind the idea and the benefits provided to families and/or the community at large and the funeral home and its staff. All essays must have supporting documentation if your firm wants to be considered for the Best of the Best recognition. Duplicate essays from previous submissions will not be accepted. Describing a previous program/activity will only be accepted if changes or improvements are noted within the essay. **If you are describing this program or service in another location's Pursuit of Excellence entry, each location's essay should indicate what its staff did to participate in the activity and the activity's impact on those served. The idea described in this essay can be used to fulfill one criterion in categories II-VI.**

Help Sallie Collect
2010 Food Items
 by the end of **2009**

Please help me reach my goal and replenish the shelves of
Helping In His Name Ministries.

2010
1500
1000
500

FOOD ITEMS

Catholic Cleveland
 Greater Cleveland
 &
The HENRY DALEY HERALD
 10000 E. 12th St. Cleveland, OH 44115

the community for support. During our six week media campaign we raised awareness and stressed importance of this community outcry. Our entire staff (including our therapy dog, Sallie) suppliers and clients were all working towards this one goal. It was very exciting to see the amount of food increase daily and the excitement growing in our staff and community. We joined efforts with a local private school and they hosted a competition to see which class could donate the most items. The media was present to cover all of these community events. We also used Face Book to promote and highlight this campaign. We created a flyer that was emailed, posted, and distributed continuously during this drive. In the lobby of our funeral home, we had a red wagon (for collection) and a 4 foot sign of Sallie (Spokes Dog) and our daily progress. We quickly and easily met our goal of 2010 items. The campaign officially ended December 31st, but I still received donations from the public until the end of January. This will be an annual campaign here at Cannon Cleveland Funeral Directors.

& Henry Daily Herald