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Giving back

Company packs van full of baby care items

TODAY'S SUBJECT: Coupled Products, LLC, a Rochester Hills, Mich.-based supplier of tubular fluid routing products (brake, power steering, HVAC systems, etc.) for the automotive, construction, agriculture and appliance markets, organized a diaper and formula drive at the company's headquarters on August 25, 2011 to benefit Inkster, Mich.-based Starfish Family Services (Starfish).

THE CAUSE: Starfish is a private, non-profit organization dedicated to creating brighter futures for the children of at-risk families in metropolitan Detroit. The organization serves vulnerable children and families throughout the region by providing early childhood and parenting programs, children's mental health services, food, clothing and toiletries as well as emergency shelter for teens and youths in crisis.

BACKGROUND: This is the first organized giving effort for Coupled Products, which was purchased indirectly in 2007 from the then-bankrupt Dana Corporation. According to Coupled Products owner Brad Ginsberg, the company plans to establish a formal giving program this year which will include additional opportunities for volunteer work, food and clothing collection and fundraising.



Coupled Products Office Manager Janet Gill loads the Starfish Family Services donation van with baby products on Aug. 25. Photo courtesy of: Coupled Products

RESULTS: With the Starfish collection van parked at their company headquarters prominently facing Walton Boulevard, Coupled Products' employees collected items and donations from the community, their employees and tenants in their building. In less than a day, they filled the entire vehicle with diapers, baby wipes and formula. This was the first time that the Ford Motor Company-donated Starfish Giving Van had been deployed. In addition to donating items, Coupled Products also made a cash donation to Starfish in support of their mobile collection program.

ON GIVING: "We are extremely proud to support the exceptional work of Starfish," said Ginsberg. "Thousands

of babies go without proper nutrition every day in our community. Even more children lack the simple hygiene that comes from a clean diaper. We took a small bite out of an ever-growing need with this effort, but there is a lot more work to do."

MORE INFORMATION: For more information, visit www.coupledproducts.com or www.starfish.org.

■ GIVING BACK RECOGNIZES PHILANTHROPY AND VOLUNTEERISM IN THE MICHIGAN BUSINESS COMMUNITY. TO NOMINATE YOUR COMPANY, BOSS, COLLEAGUE OR EMPLOYEE, E-MAIL STEVE SPALDING, [SSPALDING@FREEPRESS.COM](mailto:sspalding@freepress.com).