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PRESS RELEASE**

**Media Contact: Nicole Paquette
Director of Marketing and Communications
Communities Foundation of Texas
989-225-5985 | npaquette@cftexas.org**

CFT Launches “Be In Good Company” Recognition Program

New program encourages businesses to make a commitment to North Texas

DALLAS – November 18, 2020 - A [new recognition program](#) launched today by [Communities Foundation of Texas](#) (CFT) shines a spotlight on businesses doing good in our community with a goal to inspire companies of all sizes to commit to making North Texas one of the most business-engaged communities in the country.

Communities Foundation of Texas facilitates community involvement and philanthropy for companies of all sizes and provides expertise and resources to help businesses develop and amplify cultures of good corporate citizenship. Partnering with companies across North Texas, [CFT for Business](#) offers a wide range of philanthropic services to help start or grow a company’s giving and community engagement program. The new *Be In Good Company* program is an extension of this work.

“Businesses play a pervasive role in the vitality of our communities. It’s important that we acknowledge and promote the good work businesses are doing, while also seeking a commitment for companies to collectively support their surrounding community,” said **Dave Scullin**, president and CEO at Communities Foundation of Texas. “*Be In Good Company* is an opportunity to come together in acknowledging a goal to create thriving communities for all; something we all can agree on.”

[Be In Good Company](#) recognizes companies who make a commitment to the North Texas community across three [Three Pillars of Excellence](#): *Thriving Teams, Thriving Culture, and a Thriving Future*. These pillars stem from the belief that supporting internal teams’ efforts, aligning company efforts with community needs, and investing in both will create a strong future for all. Participating companies must exhibit a commitment to at least one program or initiative in each of the three pillars to be awarded the “*Be In Good Company*” Seal of Approval which companies can display physically and digitally and stands as a symbol of good corporate citizenship in North Texas.

“Over the years, we have worked with more than 400 businesses in North Texas making it easy for them to do good – in a way that is also good for business,” said **Sejal Desai**, Director of **CFT for Business**. “We

know that where businesses thrive, communities thrive too and vice-versa. We are thrilled to launch this new program to provide a road map for businesses to make a commitment and to elevate their good work, while empowering and equipping them to inspire other local businesses to join the movement.”

The benefits of the program include public recognition and promotion of the company's community work, access to curated virtual thought leadership content and programming, and networking with like-hearted businesses. One feature of the program is a Buy 1: Give 1 component, which is an opportunity for companies to sponsor participation for other companies that may meet the program criteria but lack the resources to participate.

"Businesses are a platform to solve social issues. *Be In Good Company* creates a structure, a bridge, to engage this powerful force for good. To lift ourselves up, we must lift up our community. We want to highlight the businesses of all sizes that are doing incredible things for our community, and we are committed to our membership reflecting our community, including women- and minority-owned businesses," said **Debra Brennan Tagg**, President of **Brennan Financial Services** and a CFT Trustee.

"Axxess is proud to join as a founding company and to participate in the 'Buy 1: Give 1' aspect of the program. We're excited about the ways this program will help inspire and guide our business community to be an even greater, and more collaborative, force for good." said **John Olajide**, President and CEO, **Axxess Technology Solutions, Inc.**

"As part of Atmos Energy's initiative of "Fueling Safe and Thriving Communities," we are thrilled to be in league with CFT's *Be in the Good Company*, said **Jan Rugg**, coordinating manager of public affairs at **Atmos Energy Corporation**.

The current founding companies of the program include: Atmos Energy, Axxess Technology Solutions, Inc., B-TRNSFRMD, Badmus & Associates, Bank of Texas, Brennan Financial Services, CONTI, DHD Films, Fibroid Institute Dallas, HumCap, Legacy Knight: Multi-Family Office, MarketWave, LLC, Marsh & McLennan Agency, Montgomery Capital Advisers, NETSCOUT, North Texas LGBT Chamber of Commerce, Pecan Grove Farms & Nursery, Risch Results, The Shields Group, SFMG Wealth Advisors, Stewart Law Group PLLC, Sunwest Communications, Texadia Systems, Texas Health Resources, TruePoint Communications, and Weaver.

"Community service is one of our core values at Risch Results. That's why we're so excited to introduce our network to this new program from Communities Foundation of Texas. We truly hope other companies will consider joining us as a founding member of this initiative," said **Jolene Risch**, president and founder of **Risch Results**.

"Community-focused programs have always been good for business. From improving employee recruitment, retention, and satisfaction, to increasing brand awareness and customer loyalty, doing good in the community not only benefits our neighbors in need, it truly results in thriving businesses," said Desai.

To apply to join as a founding member of *Be In Good Company* or to learn more, visit www.cft4b.org/company.

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About [Communities Foundation of Texas](#)

Communities Foundation of Texas (CFT)'s vision is thriving communities for *all*. CFT works locally and across the state through a variety of charitable funds and strategic initiatives. The public foundation professionally manages 1,000 charitable funds for individuals, families, companies and nonprofits in addition to powering several key initiatives such as [Educate Texas at CFT](#), [W. W. Caruth, Jr. Fund at CFT](#) and CFT's North Texas Giving Day. CFT has awarded more than \$2 billion in grants since its founding in 1953. Learn more at cftexas.org. Follow us on Facebook (facebook.com/CFTexas), Twitter (twitter.com/GiveWisely) or Instagram (instagram.com/communitiesfoundationoftexas/).

About [Communities Foundation of Texas for Business](#)

CFT For Business is a strategic initiative of Communities Foundation of Texas, one of the largest Community Foundations in the country. We inspire good corporate citizenship within companies of all sizes. We offer a wide range of philanthropic services to help start or grow a company's giving and community engagement program. We guide them as needed through their Corporate Social Responsibility (CSR) initiatives and Environmental, Social and Corporate Governance (ESG) program while aligning them with United Nations' Sustainable Development Goals (UN SDGs). Learn more at www.cft4b.org. Follow us on Facebook (<https://www.facebook.com/CFTforBusiness>) or Twitter (twitter.com/CFT4B)