

BUSINESS

KDI Kares chips in

KDI Elements, headquartered in Palm Desert, is so dedicated to helping its community and its employees that it established **KDI Kares**, a nonprofit foundation, last year.

KDI Kares exists to make a difference in the quality of life of others by supporting and funding community service organizations through three primary areas of focus: outreach, scholarship and a benevolence fund.

In 2007, it held various fundraising events to benefit local organizations — KDI Elements then matched the amount raised.

Here are the results of a few of its 2007 fundraising events:

- Established a Food for Fridays program for the Coachella Valley Rescue Mission.

- More than 400 children helped by various outreach programs.

- Raised more than \$2,500 at KDI Kares Benevolent 5K Walk.

- Provided a Thanksgiving breakfast for Coachella Valley Rescue Mission residents.

- Raised \$12,000 for the Salvation Army through a golf tournament and Christmastime bell ringers.