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Red30 tech melds technology with heart to make a better world

Visitors at our Red30 Tech campus during our annual Give-a-Thon in Denver, Colorado would liken the hubbub of activity to a typical frenzied day on Wall Street. The excitement is infectious, and the goal is similar: to make lots of money. Though, in the case of Red30 Tech, it’s nonprofits throughout the world who reap the benefits.

Just three short years ago, we quietly initiated our Give-a-Thon program, which takes place over several days each year, to inspire community, activism, and philanthropy on a large scale. In its short lifetime, the program has built to a deafening roar and has raised $1.5 million. And that’s just a small component of the Red30 overarching employee-giving program, Red30Cares, which has generated over $350 million for charities since its evolution in 2010.

During the Give-a-Thon, our employees, under the guidance of Red30Cares, work in concerted effort to improve the lives of others through a dozen charities. The charities are selected based on our company mission to “bring technology to the world,” and all have strong technology purposes. We host these nonprofits on campus for three days of presentations, discussions, ideas, collaboration, and fundraising.

This year, our keynote speaker was Technology for Teens (TFT) Executive Director, Anika Patel, who delighted the crowd with her inspiring vision about using technology for good. Anika was spurred into action to create TFT upon learning that many capable and hardworking teens were falling behind in their education simply because they couldn’t afford a computer. What started as a mission to help US-based students quickly expanded to countries throughout the world, and TFT has, to date, donated computers to 35 million children on all seven continents.

Past Give-a-Thons have also resulted in the innovation of technologies that directly impact charities. Red30 Tech engineers and employees from many disciplines, along with charity members and volunteers, have collaborated in theme-based hack days to build tech products to help charities succeed. Last year’s hack day culminated in a mobile app that allows volunteers and donors to connect all their charity organizations under one umbrella, making donating, volunteering, and tracking of all charity-related activities easy and reliable.

Another highlight of the Give-a-Thon is the successful volunteer recruitment that takes place. Participating nonprofits have confirmed that there’s a higher commitment rate for volunteers signed on through the event, as well as through the Red30Cares program, when compared to general volunteer recruitment efforts. And Red30 employees who volunteer time with any nonprofit organization have an added incentive to do good. The receiving nonprofit earns $20 for every volunteer hour, up to $5,000 annually for each participating Red30 employee. This is on top of the $5,000 annual matching contributions that Red30 contributes for every employee who provides a monetary donation to a registered charity.

Red30 employees like Darrel Jackson are heartened that they can do so much good for others in partnership with their company. As Darrel says, “Not only am I blessed with work that’s important and interesting, but I’m also encouraged to give back to my community in ways that would normally not be possible. It’s a win-win situation!” To learn more about the Red30Cares program and our annual Give-a-Thon, visit [www.red30tech.com/cares](http://www.red30tech.com/cares).