



## MAKING A DIFFERENCE

Giving back to the community has always been an integral part of the McSwain philosophy. Our commitment to making a difference in the communities we serve has been a constant since our earliest days.

"Where we give has been greatly influenced by a documentary that appeared on T.V. in the early 1970's," says Ron McSwain, Chairman. On this program, the plight of the Appalachian poor in the big city was vividly displayed. Much to Ron's amazement, living conditions thought to exist only in third world countries were closer to home than he thought. The city used to illustrate such poor conditions was Cincinnati.

Having grown up in Cincinnati, Ron was deeply moved by this revelation. He sought out community-improvement opportunities within the inner city and began offering financial support, gifts of carpet, and business know-how to many organizations working among the less fortunate. Today, there are still several groups who look to McSwain Carpets as a major supporter of their work and a resource for actively involved volunteers.

Each year, dozens of organizations receive donations and assistance from McSwain Carpets & Floors. The goals of these organizations range from pre-school reading and education, job creation and training, housing, and affordable financial services to mentoring programs in the inner cities of Ohio and Northern Kentucky.

Among many other projects, McSwain assisted in providing floor covering to the new Ronald McDonald House at Cincinnati's Children's Hospital and floor covering to a similar project of the Veteran's Hospital called the Joseph House. The original Ronald McDonald House, which served over 500 families a year, has been replaced to double its capacity. Now, even more families can stay together while their seriously ill child undergoes medical treatment.

"Continued assistance to community organizations is a vital statement in our mission," explains Jason McSwain, son of Ron, founder of McSwain Carpets & Floors. "These efforts are the natural result of the true spirit of the extended McSwain family of associates."

If you would like to learn more about ways you can assist some key community organizations, visit these websites:

[www.cincinnati-habitat.org](http://www.cincinnati-habitat.org)

[www.redwoodrehab.org](http://www.redwoodrehab.org)