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Community News

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Giving back



TAIMY ALVAREZ/STAFF PHOTOGRAPHER

CFO Heath S. Eskalyo of Kelley Kronenberg Attorneys and other employees of the Plantation-based law firm recently organized a food and clothing drive throughout its offices to help families in need.

Law firm wraps up annual charity drive

BY JUNETTE REYES
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Kelley Kronenberg, a national law firm serving businesses and the insurance industry, recently concluded its 2016 firm-wide charitable food and clothes drive.

Through its internal community service program, Kelley Kronenberg Cares, the Plantation-based law firm was able to give back to the communities it services across Florida.

The firm also has offices in Miami Lakes, Miami, Orlando, Tampa, West Palm Beach, Jacksonville, Tallahassee, Panama City, Chicago, and Atlanta.

"We always have been a big supporter of charitable giving in all of our communities, but certainly here in Fort Lauderdale, as this is our home office," said Heath Eskalyo, principal partner and chief financial officer for the firm.

Thomas Choberka, the chief marketing and business development officer, said that while the firm normally donates to many charities, the company wanted to go beyond simply writing a check.

"Our philosophy really is a lot of small wins, and then hopefully that adds up at the end of the year to something significant," said Choberka.

Established in late 2015, the Kelley Kronenberg Cares philanthropic initiative was the firm's way of personalizing the charitable experience for its employees.

Now, instead of the firm's management making decisions regarding charitable giving, leaders are now designated at each office with the responsibility of picking a local organization to donate to. This works to get the entire office to unite and rally behind the cause and help through food drives, clothes drives, bake sales and more.

"I think when people really get involved in a part of the process, it's a sense of pride, it's a sense of accomplishment and you're doing good," Eskalyo said.

With the recent drive, the firm was able to donate to The Pantry of Broward, an organization that assists seniors living on low fixed incomes as well as grandparents raising their grandchildren.

Led by Business Development Manager Shanon Lazarus and Brooke Elmore, the

marketing and business development coordinator, the office provided food donations to the organization.

Employees were able to contribute food products or donate cash to purchase groceries in exchange for the chance to dress casually at work with jeans. Choberka said this was such a popular trade that it was extended to another day to increase donations.

The offices were also able to donate to Our Lady of the Lakes Church in Miami Lakes, the First Miami Presbyterian Church in Miami, the Boys and Girls Clubs of Central Florida in Orlando, and Matthew 25 in Tampa.

Overall, the firm hopes to continue giving back to the communities they serve throughout the year and for the spirit of charitable giving to spread through their offices and beyond.

"This is a way for us to take a step back really outside of what we do on a daily basis and participate in something that kind of warms your heart," Eskalyo said.

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