

Charitable Capitalism: The More Business DriveWise Does, the Higher the Amount of Company Donation

By ANDREA ALEGRIA & MARK MADLER
Staff Reporters

This is a regular feature on philanthropic activities by Valley-area businesspeople and companies.

On the fifth of each month, when Adam Slobin and business partner Bryan Weissman sit down to write out checks it is not to pay bills.

Instead, the pair is making contributions to charities throughout the greater Los Angeles area from the proceeds of their car brokerage service, DriveWise Auto.

The donations are a way for Slobin and Weissman to incorporate their personal values of philanthropy into their business venture.

For every vehicle sale the pair brokers, they give \$50 to \$100 per car to the charity of choice of the buyer.



Slobin

donated \$30,000 to 150 charities.

DriveWise assists in new and used vehicle purchases and leases. The pair find the car, arrange financing, and coordinate trade-in vehicles and delivery of the new vehicle.

In short, said Slobin, they do all the research and work necessary that people do



Weissman

“It is gratifying to know that we are helping cure cancer and autism, fight poverty, and provide services for the homeless and hungry,” said Slobin.

Since starting DriveWise, with an office in Tarzana, nearly two years ago, Slobin and Weissman have

not like to do.

While the donations are certainly not a main reason why clients choose DriveWise it certainly is what makes the service unique.

Why they chose to go with their business model is twofold.

For one, Slobin and Weissman have been the guys that people turn to and were always willing to do extra work even if there was no return. Their personal charitable work has included the American Red Cross and Habitat for Humanity.

The other is that in a city that is so dependent on a car, they figured that they could sell cars while also helping out organizations that mattered to the buyer.

The more business that DriveWise does, the higher amount gets donated to charity every month, Slobin said.

“As a small company we are proud of that,” Slobin said.

The Impact of Giving

Seventeen high school graduates from Pacoima, Compton, Carson, Inglewood and Mission Hills were recently awarded the Payson Wolff Memorial Scholarship from El Nido Family Centers, an organization established in 1925 to help disadvantaged or at-risk children, youth and families.

Unlike the typical scholarship recipients who have always been exceptional students and had the resources and support available to help them excel academically, these honorees have faced challenges that could easily have led them to give up and drop out of high school.

And yet, “each of them defied the odds and have helped to dispel the stereotype of the inner city teen,” said Liz Herrera, Executive Director of the 84-year-old agency.

El Nido Family Centers have nurtured and guided the honorees through their high school years helping them juggle school work with part time jobs, and other responsibilities.

The 17 students were selected out of 80 applicants and were awarded between \$1,000 and \$1500 in Scholarship funds to help further their education.

New Programs

College of the Canyons was awarded a two-year \$400,000 stimulus grant to help fund Medical Lab Technician (MLT) program.

The college was one of 17 in California to receive stimulus dollars from the American Recovery and Reinvestment Act (Economic Stimulus Program) that was passed by Congress and signed into law by President Obama in February.

Recognizing the need for medical lab technicians in the region, the funds will allow the college to invest in a full-time instructor and supplies for a MLT program expected to start in January. Students who complete the two-year program will earn an associate of science degree.

Community Beautification

Los Angeles Neighborhood Housing Services, The Community Redevelopment Agency of Los Angeles, Councilman Dennis P. Zayas, the Winnetka Neighborhood Council, and local businesses and community groups, joined forces recently to beautify one neighborhood block in Winnetka.

Armed with paint brushes, brooms and shovels, over 250 volunteers helped make a visible difference to the block, restoring a sense of pride to an area that has been hard hit by the foreclosure crisis and weakened by economic hardship. The volunteers performed home repairs, debris removal, light landscaping and exterior house painting. The work was done as part of Neighborhood Pride Day organized by LA NHS.

Feeding the Hungry

The Valley Food Bank, which receives and distributes food to the hungry in Los Angeles County from a warehouse facility in Pacoima, recently received \$30,000 from The Grainger Foundation.

The funds will help the Food Bank accomplish its mission at a critical time. The F

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buying wines,” said Alfonzo, his work clothes covered in sawdust.

A framed 1948 news story about the family cabinetry business, published in The Valley Floor, hangs on the wall of the shop. “This is

