

Family-Owned Businesses Make Miracles

Family-owned businesses hold a unique place in the heart of our community, embodying the spirit of hard work, determination, and dedication to family values. At **Miracles for Kids**, we are proud to have the support of many family-owned businesses whose dedication to our mission of providing support and stability to low-income families with critically-ill children is nothing short of extraordinary.

Soul Community Planet, founded by Miracles for Kids board member **Ken Cruse** and his wife **Pam**, is an impactful Corporate Partner helping to stabilize our families. Through their “Every Stay Does Good” program, **SCP** donates the cost of lighting a home for 24 hours on behalf of every guest who stays at one of their hotels. This initiative, launched in 2021, has helped us provide over 110,000 days of light for our families, enabling them to focus on what matters most – fighting for their child’s life.

In Ken Cruse’s words: “The vision of our family business is to make the world around us a better place by serving those who value wellness, kindness, and sustainability. When it comes to making the world a better place for those who truly need our love and support, we can think of no more compelling cause than Miracles for Kids.”



Soul Community Planet



TRAFFIK



Ashmore Construction



Javier's

Our family-owned Corporate Partners have tremendously impacted our mission and made Miracles for Kids part of their families. At the helm of the groundbreaking marketing agency, **TRAFFIK**, is Founder & CEO **Anthony Trimino**. **TRAFFIK** gives generously to our cause and strengthens our reach by aiding us in defining our brand, website, and annual video communications. In addition, Anthony and his wife, **Jennifer Trimino**, have made supporting our mission a family affair, teaching their children the importance of charity and being leaders within their community.

Led by Founder and CEO **Harry Ashmore**, **Ashmore Construction's** decades of commitment to the organization have been instrumental to the success of Miracles for Kids' operations. His company has supported our main offices and the building and maintenance of **Miracle Manor**, our 12-unit apartment complex that provides safe and subsidized housing to our families most at risk of homelessness. In addition, Ashmore Construction's team served as the general contractor overseeing the complete refurbishment and remodeling of the complex, donating services, and sourcing donations from subcontractors and vendors within the community. Since its opening in 2015, Ashmore Construction has continued to

oversee the needs of Miracle Manor.

Families that lead their businesses with a commitment to social responsibility are inspirational to their employees, as has been demonstrated by the overwhelming commitment of California's favorite Mexican cantina, **Javier's**. In addition to the generous support of **Javier Sosa** and his family, the staff at five Javier's restaurants have supported us for 11 years through our payroll-deduction program, making voluntary donations to Miracles for Kids every pay period.

We are grateful to these family-owned businesses for their partnership, generosity, and commitment to our mission. They are leading by example, demonstrating to their families, employees, and industries the impact one company can have on the lives of those in great need.

The Miracles for Kids Corporate Partnership Program offers family-owned businesses the opportunity to engage year-round with customized volunteer experiences both on and offsite. To learn more about how you can make an impact today, contact **Ruby Foster, Development Manager**, at **714-705-4541** or **rfoster@miraclesforkids.org**.