

VIDEOS SHOW CHARITY'S WORK

As a film, audio and video production company, our customer works with many clients, including national chains.

Videos they have produced include those for the a restaurant chain's charitable giving arm. These videos are templates, which they insert stills and other media into, showing local organizations benefiting from the foundation, said C. Watson, creative director.

The organization uploads the customized videos onto USB flash drives, branded with their logo. They send the loaded USBs to the local stores.

Those USB drives then plug in and auto-run on the chain's in-store TVs, highlighting the foundation's work. "While yes, you are eating at a nationwide chain, the video shows your local organizations," receiving equipment, Watson said.

Local donations

"You may even see your neighbors who have benefited from the foundation giving back. The grants they do for first responders adds up to millions of dollars every year," Watson said.

"They are a big organization but so much of what they do goes into helping others," Watson said. The organization is good about taking photos and showing what the donation does for a community, he said. "They firefighters will show up with the Jaws of Life they were just given and rip the doors off a car to show how that process actually happens in a situation."