



By Jamie Fraleigh,  
PCI Manager,  
Jacksonville

## The Power of “We”



Investments Manager **Matt Hendy** and Senior Leasing Agent **Brendan Reedy** in the Chicago office have learned the power of teamwork through their leadership of the 5th Annual Retail Real Estate Canned Food Drive.

The collaborative efforts of the Regency Chicago office, 23 retail real estate firms, two local shopping centers, tenants and consumers led to the collection of 17,300 pounds of food and nearly \$14,000 in monetary donations during a four-week food drive in September 2010. Almost 200,000 Chicago residents in need will receive hot meals as a result of this Food Drive.

This impactful food drive started from humble beginnings. In 2006, Matt realized that while Regency and his real estate mentors were generously donating to those in need, he was not personally involved in bettering his community. Matt convinced five of his industry peers to begin a simple food collection competition, collecting 256 pounds of food and \$500. After five years, the food drive has grown to 23 peer companies, food donations have increased 600% and monetary donations by 500%.

Last year with the help of coworker Brendan, Matt expanded the program even further.

Using a grant from Regency Centers to fund initial project costs, they increased company participation, orchestrated a competitive fundraiser, introduced the first annual Volunteer Day and motivated peer companies to unite in fighting hunger in their own backyard. Regency even took the Food Drive outside their office walls, connecting with their tenants and customers at Riverview Plaza's neighborhood block party and at Westbrook Commons' Antique Car Show.

“It was exciting to be a part of the planning and see everyone rally around the competition. Our peers, tenants and even customers embraced the cause and gave to the Food Drive,” said Brendan.

“The generosity of the Regency family was incredible. I am honored to be a part of such a caring team of professionals,” explained Matt. “My hope is to continue the effort by replicating similar programs throughout the country. We have the potential to create a national relationship between the Retail Real Estate Industry and food banks throughout the U.S. and touch the lives of millions of Americans in need.”

**Congratulations to Matt, Brendan and the Chicago Office for embodying the values of Regency through teamwork and community involvement.**

