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After the Japan earthquake three years ago, the Santa Monica, Calif., accounting firm **Gumbiner Savett** decided to help raise funds to support the victims of that disaster, as well as some of the firm's affiliates and former staff in the country.

Since then, the firm has continued to promote the annual event, which has now grown into a firm-wide, monthly fundraising event. Called "Jeans Day," Gumbiner Savett staff and shareholders enjoy a day of relaxed dress each month in exchange for donating funds to the firm's chosen charity.

Several charities are selected by staff and are local community entities, and the firm's management recently announced that they would be matching the funds raised from the monthly

"We are really proud of our people and the support that has been created for our Jean's Day fundraisers," said Michael Savoy, CPA, Managing Director of Gumbiner Savett. "We felt it was important to start a matching program to let our staff know that we were supportive of their charitable efforts."

In the past year, the firm has collected approximately \$300 per monthly charity — not including the non-monetary donations of books, clothes, toys, school supplies, food and paracords. The firm has also given about 120 hours of volunteer time throughout the year.

The 2014 supported charities include: *Back on My Feet Los Angeles*, *Guide Dogs for the Blind*, *Cinderella's Closet/LA's Prom Closet*, *World Vision*, *MEND*, *Urban Possibilities*,

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