



Service Profile

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TrinSoft

Over the past 12 years, TrinSoft has donated more than \$100,000 to local and national charitable organizations, but you're not going to hear John Stucky mention that statistic.

Stucky, a founding Partner of the Kentucky-based Partner organization, recognized giving and service as a core value within his organization soon after its inception.

Each year his company facilitates a special project, with TrinSoft's 17 team members contributing their time, energy, and talents to a team-selected organization in the central Kentucky area. For example, the company has been a sponsor of the Alzheimer's Memory Walk since 2005 and before that, the company helped sponsor the Lexington Race for the Cure benefiting the Susan G. Komen Breast Cancer Foundation (a full list of TrinSoft's selected charitable organizations is provided below).

"At the beginning the owners made a do-

nation to one or two organizations behind the scenes, but now it's more of a team decision," Stucky said. "While it's hard to quantify, the overall atmosphere, environment, camaraderie, and happiness (of our company) is higher."

"People are part of something that's more than a nine-to-five routine, and it enables them to fit into something bigger, something they believe in, and something they are passionate about."



Each year TrinSoft sets aside a certain percentage of its net income to give back to the community. At the end of the calendar year, Stucky and the other owners solicit donation requests from team members and delegate funds to each of the nominated charities. The company has recently made it a practice to look forward and plan for

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the next year so that they can maximize their support for an organization.

"Two years ago, we decided to really get behind Make-A-Wish," Stucky said. "We adopted a Make-A-Wish child and completely sponsored a week-long trip to Hawaii for her. We also participated in a Make-A-Wish-sponsored walk that year."

In addition to the company-sponsored events and donations, TrinSoft employees serve in roles ranging from board members to Girl Scout leaders, dedicating a large portion of their free time to the Central Kentucky area.

After these contributions, it would be almost expected to hear that Stucky and TrinSoft have racked up free press. But that's not the case.

"You need to do it for the right reason," said Stucky. "Be passionate about it, but don't make it a public thing. Do it behind the scenes instead of just for PR."

"That will resonate with your team members and encourage them to think about what they're really passionate about." 

Organizations that TrinSoft has contributed to include:

- » The Alzheimer's Association
- » The Salvation Army
- » Youth for Christ
- » Local Churches
- » Cystic Fibrosis Foundation
- » St Jude Children's Research Hospital
- » Hospice
- » Susan G. Komen Breast Cancer Foundation
- » Special Olympics
- » Make-A-Wish Foundation
- » The Methodist Home
- » Local Youth Sports Leagues
- » Girl Scouts of the USA