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THURSDAY

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Store gives back to charitable foundation

When Hiller's Japanese foods buyer Kyoko Watanabe won the 50/50 raffle at a charitable 12th Annual Golf Outing, she didn't go out

and blow the money on useless stuff. Instead, she donated her \$300

SOUTHFIELD

winnings back to the collective efforts of the fundraising event, increasing the total funds raised for ALS research to \$6,700.

It was a no-brainer, says Watanabe, to

give "found money" to a worthy cause.

"Our corporate culture is one of community and giving back," said CEO Jim Hiller, chairman of the annual fundraiser at Mystic Creek Golf Club in Milford.

Donations and proceeds from the daylong event, which attracted a crowd of 160 for golf and a sit-down dinner, benefit the Hiller's ALS Center at Wayne State University.

With a new 52,000 square-foot store in Union Lake-Commerce Township and one set to open in South Lyon next year, Hiller's aims at providing

suburban Detroit with a high-quality, customer-focused neighborhood shopping experience. The company operates seven stores -- including locations in Ann Arbor, West Bloomfield Township, Northville, Plymouth and Berkley.

Periodic events, in-store initiatives and an ongoing Scrip Card program give customers and employees of the family-owned company easy opportunities to donate to their favorite causes.

"Every single one of us leaves a legacy," says Jim Hiller, who serves on the board of Beaumont Hospital and is

instrumental in efforts to bring a high-quality, nationally respected medical school to Oakland County by 2010.

"Whether we give a dollar here and there, or large sums to dedicated destinations, every donation matters significantly -- especially in a depressed economy," he said.

"Our contributions benefit the causes we support and the people who need it most and in the process, we become better people for caring about those around us."

— From staff reports