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HKA, Inc. Marketing Communications Wins National Philanthropy Day Award

Agency recognized for nonprofit service, volunteering

TUSTIN, Calif., Oct. 30, 2015 – After several decades of giving back to the citizens of Orange County and working with business and nonprofit leaders to support the community in their own ways, [HKA, Inc. Marketing Communications](#) has won the [2015 National Philanthropy Day Orange County](#) award in the small business category. The accolade was based on nominations by some of the foremost names across the local nonprofit landscape, including National MS Society, Pacific South Coast Chapter; Alzheimer’s Association, Orange County Chapter; Susan G. Komen Orange County; Crystal Cove Alliance; Laura’s House; The First Tee of Orange County and Build Futures.

HKA, an award-winning integrated marketing communications firm, has been a dedicated player in the local philanthropic community for 31 years. Despite its stature as a boutique agency in an intensely competitive industry, business challenges have never deterred the agency from giving back to the community – whether through donating time, money or professional services.

“I believe the true measure of an organization is determined by how much it gives back to the community it serves,” said Hilary Kaye, president of HKA, Inc. Marketing Communications. “Helping those in need has been a priority for me and our staff since I founded this company in 1984, and that mission has only expanded over the years. To be recognized with the prestigious National Philanthropy Day award is a tremendous honor for our agency because it illustrates the impact we have made over the years.”

HKA’s current philanthropic programs include:

- **Locally PRoud** – To celebrate its 30th anniversary last year, HKA gave Orange County nonprofits an opportunity to compete to win a year of no-cost public relations and marketing communications services. Build Futures, an organization devoted to ending youth homelessness, won the competition and currently is receiving these services.
- **Nonprofit accounts** – HKA provides PR and marketing communications services for [Susan G. Komen Orange County](#), [Alzheimer’s Association of Orange County](#), [Laura’s House](#), [The First Tee Orange County](#), [Build Futures](#), [Crystal Cove Alliance](#) and [Safe Refuge](#) at a deeply discounted nonprofit rate and, in some cases, pro bono.
- **Employee volunteering** – HKA’s staff regularly puts in extra effort to support, raise funds and build awareness for a variety of causes, including the Susan G. Komen Orange County Race for the Cure; the MS Society’s Walk in OC, where HKA has fielded the Ruby’s Raiders team named after Hilary’s mother for the past 16 years; Alzheimer’s Association Orange County Walk to End Alzheimer’s; and Friends of Orange County Homeless Pets’ Walk 4 Rescues.

"HKA's outstanding philanthropic reputation is celebrated throughout Orange County, and one only has to meet Hilary and her dedicated employees to know it is well-deserved," said Andrea McCallister, director of development and communications at Laura's House. "HKA's experience, commitment and support are an invaluable part of our day-to-day operations and we're grateful to work with a company with values so similar to our own."

Additionally, HKA has guided its for-profit clients through rewarding charitable programs of their own, including fundraising efforts, philanthropic sponsorships and securing board positions. [Orange County's Annual National Philanthropy Day and Awards Luncheon](#) will be held Nov. 19 at Hotel Irvine with an expected attendance of nearly 1,000 guests to celebrate the honorees' ongoing philanthropy.

National Philanthropy Day recognizes philanthropic efforts made by organizations in the community, and each year individuals and businesses are selected by the Association of Fundraising Professionals (AFP) of the Orange County Chapter to be honored for their tremendous endeavors in community contributions. HKA will be recognized alongside other prominent organizations, including:

- Sandy Segerstrom Daniels, Legacy Award
- Donnie Crevier, Outstanding Philanthropist
- FedEx Cares, Outstanding Philanthropic Group
- James F. Amato, Outstanding Volunteer Fundraiser
- Rusty Kennedy, Outstanding Founder
- KIA Motors America, Outstanding Corporation of Business, Mid-Size (51-499 employees)
- The Word & Brown Companies, Outstanding Corporation Business, Large (500+ employees)
- Anika Ortiz (Anika's Pink Closet for Mariposa), Outstanding Youth

HKA recently was named a finalist in the 2015 Stevie Women in Business Awards in the Community Program of the year category. The Steve Awards provide international recognition of the achievements and positive contributions of organizations and working professionals. Winners will be announced at the 12th annual awards dinner on Friday, Nov. 13, in New York City.

About HKA, Inc. Marketing Communications

Celebrating 31 years of consistency and reliability, Orange County, Calif.-based HKA, Inc. Marketing Communications is an award-winning agency that has garnered a reputation for excellence from clients, vendor partners and the media. Founded by former journalist Hilary Kaye, HKA instills professionalism and integrity into every campaign, project and client relationship, successfully enabling agency partners to leverage marketing and communications strategies to support critical business objectives. HKA's menu of client services includes media relations, social media, integrated marketing, reputation management and community relations.

For more information, visit <http://www.hkamarcom.com> or call (714) 426-0444. Follow HKA on [Facebook](#), [Twitter](#) and [LinkedIn](#).

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