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November 6, 2015 [No Comments](#) [Richard Carufel](#) [HKA Inc. Marketing Communications](#)

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 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.