



Impact 4 Good & the Murphy Family Project

In early February, an Atlanta-based corporation contacted **Impact 4 Good**, a socially responsible teambuilding company, to plan a teambuilding activity for a corporate retreat at the Ritz Carlton Lodge – Reynolds Plantation. Impact 4 Good was asked to customize an activity that would be fun and motivating for participants, integrate business objectives central to the retreat, and have an end result of “giving back” to the community.

Impact 4 Good contacted a local organization, The Keenan’s Kids Foundation, which led to the Murphy family and the development of the customized **Murphy Family Project**.

Murphy Family Background: Like most homes, the home of John and Jeanette Murphy is filled with pictures of their beloved children, which is a lot of frames when you are Mom and Dad to a family of 27! The Murphy’s, already the parents of four, have opened up their home to 23 children with Down Syndrome since adopting their daughter Shannon in 1983. John and Jeanette strive to teach their children, ranging in age from 13 months to 34 years, independence, teamwork, and the skills necessary to grow into thriving adults, while experiencing as normal a childhood as possible.

Impact 4 Good’s Customized Murphy Family Project: Activity participants constructed storage cubbies for the Murphy children, providing each child a place to store personal belongings, and help keep clutter to a minimum. The activity began with a short video about the family and then the group got busy hammering, nailing, and decorating the cubbies. The activity included creating personalized nameplates for the cubbies and wrapping gifts for each of the Murphy children.

At the conclusion of the activity, The Murphy’s and eighteen Murphy children walked into the ballroom to a standing ovation and met the corporate group. The Murphy’s answered questions about “*how they do it*”, and then each child received his/her gift from the very proud executives.

The emotional outpouring from participants was contagious. The pride shared amongst the entire management team was certainly priceless. Bonding as a team to complete a meaningful project is a great take-away from any meeting at any destination, and one that will most likely never be forgotten and always closely shared amongst the participants of this unique event.

Impact 4 Good (www.impact4good.com) plans and facilitates community-service based activities for corporate groups which meet corporate objectives while giving back to those in need. For more information on the Murphy’s, and how you can help, please visit the Keenan’s Kids Foundation website at www.keenanskidsfoundation.com.

Impact 4 Good

Washington D.C. Office: 5226 Pooks Hill Rd ▪ Bethesda, Maryland 20814

Corporate Office: 188 Route 10 West ▪ East Hanover, New Jersey 09736

www.impact4good.com ▪ info@impact4good.com ▪ Ph: 301 214 1472 ▪ Fax: 301 214 1473