

# LAWRENCE BUSINESS MAGAZINE

2024 Q4



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“ This is the true joy in life, being used for a purpose recognized by yourself as a mighty one. Being a force of nature instead of a feverish, selfish little clod of ailments and grievances, complaining that the world will not devote itself to making you happy. I am of the opinion, that my life belongs to the whole community and as long as I live, it is my privilege to do for it what I can. I want to be thoroughly used up when I die, for the harder I work, the more I live. I rejoice in life for its own sake. Life is no brief candle to me. It is a sort of splendid torch which I have got hold of for the moment and I want to make it burn as brightly as possible before handing it on to future generations. ”

George Bernard Shaw

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## LETTER FROM THE PUBLISHERS

**Volunteering is the backbone of thriving communities; nowhere is that more evident than in Lawrence.** In this issue, we talk about the impact of volunteering and highlight several volunteers – we couldn’t cover every organization or volunteer – but we tried to create a cross-section of the community and the volunteers who make it run. These volunteers are often the silent champions addressing critical needs, from assisting with food drives and supporting educational programs to organizing community events and responding in times of crisis. Their efforts help bridge gaps that government programs or businesses cannot always fill, ensuring that vital services reach everyone who needs them.

**In Lawrence, the spirit of volunteering runs deep.** Local organizations and nonprofits depend on the dedication of these individuals to extend their impact. Whether it’s lending a hand at the Library, supporting Habitat for Humanity, or joining city-wide clean-up efforts, volunteers transform intention into action, making tangible improvements in the lives of those around them.

**But volunteering isn’t just about giving—it’s also about receiving.** Those who donate their time often find that the rewards far exceed the effort. Studies show that volunteering enhances mental and physical well-being, reduces stress, and fosters happiness. For many, helping others sparks joy and provides a profound sense of purpose.

**Volunteering strengthens the social fabric of Lawrence.** It’s an incredible way to meet new people, connect with neighbors, and build lasting friendships. Participating in shared activities, such as organizing parades or helping at JustFoods, creates bonds that extend beyond the events themselves. These connections are the foundation of a cohesive and supportive community.

For volunteers, the personal benefits extend even further. Whether it’s gaining hands-on experience in project management, honing communication skills, or staying engaged after retirement, volunteering offers unique growth opportunities. Young professionals, for instance, can acquire real-world skills that enhance their résumés, while retirees can apply their expertise to make a lasting difference.

**Volunteering in Lawrence also fuels the local economy.** Efforts such as mentoring students or supporting arts programs help develop a skilled and vibrant community. Environmental initiatives beautify the city, attracting businesses and tourism. This work generates networks and collaboration, fostering innovation and growth.

**Perhaps most importantly, volunteering empowers people to live their values.** Whether it’s advocating for social justice, protecting the environment, or supporting vulnerable populations, volunteering gives individuals a direct path to effect change. This alignment between values and actions cultivates a sense of agency and fulfillment.

Volunteers in Lawrence are not just contributors but creators of a brighter future. Their commitment builds stronger neighborhoods, fosters deeper social bonds, and elevates everyone in the community.

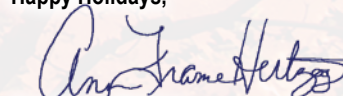
So, consider stepping into a volunteer role. Whether it’s an hour a week or a monthly commitment, your time and energy can shape lives—yours included. Together, through the spirit of volunteering, we can ensure that Lawrence remains a place we live and a community we cherish.

**When we support local businesses and causes, we reinforce the very foundation of what makes Lawrence unique. By volunteering and shopping locally, we build a resilient, united community that will continue to thrive for generations.**

Please note that all of our advertisers have a stake in the local economy. Whenever possible, shop locally and resist the temptation to order online. If you find something online, see if one of our local businesses has it.

**When we Shop Local - Shop Baldwin, Eudora, Lecompton, and Lawrence (and use Local Services) - we are supporting those businesses, giving back to our community, and building a future together.**

Happy Holidays,



Ann Frame Hertzog  
Editor-in-Chief/Publisher



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**Our Mission:**

We are dedicated to telling the stories of people and businesses making a positive impact on Lawrence & Douglas County.

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