

TRANSCONAVIEWS

Birchwood Ford on Regent Dedicated to Giving Back to Transcona

by
Brian Campbell

Birchwood Ford on Regent believes strongly in giving back to their community. Evolving from Keystone Ford five years ago, they very quickly made service to their community an important initiative.

Service Manager, Jim Dolphin, began working at Birchwood Ford three years ago and was immediately put in charge of this initiative. He says, “When I came on board, the General Manager asked me to start a committee that we call, Community Spirit, Giving Back to Transcona. \$20 from every car sale and \$5 from every oil change goes into a kitty and the committee decides how to disperse the money.”

In the past three years, Birchwood Ford has given more than \$68,000 to a number of worthy causes, mostly in the Transcona area. These include: Kilcona Dog Park, Transcona Memorial United Church, Transcona Historical Museum, the Hi Neighbour Festival, Manitoba SwimAbility, Transcona Biz, Learning Tree Day Care, Park City West Community Club, to name just a few.

Jim grew up in Transcona and feels that it is a nice, friendly place to live. “Everything you need is in the Transcona area,” he says. “Many of our customers and our employees also live here. To me it is home.”

Birchwood Ford wants to be a strong part of this close community. Since so many of their customers and employees come from Transcona, they want to do their part in supporting the community that supports them.

According to Jim Dolphin, this is par for the course with the Birchwood Group. “They are very big on employees and very big on customers,” he says. “They do surveys with employees and surveys with their customers. If there are any complaints or any problems, they deal with it and make it right. They invest a lot of time into training. I have had more training here in three years than in the last 25 before. It is a very good company.”

If an employee is involved with a cause that they feel strongly about, quite often Birchwood will get involved as well. Although they can’t do everything, they try their best to give back to their employees, their customers and their community.

They are also involved with the Christmas Cheer board and deliver to two Transcona families every year. Jim says, “We do the deliveries personally and it is so nice to see the peoples’ faces light up.”

Birchwood Ford plans to continue giving back to Transcona in whatever way that they can.

