



# Arkansas Society of Certified Public Accountants

11300 Executive Center Drive • Little Rock, Arkansas 72211-4352

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DATE: August 5, 2008

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## **JPMS Cox, PLLC Recipient of Arkansas Society of CPAs 2008 Public Service for Firms Award**

The Arkansas Society of CPAs Public Service Award for Firms aims to recognize firms for their public service contributions on the local, state, or national level. The award intends to encourage more CPA firms to initiate or increase their community activities, publicize these activities, and reinforce the profession's reputation for commitment to the public good.

Almost any public service related activity will count, except for professional services related to accounting organizations, which are not considered in determining the award winner. In evaluating the Public Service Award for Firms, consideration is given to the size of the firm in relation to its contribution to the community it serves.

JPMS Cox, PLLC, an accounting, tax and consulting firm in Little Rock, is the winner of this prestigious award for 2008. The state's fourth largest accounting and consulting firm and its employees are dedicated to the central Arkansas community and to the State of Arkansas. The group of 54 employees, including partners, managers, and staff are involved in many nonprofit and charitable organizations and devote considerable time, expertise and money to assisting those organizations in providing their missions throughout the State. In fact, many employees are involved with multiple organizations. Below is information on their top six charitable contributions and works.

The firm has been instrumental in initiating charitable efforts for City Year; a nonprofit organization that unites young people aged 17-24 for a year of demanding full-time service. As tutors, mentors, and role models, these young leaders make a difference in the lives of children and transform schools and neighborhoods. City Year aims to build a democracy through citizen service, civic engagement, leadership development, and social entrepreneurship in the United States and South Africa. JPMS Cox, organized a firm-wide workday through City Year, collected "survival bags" for the needy and homeless in Central Arkansas, and donated funds toward the annual Red Jacket Ball. In addition, it has been a financial supporter of the Founding Citizens Team, which enables a group of City Year corps members to provide literacy tutoring to one elementary school four days per week for the entire school year. The firm has also volunteered on occasions to provide educational presentations to City Year corps members in areas such as resume writing and taxes. Firm employees have devoted nearly 750 hours to City Year projects. A JPMS Cox partner, who serves as a member on the organization's Board has also worked with City Year corps members in a supervisory capacity on projects with other nonprofit organizations.

The firm has worked alongside City Year corps members to better its employees and the community by closing the firm's office for one day and donating time and salaries while performing grassroots service projects at Seventh Street Elementary School, Sherman Park Community Center, and Shorter College Gardens Apartments in North Little Rock, Arkansas. This included painting and repairing playground equipment and basketball courts, adding a four square court and a multi-use ball field, and donating sports equipment to the community center. A vegetable garden was planted and flower beds added to school grounds and educational artwork murals were painted. These efforts better allow children and area residents to play and exercise in a clean and healthy environment.

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JPMS Cox, PLLC staff members formed a group which donated blood every 56 days at an American Red Cross blood donor center. The firm has also sponsored an average of five blood drives per year for the past two years. It also lends support financially through periodic fund raisers, such as the Heroes Luncheon which recognizes heroic acts by firemen, policemen, emergency medical technicians and citizens. Firm members have assisted in disaster assistance programs, such as manning the phones to help raise funds for the recent flood and tornado victims in the state. Firm employees post flyers and send e-mails to local businesses to advertise the blood drive in advance, for an estimated 300 hours of service annually. Employees are often encouraged to give blood and allowed to do so during business hours at the firm's expense. At the firm's most recent blood drive, the firm had 25 donations, the potential equivalent to saving up to 75 people's lives.

In 2007, JPMS Cox, PLLC was responsible for all individual entry forms for the Susan G. Komen Race for the Cure. Over 45,000 people participated in the event and over \$1.7 million was raised as a result. The firm efficiently processed participant information from over 4,000 individual entry forms into a database and deposited over \$100,000 of cash from race entry forms into the Race for the Cure bank account in a timely manner. The firm also had a team of about 20 people participate in the race. The Susan G. Komen Race for The Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives and energize science to find a cure and fight against breast cancer. The firm's employees spent about 200 hours over a two-month period working with the Race for the Cure organization on this event in 2007.

Junior Achievement of Arkansas, Inc. is another organization to which JPMS, Cox, PLLC partners, managers and staff members volunteer their time and teach various business and economics-based courses to grade school students, during work and school hours. The firm's time commitment varies each semester but each volunteer spends on average about 20-25 hours per semester preparing for and delivering the lessons. Through Junior Achievement of Arkansas, Inc., hands-on age appropriate activities and programs are provided to young people in grades K-12 each school year. The firm allows and encourages employees to teach various programs to student, ranging from four to seven lessons each semester in order to provide the students with the economic perspectives of a real-world business professional. JPMS Cox, PLLC additionally supports Junior Achievement, a non-profit organization through participation in their annual fundraising luncheon.

Several firm staff members have volunteered their time to provide accounting services to manage the internal bookkeeping needs for the local Habitat for Humanity affiliate. This involved all services needed for accounts payable, accounts receivable, mortgage servicing, and producing monthly financial statements for use by the Habitat Board of Directors. The firm's staff members implemented a conversion of the chapter's accounting system in order to better effectively manage financial aspects and to provide better reporting for the chapter to monitor activities. JPMS Cox, PLLC was the out-sourced accounting department for two years for Habitat for Humanity of Pulaski County until Habitat was able to secure an in-house employee to maintain their accounting functions. Since 2004, between eight and fifteen of the firm's staff members have worked an annual Habitat for Humanity workday, which involves working with the Habitat construction foreman and partner families on most stages of home construction. The homes, which are built through volunteer labor and donations of money and materials, are later sold to partner families at no profit and financed with affordable loans. The homeowners' monthly payments are used to build more Habitat houses. During the period of providing out-sourced accounting functions, the firm's staff averaged approximately 40 volunteer hours per month over two years. The firm's investment made in Habitat workdays is an annual range of 60 to 100 volunteer hours. Additionally, two JPMS Cox, PLLC managers serve in the organization's leadership as Treasurer and Finance Committee Chairperson. These two board members contribute approximately 40 hours per year.

Riverfest, Inc. is a nonprofit organization which provides affordable fun and entertainment during Memorial Day weekend in Little Rock and North Little Rock, Arkansas. Many of the employees at JPMS Cox donate their time during the annual festival to ensure attendees are able to enjoy their experience to the fullest. The firm also donates financially each year to become a "Friend of



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Riverfest.” One of the firm’s managers serves as Board Treasurer of the organization and has devoted many hours of time and expertise towards establishing an annual financial budget, providing improved internal controls to the small office staff and ensuring that the financial aspects of the festival run smoothly during the festival weekend. In May, 2008, over 250,000 attendees paid either \$10 or \$20 for a three day ticket to the concerts, shows and activities at this annual event. Approximately, eight hours of firm sponsored time is devoted by the Treasurer each year and about 100 hours of personal time. Many employees, and frequently their spouses, friends and family, volunteer for one or more 4-hour shifts during the three day festival.

JPMS Cox has established a charitable contributions committee to which all employees can submit requests for monetary support. Not only does the firm encourage community involvement, they make it easy and fun for their employees by providing resources, support, work hours money expertise and more, in an effort to improve the lives and community of those around them.

JPMS Cox, PLLC understands that promoting volunteerism within the firm not only has a positive impact on the community’s development, it sets an example for other businesses to follow. In 2007, the firm’s employees volunteered over 1,500 hours to multiple organizations and have already volunteered over 760 hours as of May, 2008. JPMS Cox, PLLC also contributed \$32,000 to 35 organizations during 2007. Their employees are significantly involved with those organizations previously mentioned above, as well as many others, including: Arkansas Arts Center, Our House, Salvation Army – Angel Tree, Arkansas Children’s Hospital, Arkansas Single Parent Scholarship Fund, The Arkansas Symphony Orchestra, Inc., Manna Dominican Republic, Peace Corps, The Arkansas Repertory Theatre, and Economics Arkansas.

The firm uses its resources and employees as described above to make numerous improvements in area neighborhoods, schools, and communities, not to mention lives of others.

The firm will become the Arkansas nominee for the national Public Service for Firms Award.

JPMS Cox, PLLC Partners are: Steven Booth, Gary Cooper, Phil Cox, Bryan Jeffrey, David Mosley, Jim Phillips, Mallory Taylor, and Mary Ellen Vangilder.

*\*\*\*The ASCPA is the State’s largest professional organization for Certified Public Accountants with over 2,800 members in public practice, business and industry, government and education, and over 90 years of service to the Accounting Profession.*