

## G. SCOTT DIDDEL'S BASKETS FROM HEAVEN

Scott Diddel, founder, owner, and CEO of Diddel & Diddel (D&D), believes that giving back to the community has been the key to the success of D&D for the past 30 years. One of his company's most notable contributions to the community is their annual Baskets from Heaven Thanksgiving charity food drive.

Baskets from Heaven was created by Scott and his family after learning about the surprising number of working poor families in his business community of Stamford, CT. Scott says his plan was simple: Alongside family, friends, and neighbors, they would share the gifts of kindness, love, and giving thanks with the hungry. That was 25 years and 5,000 baskets ago.

His very first delivery had a large impact on Scott and his family. After knocking on the door of a tenement apartment, they were greeted by a woman and her many children. When the woman realized the family of strangers standing at her door was offering a basket of Thanksgiving food – plenty for her, her daughters, and their eight children – she began to cry. “The more she cried, the more we cried,” remembers Scott. “Wiping away tears of joy, she told us, ‘You must be angels, because only God knows we have nothing.’” It was that initial delivery that coined the name of their annual drive.

With the generosity of local businesses, family, friends, clients, and over 100 volunteers, Baskets from Heaven has donated hundreds of baskets each year for more than two decades during the Thanksgiving season. In 2014, Baskets from Heaven reached over 375 baskets – enough food for more than 11,250 meals. Weighing over 50 pounds, each basket includes a 25-pound turkey, stuffing, gravy, cranberry sauce, potatoes, peas, collard greens, pudding, bread, cider, sweet potato pie, and fresh-cut flowers.

Scott's vision continues to extend kindness to those in need at a time of the year when families gather to share their blessings. Baskets from Heaven offers hope and cheer to thousands of families, and it is Diddel & Diddel's intention to continue the tradition for many years to come. ★



Representatives G. Scott Diddel and son Matt take a break before loading delivery vehicles.



Completed baskets ready for delivery