

As a small business, you need what you need and nothing more.

- HOME NEWS PRODUCTS BLOG MULTIMEDIA

Subscribe to Lawn & Landscape | Log In



Follow us through THE CALIFORNIA SPRING TRIALS!

SEARCH

Monday, April 04, 2011

- HOME CONTACT US NEWS PRODUCTS CURRENT ISSUE HORTICULTURAL SCHOLARSHIP SUBSCRIBE ENVIRONMENTAL BUSINESS AWARDS READER SERVICE NEWSLETTERS ADVERTISE BLOG MULTIMEDIA POLLS CLASSIFIEDS EVENTS REPRINTS ASSOCIATIONS MSDS STORE MARKETPLACE ABOUT US

Home Magazine The Perpetual Volunteer

The Perpetual Volunteer

FEATURES - INDUSTRY NEWS

Moved by children with life-threatening illnesses, City Beautiful Landscaping's Rusty Woodall created a vacation oasis for these families so they can leave their troubles at home.

JULIE EVANS December 17, 2008

Font size Share |



Four years ago, Rusty Woodall, president of City Beautiful Landscaping in Orlando, Fla., had one of those "a-ha" moments that changed his life. During a meeting with the men's group in his church, the conversation turned to the subject of "giving." Woodall realized he wasn't doing enough to help others. In that moment, he decided he would donate more money and landscape services to organizations in need.

"When God wants to get your attention, he gets it," says Woodall. "And that's what happened to me. He put something in front of me, and I said, "Wow! I can't ignore this."

With a loving family, growing landscape irrigation and maintenance company and a fledgling tree farm, Woodall knew his own life was blessed, and he wanted to start giving back.

At the request of friends, he visited what would become one of his favorite charities, Give Kids the World, a non-profit organization that provides a vacation oasis for the families of children with life-threatening illnesses. Woodall still gets tears in his eyes every time he visits this "village" community in Central Florida.

"I was so moved by the stories I heard and what I saw that I couldn't do enough," he says. "The organization provides everything for the families, from the time they reach the airport until they return home. I think this helps lift a big burden off families' shoulders. For one week, they can leave their troubles at home."

To pitch in, City Landscaping installed sprinkler systems and provided landscaping around some of the newly built guest houses on the property. On volunteer days, Woodall brings his crew to pull weeds, spread mulch and care for the grounds. "I hope to lead by example," says Woodall, who pays his crew members when the company donates services. "I don't require anyone to volunteer, but I hope that someday, they'll realize the benefits and do it on their own."

Although Woodall's decision to give more to charity was motivated by personal beliefs and not by business decisions, the increased giving has resulted in new business. Give Kids the World recently hired City Landscaping to provide weekly maintenance. Woodall says he'll continue to volunteer his company's time, when asked.



In other charitable efforts, Woodall's company has supplied labor and materials to a women's shelter and donated money to a mission group in South America. "I give based on what feels right to me. I don't actively go out and look for charities," says Woodall. "If a charity has good leadership and you know they're spending money the right way, then it just feels right," he says.

Woodall's ultimate goal is to give 10 percent of his company's profits to charity per year. He expects nothing in return but "God blesses those who tithe," he says.

"God owns everything and we're just managing his resources," Woodall says. "If you're faithful with the resources he entrusts to you, then he's going to entrust even more to you in the future." I

Add a comment:

POST COMMENT

* Lawn & Landscape reserves the right to edit or remove reader comments for any reason it deems appropriate.



Lawn & Landscape

Lawn & Landscape Account

- [My Profile](#)
- [Update Account Information](#)

Create an Account:

- [Subscribe to Lawn & Landscape Magazine](#)
- [Register for \[www.lawnandlandscape.com\]\(http://www.lawnandlandscape.com\)](#)
- [Sign up for print and website accounts](#)

About:

- [Media Kit](#)
- [About GIE Media, Inc.](#)
- [Privacy Policy](#)

Contact Us

Lawn & Landscape Magazine
GIE Media
4020 Kinross Lakes Pkwy
Richfield, OH 44286
800/456-0707

gie media
HORTICULTURE
GROUP

Garden Center • Golf • Greenhouse • Landscape • Nursery

Golf Course Industry
Garden Center
Nursery Management
Greenhouse Management