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Giving Generously (from a Shed)



It all began when **Krisztian Panczel** and his wife Maria had a bad shopping experience buying a shed at a hardware store in Brisbane. The store had a limited selection and the shed they bought was really hard to put together. The parts didn't fit, and in the end the assembly proved so difficult they had to just throw it away. Now, Krisztian is no slouch when it comes to putting things together – he spent most of his youth taking things apart – but that frustrating experience at the hardware store led him to create a company called **Cheap Sheds**.

When you go to [their website](#) and you'll see how well the concept has caught on. **Cheap Sheds** offers the largest range of online shopping for storage solutions in Australia. They could have stopped there, but Krisztian knew right

from the start that they wanted to share their success with the world around them. *"I looked at different options and charities but couldn't commit to anything at such an early stage of my business,"* he told us. *"When I heard about BIG1 through the organisation's Chairman Paul Dunn, who has always been a great inspiration and mentor to me, everything just made perfect sense. We've been with BIG1 pretty much since day one of our new business."*



Maria & Krisztian Panczel

In those early days at **Cheap Sheds**, Krisztian and Maria selected a few BIG1 causes that really resonated with them. They planted trees and provided clean drinking water for children in India with each product they sold. *"Since then our giving activity has evolved,"* Maria said, *"And we have our customer service team involved. We have the months divided amongst our staff, and they each select a cause that we support in that particular month. This allows us to share the joy of giving with our team, and also gives us the chance to support a wider range of projects."*



Their customers like the concept too. Most learn about their BIG1 giving activity after they've made their purchase. Krisztian sends them an email from the team, thanking them for their purchase and explaining how the 'embedded giving' concept works. *"It's usually a nice surprise for them to learn that just by shopping with us, they made a*

difference...and we do get a lot of emails back acknowledging our giving activity, which is always nice. BIG1 is a concept that is easy to communicate to customers."

The company has been able to donate sheds to the RSPCA in Perth, they've donated funds to the flood victims from North Queensland, and helped victims of the earthquake in Japan.

Krisztian says it this way, *"Putting giving right at the core of our business with BIG1: Business for Good has so many benefits. We automatically become a company concerned and caring about what's going on in our world. And that keeps us firmly focused on making a difference with everything we do."*

You'll see more and more businesses around the world feeling precisely the same as part of BIG1: Business for Good. See more right here: <https://www.big1.com>



Cheap Shed's recent Facebook post thanking their customers