

## **New Opportunities for Altruism**

By Kelley Phillips  
February 11, 2015

The world of Giving is changing. With Millennials at a point in their lives when they are investing in their community, there are new opportunities for altruism. One such opportunity was realized by Zac Harris, the entirety of the Sales and Marketing staff for Alamo Beer. Zac moved to San Antonio in 2006 and has since developed a strong relationship with and love for the beer industry. However, as the beverage's main ingredient is water, Harris felt a desire to support the resource that the beer industry depletes. In the summer of 2014, Zac was involved with the Surfrider Foundation in Southern California which promotes conservation efforts along the West Coast.



Upon his return, Harris translated that love of water and aspiration for conservation to the River City by supporting the San Antonio River Foundation. To mark his birthday, Zac threw a huge party and asked his guests to donate \$10 to the San Antonio River Foundation in lieu of a personal gift. In one night, Harris raised \$700. At the event, attendees were introduced to the Foundation and its accomplishments and invited to become engaged in what happens along the San Antonio River—a fixture in many of their lives. “People want to get involved, but do not know how,” says Harris, “there are so many opportunities; they are just inundated with so many to pick from.” By throwing a philanthropic party, Zac challenged the idea of traditional donations and hopes to inspire people to think outside of their impressions of what charity means. Discovering your passion is vital to becoming engaged in your community. Zac’s passion lies in waterways and conservation—what is yours? How can you make a difference in our beautiful River City? It could be as fun as throwing a party.