

Generosity as a Family and Business

If you ask any employer what their most important asset is, most are going to say their employees. But few intentionally invest in helping their employees become all that God created them to be.

When Steve Trice established Jasco Products Company in 1975, he wanted it to be different. The company develops innovative consumer products in home automation, lighting, security, and more, but what sets Jasco apart is its commitment not just to generosity, but to empowering it in others.

Building Generosity into Business

Steve believes that part of helping employees live out their God-given potential is in the way they handle their finances and their time. Because of this, Jasco encourages all employees to give back by matching the time they give to ministries with dollars, and through gift matching programs of up to \$5,000 per employee. Any time an employee gives to a 501(c)(3) organization, Jasco matches it to help them make a difference and learn how to steward the money the Lord has given them.

For their customers, Steve established a similar commitment. Jasco's Give Your Way initiative demonstrates their commitment to others does not end at checkout. Half of the net profit of every purchase at Jasco goes to causes that are changing lives and helping those in need around the world. When checking out, customers choose a humanitarian cause—food, water, shelter, or disaster relief—from one of Jasco's charitable partners, and their purchase provides a donation to empower customers to be part of the solution. Over the years, they have seen this generosity not only directly make an impact for causes around the world, it has also impacted the hearts of their customers and employees, inspiring many to start their own generosity journeys.

Walking in Family Values

Today, Steve's sons run Jasco Products Company, giving him more time to focus on what he considers the primary calling of his family—discipleship. "At least in America, discipling as Jesus did has become a lost art in the church," he says. "The church is mirroring culture more than culture is mirroring the church." Jasco affords Steve and his family many opportunities for generosity, but to change culture and transform lives, he also believes in giving back with his time.

Steve personally disciples ten people at a time, meeting with each for an hour and a half per week. After discipling for 25 years, Steve has learned every person has blind spots, issues, trials, and personal tribulations in their lives. "It helps to have another Christian walking life with us in the context of the scriptures and holding us accountable to God's word," he says. "That is where our primary passion is and that is where the vast majority of our giving goes."

The Trice family supports ministries locally, nationally, and internationally that focus on spreading the gospel and discipleship. Their partnerships include Christian Business Men's Connection (CBMC), where they develop online discipleship tools for people around the world. The system they have developed together now has enough material for two people to disciple one another every week for 12 years.

Water4 is another ministry they support that carries out humanitarian and discipleship work. Based in Steve's home of Oklahoma City, Water4 works throughout Africa to teach people how to dig wells for clean water, while also teaching them about the living water of God, and how to disciple one another. "We have had the opportunity to be aware of thousands of people coming to know the Lord, of thousands of people coming to be discipled," Steve says.

"The Lord makes it clear that we are to go throughout the world to spread the gospel and make disciples of all nations by reaching people groups in our sphere of influence. Our family's generations are unified in supporting ministries locally, nationally and internationally that spread the gospel and focus on one-on-one discipleship."

Establishing a Legacy

The Trice family works to ensure their impact is eternal through legacy planning with The Signatry. Using The Signatry's guidance, resources, and tools, Steve brings his family together to develop stewardship philosophy and a legacy plan for future generations.

"We are unified because of The Signatry's facilitating work with our family. The website, the reporting, the people that are there to help us and guide us every day are wonderful." –Steve Trice

Steve and his family hold monthly family meetings to determine how and where they are going to allocate funds. As part of their legacy plan, they take their grandchildren to visit the ministries they are supporting so future generations can see how it works, take part, and interact with the people they are helping.

Take Your Next Steps

Through their business, discipleship and humanitarian work, and legacy planning, Steve Trice and his family serve as a testament of the difference that can be made when we use our businesses, resources, and time to practice and empower generosity. Learn more about generosity solutions for businesses, legacy planning, and starting your own stewardship journey at thesignatry.com, or contact our Donor Care team at donorcare@thesignatry.com to take your next steps.

For more information, visit www.thesignatry.com.