

# Houghton: Charity Should Begin in The Neighborhood

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**Bruce E. Houghton**, president of **Houghton Chemical Corp.** in Allston, says too often business owners and their employees take money from the urban locations of their companies and transfer it to the suburban communities in which they live.

"Corporations in America should visualize themselves as being part of the communities where their sites are," he says "They don't do that enough."

So Houghton makes it a priority to offer philanthropic support for nonprofit service providers in the Allston and Brighton area, home to the company founded by his grandfather and expanded by his father.

In addition, he says his company is committed to hiring people who live in the vicinity of the

Allston-Brighton facility and the company's other locations in New Jersey and Pennsylvania.

"It provides better employees," Houghton said, "and it enhances the employees' value to the community they're living in, which provides greater prestige and a healthier neighborhood."

He also takes companies to task for only supporting the largest, most established charities. "It's easier," he says. "It doesn't take as large an effort. It's prestigious, because you're giving a substantial amount to charities that everyone knows."

But he says he is concerned about "all of those agencies that provide all those services in our communities. They're the ones that don't have the fund-raising resources and are

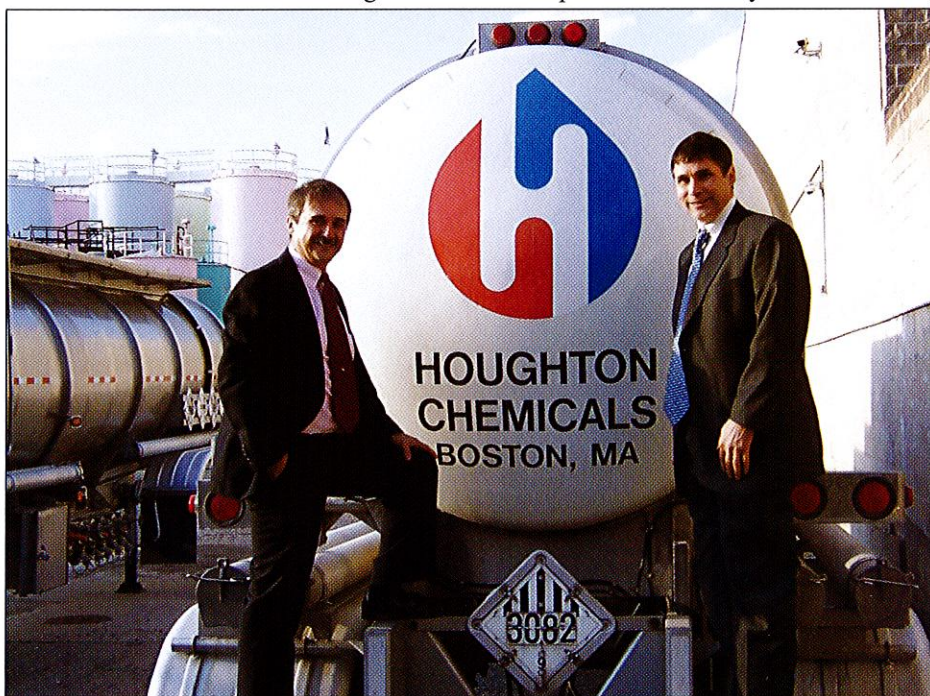
being left behind."

Houghton cites some examples: the Charles River Watershed Association, English-speaking training for immigrants and a day care center that needs a new roof.

If you've ever gotten off the Massachusetts Turnpike at the Allston exit, you've probably noticed Houghton Chemical's pastel-colored

became established and successful — that success created the person I am today."

Now he oversees Houghton Chemical's donations to nonprofit organizations in the company's extended community, Boston and Cambridge. "You're involved in your community, so you see them and they see you," he says. "It's rewarding."



Houghton Chemical has also supported some national and international disaster relief organizations that provided help to the victims of Hurricane Katrina, the 2005 earthquake in Pakistan, and the December 2005 tsunami that devastated many coastal areas in Asia and Africa.

"Those were one-shot deals," he says. "We intend to substantially increase the funding of the local providers. There's so many things you can do."

**"Part of being the best"**

chemical storage tanks. Houghton has headed a company for 25 years that, among other products, manufactures automotive fluids, heat transfer fluids and water treatment chemicals.

At the Allston location, the largest business is storage and distribution of industrial chemicals. He's proud of the Houghton Chemical's safety record, which he says is 100 percent.

And he has been involved in philanthropy since his youth.

## "A different insight"

"I started a nonprofit when I was 20 called the Cambridge Hotline," Houghton said. "It became fairly well-known, with 125 volunteers. It gave me a different insight. I was a little, tiny startup nonprofit, and

Houghton says philanthropy is good for business. "We're not just benevolent. It's of benefit to the company. I know that if we contribute to the community we will have higher value to the community."

He compares philanthropy to advertising. "It's hard to put a value on it, but you do it because you know it's productive. When people see you, they recognize you. If your community is stronger, that enhances your corporation. That has value. People want to work for a company like that. We're known nationally. Quality and reputation take years to acquire. Corporate philanthropy is part of being the best."