

FORREST TUFF

Champion of the Week



For Forrest Tuff, volunteering comes naturally.

His father, Ulysses Tuff, is pastor of The Way, The Truth and The Life Christian Center in Decatur.

“I started out doing missions work with the church,” Tuff said.

Tuff is a community ambassador for youth-Spark Inc., a “movement of pioneers, youth and adults alike, committed to ending child sex trafficking through the power of prevention,” according to the group’s website.

He is also member of the American Heart Association and produces films for his father’s church.

In 2004, he started his own business, One Vision Productions, a multimedia

production company based in Clarkston.

“That aspect of giving back seemed to always find its way into my business,” Tuff said. “There were companies that needed stuff or people that needed things, and I would use my talents and resources to get things together.

“It naturally stayed with

me,” he said.

Tuff said his volunteerism spirit evolved last year when he learned of President Barack Obama’s Volunteer Service Award, a program that recognizes volunteers who have achieved the required number of hours of service over a 12-month time period or cumulative hours over the course of a lifetime.

Tuff’s company became a certifying organization for the award, overseeing and coordinating local volunteers in the program.

“Now we’re using it as an incentive for other people to get involved in community service,” Tuff said. In the program, participants who perform 60 to 500 hours of community

service receive a personalized certificate, an official pin, medallion or coin and a congratulatory letter from the president of the United States.

“Sometimes it’s easier to get people to do stuff with that kind of incentive,” Tuff said. It’s a great program so we became a part of it and we use that when we talk about doing community service. It gets them motivated.”

Tuff said volunteerism “creates a certain type of environment of selflessness.

“Sometimes when you are in a state of constantly taking, taking, taking, you don’t realize the benefits of helping others,” he said. “When you do that, other

doors open up for you.

“It makes you feel good,” Tuff said. “When I give I actually feel good about doing it, so that’s the benefit for me. I just try to encourage other people to do it. I think it creates a good energy, definitely strengthens the economy and it just empowers people.

“Giving back should be a priority for all,” Tuff said. “It’s an awesome way to create good karma for yourself and for others. I think it’s something you should partake in no matter what you field or profession is.”

.....
If you would like to nominate someone to be considered as a future Champion of the Week, please contact Andrew Cauthen at andrew@dekalbchamp.com or at (404) 373-7779, ext. 117.