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**Campaign Kickoff - Rappahannock United Way Reves Engines Up For The Road to Impact.**

**(Fredericksburg, VA. August 27, 2013)**

Parked in the dining room of the Fredericksburg Expo Center are two classically beautiful cars. One is a 1994 green viper and the other in sharp contrast is a 1932 Packard. These vehicles certainly wouldn't be out of place for say an actual car show, but today the Expo Center is hosting 170 members of the community for the 2013 Rappahannock United Way Campaign Kickoff Breakfast, who have only one goal in mind; Community Impact.

So why the cars?

At the stage Tamara Jones, Annual Giving Manager from Rappahannock United Way reminds the Ballroom filled with representatives from local businesses, health and human service organizations, local governments, school systems and defense contractors that "It's not enough to feed a hungry family or protect a child from violence; we need to change the conditions that led to hunger and violence in the first place."

Tamara is alluding to the dramatic change in strategy that Rappahannock United Way has been perfecting over the last couple of years, redefining their organization as not just a fundraising organization but as a vital cornerstone of the community that strategically targets their efforts and focus to create long-lasting impact.

In keeping with this emphasis Rappahannock United Way's Campaign theme is appropriately named the "Road to Impact." Among other symbols of roads, roadmaps, road signs and classic cars, Rappahannock United Way also enacts a simple yet effective representation of how we as a community move along this Road to Impact."

"6,500 domestic violence calls were reported to Law enforcement officials in Fredericksburg, Stafford, Caroline, Spotsylvania and King George last year," Tamara Jones announces as three Rappahannock United Way Employees wearing cardboard cars backs up on a road outlined on the floor in colored duct tape. The symbol is a potent one. There are always bumps in the Road. There are always delays, but then a moment later Tamara describes how gifts to Rappahannock United Way help support and fund 47 programs that directly counteracts these painful statistics by focusing on Education,

Income and health. Suddenly the cardboard cars move up on the road, closer towards the finish line and further along the Road to Impact.

Rappahannock United Way's Campaign Goal for 2013 is to start our Community on the Road to Impact by focusing the areas of Education, Income, and Health, keeping in mind their goal that more households emerge from poverty and achieve greater financial stability. Achieving this goal will ensure that more than 65,000 individuals in our community break the cycle of poverty and are empowered and given the tools necessary to change their lives.

Today marks the beginning of the campaign season where Rappahannock United Way will help coordinate over hundreds of organizations to raise money for vital programing that are the building blocks for this impact.

Last year over \$3.4 million dollars was raised.

**About Rappahannock United Way:** Founded in 1939, Rappahannock United Way is a local nonprofit organization serving the city of Fredericksburg, and the counties of Caroline, King George, Spotsylvania and Stafford. Rappahannock United Way is working to advance the common good by focusing on Education, Income and Health. These are the building blocks for a good life—a quality education that leads to a stable job, enough income to support a family through retirement, and good health. Our goal is to create long-lasting changes that prevent problems from happening in the first place.

We invite our community to be part of the change. Together, united, we can inspire hope and create opportunities for a better tomorrow. That's what it means to LIVE UNITED.