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**FOR IMMEDIATE RELEASE**

### **CELEBRATING THE IMPACT OF \$2.9 MILLION RAISED BY OUR COMMUNITY**

March 17, 2016 – Fredericksburg, VA – Thousands of lives in our community will be changed thanks to the hard work and generous spirit of everyone who contributed to the Rappahannock United Way 2015 Campaign. **\$2.9 million** was raised in the 2015 Rappahannock United Way Workplace, Local Government and Potomac Combined Federal Campaigns.

An event was held at the Fredericksburg Expo and Conference Center March 14, 2016 to honor local individuals and companies who contributed hundreds of hours to help Rappahannock United Way help more households in our community emerge from poverty and achieve greater financial stability.

“Fundraising and campaigns are and will continue to be absolutely essential so we may be able to continue providing the outreach and programs to make long-lasting impact,” said Ron Branscome, Rappahannock United Way Chairman of the Board to an audience of more than 250 supporters. “Without these resources and the commitment of our community, achieving our goal would not be possible. Each and every one of you, and the important role you play, makes a difference in our community.”

Awards were given in several categories. GEICO was Rappahannock United Way’s highest contributor with an unprecedented corporate gift of over \$259,000, bringing their total campaign to \$1,058,951.

“This makes GEICO a million dollar campaign for two years running,” said Janel Donohue, President of Rappahannock United Way.

Other awards included:

- Best Overall Campaign: GEICO
- Excellence in Leadership Giving: Mary Washington Healthcare

- Excellence in Corporate Spirit: Lockheed Martin
- Excellence in Employee Giving: Virginia Partners Bank and Quarles Petroleum
- Local Government Campaign Top Dog Award: Fredericksburg City Government

Several companies were recognized for their efforts in leading the fundraising efforts, raising a total of over \$1,492,930. These Pacesetter Companies are: AECOM, BB&T, Dominion Virginia Power, GEICO, Hilldrup Moving & Storage, Mary Washington Healthcare, PermaTreat Pest Control, Quarles Petroleum, Rappahannock Area Community Services Board, Rappahannock Electric Cooperative, Silver Companies, Union Bank & Trust, Virginia Partners Bank, Fredericksburg City Government, Spotsylvania County Government and Stafford County Government.

Fred Rankin, Rappahannock United Way Campaign Chairman, gave special recognition to the Workplace Campaign Committee.

“I am proud to have had the honor to serve as 2015 Campaign Chair, and could not have done so without the support of dedicated and hardworking committee members and mentors,” said Rankin. “Thank you for all your unwavering commitment to our community. We appreciate your leadership, direction and support. This is not an easy task. You gave your time, you gave of yourself.”

How are these funds invested in our community?

“Rappahannock United Way believes that no one agency or organization can influence community change alone,” said Susan Coleman, Chair of Rappahannock United Way’s Investment Committee. “By contributing to Rappahannock United Way’s Community Impact fund, you help ensure a network of services that no one agency or program could provide.”

In 2015, Rappahannock United Way invested in more than 32 community programs and initiatives under the focus areas of Education, Income and Health. As a direct result of these efforts, these programs served more than 27,000 individuals in this community.

“As we celebrate the successes of another campaign season, we want to let you know that Rappahannock United Way staff and volunteers are working year round to make our community a better place to live and work,” said Donohue. “That is why we never stop working and we call you all to action to never stop supporting. We need your help all year long.”

### **About Rappahannock United Way**

Founded in 1939, Rappahannock United Way is a local nonprofit organization serving Fredericksburg, Caroline, King George, Spotsylvania and Stafford. Our mission is to improve lives by mobilizing the caring power of our community. Our goal is to have more households emerge from poverty and achieve greater financial stability. Together, we can create opportunities for a better tomorrow. That’s what it means to LIVE UNITED.

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