2015 ANNUAL REPORT
July 1, 2014 – June 30, 2015

Serving the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford.

GIVE. ADVOCATE. VOLUNTEER.
RappahannockUnitedWay.org
OUR MISSION
Improving lives by mobilizing the caring power of our community.

OUR VISION
To become the region’s leader in coordinating solutions to human needs and promoting civic involvement.

TABLE OF CONTENTS

Board of Directors .......................... 2-3
Community Impact Goal and Outcomes .......... 4
Citizen Review Process ........................ 5
Community Impact Investments .................. 6
Member Agencies .............................. 7
Education, Income and Health ................. 8-9
Capacity Building .............................. 10-11
Give (Finance) ................................ 12-13
Give (Resource Development) .................. 14-17
Advocate ...................................... 18-19
Volunteer ...................................... 20-21
Leadership Giving Circle ...................... 22-23
Contributing Organizations and Employers .... 24
75th Anniversary Community Day Celebration 25

LIVE UNITED
United Way
Rappahannock United Way

2015 ANNUAL REPORT
OUR VALUES

RESPECT: We uphold the dignity of every individual. We incorporate diverse perspectives, knowledge and experiences in our work. We value the diverse missions and expertise of our community partners.

INTEGRITY: Our interactions with individuals and institutions are honest and ethical. We fulfill our commitments and promises.

SERVICE: Giving one’s time, talent or treasure for the sake of another or for the common good is essential to a vibrant, healthy community. Compassion and caring for others inspire our individual and collective efforts.

ACCOUNTABILITY: Our decisions and actions conform not only to planned outcomes, but also to applicable legal and fiscal requirements. We publicly account for our performance and results.

STEWARDSHIP: We are highly responsible trustees of financial and in-kind support. Resources the community contributes to Rappahannock United Way are wisely invested and managed.
Dear Friends,

As I reflect on this past year at Rappahannock United Way, I'm excited to share many important accomplishments with you.

As we continue to help more households emerge from poverty and achieve greater financial stability, Community Impact had a very successful year. We approved $1,001,687 in investments in 36 local programs around 10 outcomes. We began the important discussion of additional investment strategies to better meet RUW’s Community Impact Outcomes. We exceeded our Tax Program goals and increased the number of self-service tax clients. We expanded our Advocacy reach by having Senator Bryce Reeves, City of Fredericksburg Mayor Greenlaw and Representative Rob Wittman visit RUW during tax season.

In Resource Development, we exceeded our campaign goal by $141,221 – a 7% increase. We doubled Tocqueville Giving from 4 members to 8 members. For the first time ever, we had a workplace giving campaign exceed one million dollars. Congratulations to everyone involved in making GEICO’s $1,056,000 campaign such a success!

In Finance, we completed the audit with an unqualified opinion. For the fifth consecutive year, Rappahannock United Way was designated a four star charity by Charity Navigator, the highest possible rating. The four star rating means that RUW “exceeds industry standards and outperforms most charities in its cause.”

It is an honor to serve as Chairman of this Board. I’d like to thank all of our donors, volunteers, board members, staff members and partners for all the time and effort that has made this past year one you should all take pride in. Together we can continue changing our community when we GIVE, ADVOCATE, VOLUNTEER and LIVE UNITED.

Thank you,

Ronald W. Branscome
Chairman of the Board
Executive Director
Rappahannock Area Community Services Board
In 2012, after engaging the community to learn its aspirations in the areas of Education, Income, and Health for the Greater Fredericksburg area, Rappahannock United Way (RUW) set a Goal. RUW made a 10 year commitment to achieve this Goal.

**GOAL:** More households emerge from poverty and achieve greater financial stability

**RUW has adopted 10 Outcomes for our Education, Income and Health strategies:**

**EDUCATION:**
- Parents develop positive behaviors that support children (birth to age 5) in achieving developmental milestones
- Children entering school demonstrate social readiness and literacy skills, knowledge and ability
- Parents and students develop behaviors that demonstrate the value of education and lead to graduation
- Individuals have the skills, qualifications and experience relevant to the changing workforce

**INCOME:**
- Families and households sustain financial self-reliance through positive financial practices
- Families and households sustain financial self-reliance by obtaining and maintaining employment

**HEALTH:**
- Parents nurture a healthy beginning to life by utilizing prenatal, well-baby and pediatric care for children up to 6 years old
- Individuals and families manage the risk factors that contribute to chronic disease
- Individuals will develop age appropriate skills and habits to avoid risky behaviors for themselves and create safe communities

**BASIC NEEDS:**
- Households below 200% federal poverty level obtain and maintain basic human needs
INVESTMENT IN PROGRAMS WHICH PRODUCE RESULTS

CITIZEN REVIEW PROCESS 2014/2015

Deciding which programs to fund, as well as how much to allocate, are among the most critical decisions the Rappahannock United Way Board of Directors makes.

Rappahannock United Way used a two phase process during 2014/2015 to screen Agencies for RUW membership status and then award program funding.

PHASE ONE – Membership

Financial and organizational information (including audits and IRS Form 990’s) were reviewed and evaluated by a team of volunteers and staff with experience and expertise in the area of nonprofit finance and governance. For the calendar year of 2015, 33 Agencies qualified as RUW Member Agencies and were eligible to apply for RUW Community Impact grants.

PHASE TWO – Investment

RUW Member Agencies were invited to apply for Community Impact grants to support their program funding. Through a process known as Citizen Review, community volunteers spent more than 800 hours during the Spring to assess program alignment with RUW Focus Areas, Goal, and Outcomes, as well as their demonstrated program outcomes and impact.

The Investment Committee provided the volunteer leadership for the Citizen Review process and utilized their program evaluations to formulate investment recommendations to the RUW Board.

Mid-year program evaluations and site visits were completed in December 2014, along with end of year reports submitted in July 2015. RUW staff worked year round to evaluate all funded programs and provided technical support to ensure community impact was achieved through RUW investments.

INVESTMENT COMMITTEE
Susan Coleman – Chair
Ron Branscome
Ana Chichester
Shawn Sloan

Citizen Review Facilitators:
JoEllen Armstrong
Rob Burke
Jeanne Burkett
Ana Chichester
John Coker
Susan Coleman
Quincey Garcia
Bill Hession
LaBravia Jenkins
Melinda May
Fred Rankin
Shawn Sloan
Amanda Talbert
Jeanne Wesley
Beth Williams

COMMUNITY IMPACT FUND GRANTS:
FY2015 - $802,937 invested in 32 Programs with 19 Member Agencies
FY2016 - $1,001,687 invested in 36 Programs with 22 Member Agencies
# COMMUNITY IMPACT INVESTMENTS


<table>
<thead>
<tr>
<th>COMMUNITY OUTCOMES</th>
<th>MEMBER AGENCY</th>
<th>PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents develop positive behaviors that support children (birth–5 years) in achieving developmental milestones</td>
<td>Healthy Families Rappahannock Area</td>
<td>Healthy Families Rappahannock Area</td>
</tr>
<tr>
<td>Children entering school demonstrate social readiness and literacy skills, knowledge and ability</td>
<td>Hope House</td>
<td>Child Services Program</td>
</tr>
<tr>
<td></td>
<td>Stafford Junction</td>
<td>HUGS</td>
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<td></td>
<td>Smart Beginnings</td>
<td>Passport to Kindergarten</td>
</tr>
<tr>
<td>Parents and students develop behaviors that demonstrate the value of education and lead to graduation</td>
<td>Stafford Junction</td>
<td>Brain Builders</td>
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<tr>
<td></td>
<td>Stafford Junction</td>
<td>Summer Junction</td>
</tr>
<tr>
<td></td>
<td>Quin Rivers, Inc.</td>
<td>Project Discovery</td>
</tr>
<tr>
<td></td>
<td>The Salvation Army</td>
<td>Music Education (School of the Performing Arts)</td>
</tr>
<tr>
<td>Individuals have the skills, qualifications and experience relevant to the changing workforce</td>
<td>Catholic Charities Diocese of Arlington</td>
<td>Migration and Refugee Services Bridging the Gap Program</td>
</tr>
<tr>
<td></td>
<td>Rappahannock Goodwill Industries</td>
<td>Career Connected Education Program</td>
</tr>
<tr>
<td></td>
<td>Rappahannock Goodwill Industries</td>
<td>Empowerhouse Workforce Education Resource Navigator Program</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>EDUCATION TOTAL - $220,500</strong></td>
</tr>
<tr>
<td>Families and households sustain financial self-reliance through positive financial practices</td>
<td>Rappahannock United Way</td>
<td>Free Tax Preparation and Financial Coaching</td>
</tr>
<tr>
<td></td>
<td>Hope House</td>
<td>Adult Services Program</td>
</tr>
<tr>
<td></td>
<td>Rappahannock Legal Services</td>
<td>Child and Spousal Support</td>
</tr>
<tr>
<td>Families and households sustain financial self-reliance by obtaining and maintaining employment</td>
<td>Empowerhouse</td>
<td>Shelter and Rapid Re-Housing</td>
</tr>
<tr>
<td></td>
<td>Micah Ecumenical Ministries</td>
<td>Step Forward</td>
</tr>
<tr>
<td></td>
<td>Thurman Brisben Center</td>
<td>Client Services</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>INCOME TOTAL - $187,000</strong></td>
</tr>
<tr>
<td>Parents nurture a healthy beginning to life by utilizing prenatal, well-baby &amp; pediatric care for children up to 6 years</td>
<td>Children’s Home Society of Virginia</td>
<td>Interim Infant Care</td>
</tr>
<tr>
<td></td>
<td>Children’s Home Society of Virginia</td>
<td>Birth Parent / Pregnancy Counseling</td>
</tr>
<tr>
<td>Individuals and families manage the risk factors that contribute to chronic disease</td>
<td>Stafford Junction</td>
<td>Healthy Living Pays</td>
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<tr>
<td></td>
<td>Mental Health America of Fredericksburg</td>
<td>HelpLine</td>
</tr>
<tr>
<td></td>
<td>Rappahannock Area YMCA</td>
<td>Special Needs</td>
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<tr>
<td></td>
<td>Rappahannock Area Agency on Aging</td>
<td>Transportation</td>
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<tr>
<td></td>
<td>Rappahannock Area Agency on Aging</td>
<td>Homemaker Services</td>
</tr>
<tr>
<td>Individuals will develop age appropriate skills and habits to avoid risky behaviors for themselves and create safe communities</td>
<td>Rappahannock Court Appointed Special Advocates</td>
<td>Court Appointed Special Advocates</td>
</tr>
<tr>
<td></td>
<td>Empowerhouse</td>
<td>Essential Domestic Violence Education and Supports</td>
</tr>
<tr>
<td></td>
<td>Safe Harbor Child Advocacy Center</td>
<td>Safe Harbor</td>
</tr>
<tr>
<td></td>
<td>Micah Ecumenical Ministries</td>
<td>Residential Recovery Program</td>
</tr>
<tr>
<td></td>
<td>Catholic Charities Diocese of Arlington</td>
<td>Family Services</td>
</tr>
<tr>
<td></td>
<td>Mental Health America of Fredericksburg</td>
<td>Senior Visitors</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>HEALTH TOTAL - $351,687</strong></td>
</tr>
<tr>
<td>Households below 200% federal poverty level obtain and maintain basic human needs</td>
<td>SERVE</td>
<td>Emergency Food Pantry Assistance</td>
</tr>
<tr>
<td></td>
<td>The Salvation Army</td>
<td>Community Assessment and Assistance Program</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>BASIC NEEDS TOTAL - $43,750</strong></td>
</tr>
</tbody>
</table>

**Notes:**
- **BASIC NEEDS**
  - SERVE
  - Emergency Food Pantry Assistance
  - Community Assessment and Assistance Program
- **EDUCATION TOTAL**
  - $220,500
- **INCOME TOTAL**
  - $187,000
- **HEALTH TOTAL**
  - $351,687
- **COMMUNITY OUTCOMES**
  - Parents develop positive behaviors that support children (birth–5 years) in achieving developmental milestones
  - Children entering school demonstrate social readiness and literacy skills, knowledge and ability
  - Parents and students develop behaviors that demonstrate the value of education and lead to graduation
  - Individuals have the skills, qualifications and experience relevant to the changing workforce
- **Families and households sustain financial self-reliance through positive financial practices**
- **Families and households sustain financial self-reliance by obtaining and maintaining employment**
- **Parents nurture a healthy beginning to life by utilizing prenatal, well-baby & pediatric care for children up to 6 years**
- **Individuals and families manage the risk factors that contribute to chronic disease**
- **Individuals will develop age appropriate skills and habits to avoid risky behaviors for themselves and create safe communities**

**Community Impact Fund**

<table>
<thead>
<tr>
<th>Program</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Families Rappahannock Area</td>
<td>$60,000</td>
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<tr>
<td>Child Services Program</td>
<td>$10,000</td>
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<tr>
<td>HUGS</td>
<td>$8,500</td>
</tr>
<tr>
<td>Passport to Kindergarten</td>
<td>$38,000</td>
</tr>
<tr>
<td>Brain Builders</td>
<td>$14,000</td>
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<tr>
<td>Summer Junction</td>
<td>$8,000</td>
</tr>
<tr>
<td>Project Discovery</td>
<td>$25,000</td>
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<tr>
<td>Music Education (School of the Performing Arts)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Career Connected Education Program</td>
<td>$22,000</td>
</tr>
<tr>
<td>Empowerhouse Workforce Education Resource Navigator Program</td>
<td>$5,000</td>
</tr>
<tr>
<td>Free Tax Preparation and Financial Coaching</td>
<td>$12,000</td>
</tr>
<tr>
<td>Adult Services Program</td>
<td>$15,000</td>
</tr>
<tr>
<td>Child and Spousal Support</td>
<td>$32,000</td>
</tr>
<tr>
<td>Shelter and Rapid Re-Housing</td>
<td>$53,000</td>
</tr>
<tr>
<td>Step Forward</td>
<td>$50,000</td>
</tr>
<tr>
<td>Client Services</td>
<td>$25,000</td>
</tr>
<tr>
<td>Interim Infant Care</td>
<td>$3,000</td>
</tr>
<tr>
<td>Birth Parent / Pregnancy Counseling</td>
<td>$5,000</td>
</tr>
<tr>
<td>Healthy Living Pays</td>
<td>$7,000</td>
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<tr>
<td>HelpLine</td>
<td>$22,500</td>
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<tr>
<td>Special Needs</td>
<td>$27,187</td>
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<tr>
<td>Transportation</td>
<td>$15,000</td>
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<tr>
<td>Homemaker Services</td>
<td>$30,000</td>
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<td>Court Appointed Special Advocates</td>
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<td>Safe Harbor</td>
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<td>Residential Recovery Program</td>
<td>$50,000</td>
</tr>
<tr>
<td>Family Services</td>
<td>$70,000</td>
</tr>
<tr>
<td>Senior Visitors</td>
<td>$12,000</td>
</tr>
<tr>
<td>Emergency Food Pantry Assistance</td>
<td>$18,750</td>
</tr>
<tr>
<td>Community Assessment and Assistance Program</td>
<td>$25,000</td>
</tr>
</tbody>
</table>
RAPPAHANNOCK UNITED WAY
2014 MEMBER AGENCIES

• Boy Scouts of America, National Capital Area Council
• Brain Injury Services
• Catholic Charities Diocese of Arlington, Fredericksburg branch
• Central Virginia Housing Coalition
• Children’s Home Society of Virginia
• Empowerhouse
• FAHASS
• Fredericksburg Food Bank
• Girl Scout Commonwealth Council of Virginia
• Habitat for Humanity
• Healthy Families Rappahannock Area
• Lloyd Moss Free Clinic
• LUCHA Ministries
• Mental Health America of Fredericksburg
• Micah Ecumenical Ministries
• Quin Rivers
• Rappahannock Adult Activities
• Rappahannock Area Agency on Aging
• Rappahannock Area YMCA
• Rappahannock Big Brothers Big Sisters
• Rappahannock Council Against Sexual Assault
• Rappahannock Court Appointed Special Advocates
• Rappahannock Emergency Medical Services
• Rappahannock Goodwill Industries
• Rappahannock Legal Services
• Rappahannock Refuge – Loisann’s Hope House
• Safe Harbor
• S.E.R.V.E.
• Smart Beginnings Rappahannock Area
• Stafford Junction
• The Childcare Network
• The Salvation Army
• Thurman Brisben Center

Rappahannock United Way Member Agency
EDUCATION, INCOME AND HEALTH

Collaborative Efforts

RUW collaborates with local partners to identify and address community-wide concerns within the areas of Education, Income and Health. By finding solutions to these concerns, United Way-led collaborations improve the lives of people throughout our community.

EDUCATION

A good education is fundamental to a quality life. Rappahannock United Way works to ensure that everyone has access to a quality education that can lead to a stable job in the future.

Smart Beginnings Rappahannock Area

RUW staff serves on the Smart Beginnings Rappahannock Area (SBRA) regional coalition and associated sub-committees along with over 40 public and private agencies, businesses and individuals working toward a common vision: children arrive at school healthy and prepared to succeed.

RESULTS FOR 2014/2015:

- 11 RUW Staff participated in 9 Ready Freddy Kindergarten Readiness Events

Youth First Partnership

RUW staff serve on the committee responsible for organizing the annual conference for professionals working with youth in our community. The event is held each February with more than 250 community representatives in attendance. Youth Service professionals receive training from internationally renowned presenters and trainers, along with the opportunity to network with other youth service workers.

RESULTS FOR 2014/2015:

- Youth First Conference co-organized – Find Your Strength theme
  - 250+ Conference Participants
  - 15 Conference Sponsors
  - 55 Conference Vendors
INCOME
Income is one of the essential building blocks to a good life. Rappahannock United Way works to ensure that individuals and households sustain financial self-reliance through positive financial practices. A large part of this work is done through the Rappahannock United Way-led Rappahannock Region Financial Stability Coalition; more than twenty local businesses and nonprofit organizations all with a shared focus on financial stability.

RESULTS FOR 2014/2015:
• Free Tax Preparation Services:
  – 1,686 Tax Returns Filed (Tax Season Goal = 1,400)
  – Full Service = 1,075 (Tax Season Goal = 1,400)
  – Self Service = 611 (Tax Season Goal = 200)
• Financial Education and Coaching:
  – 275 individuals participating in financial education coaching
  – 479 individuals receiving financial education information
  – 275 individuals have saved a total of $50,045 from their tax refunds

RAPPAHANNOCK UNITED WAY helped more people than ever before file their taxes on their own, exceeding the Self Service Tax Program goal!

HEALTH
Good health is one of the most important building blocks to a quality life. Rappahannock United Way is working to make our community a healthier and happier place to live.

FamilyWize
FamilyWize is a national program that seeks to reduce the costs of prescription medicines for those in need. United Way of America is the national partner with FamilyWize. Rappahannock United Way distributes free discount prescription cards to connect as many low income individuals as possible with the service FamilyWize provides.

CUMULATIVE RESULTS:
• More than 6,000 individuals connected with free prescription assistance
• Over $900,000 saved in prescription costs in our region

Mental Health Taskforce
RUW staff serves on this community-based taskforce along with representatives from Catholic Charities, Mental Health America of Fredericksburg and Rappahannock Area Community Services Board.

With a shared focus on mental health needs in the local community, each year quarterly meetings are hosted at Rappahannock United Way and local mental health service providers to facilitate the networking of local mental health professionals, and to deliver presentations and trainings around mental health issues in our community.

RESULTS 2014/2015:
• Four (4) Mental Health Presentations and Roundtables co-organized / hosted
  – 80+ participating local Mental Health Provider Professionals
NONPROFIT CAPACITY BUILDING AND TECHNICAL ASSISTANCE

Rappahannock United Way knows that a strong nonprofit system is key to a healthy community. That is why we offer a variety of resources to help area nonprofit organizations increase their effectiveness and enhance their capacity to deliver high-quality services, including but not limited to program logic model development, outcome measurement, and board governance training events.

Rappahannock United Way is deliberate in providing trainings, tools and assistance opportunities designed to improve nonprofit effectiveness and enhance their ability to achieve their missions.

RESULTS 2014/2015:

Nonprofit Trainings
• 14 nonprofit training events organized and hosted by RUW
• 290+ training participants

Technical Assistance
• 40+ hours of one-on-one technical assistance provided
• 37 agencies provided one-on-one technical assistance
• 6 Collective Impact measurement planning sessions facilitated

COMMUNITY RESOURCES

Community Resources bridges the information gap amongst health and human service agencies, and facilitates dialogue around community conditions and needs. A wide variety of mediums including the Quick Guide, 2-1-1 Virginia, Information Share Listserv, and Brown Bag Networking Meetings.

RUW staff is dedicated to advocating for local resources and services to the network of community organizations, businesses and individuals. Throughout the year RUW staff promotes these free community resources at a wide variety of local events, businesses and schools.

Charity Tracker Network

Charity Tracker is an online system that allows service providers to share and track client data with multiple organizations in our community. Rappahannock United Way created the local Charity Tracker Network utilizing the web-based system for area service providers to work together, share client information, reducing duplication of services and maximizing resources. More than 100 local service providers currently participate in the Charity Tracker Network.

RESULTS 2014/2015:

• 100+ nonprofit member agencies
• 7 new nonprofit organizations recruited
• 37,992 individuals from 13,469 Households collectively assisted and tracked
• $10,000+ in funding secured to provide software to members at no cost
Quick Guide
Members of the public and service providers can access this downloadable resource from the RUW website, available in both English and Spanish. The Quick Guide is a one-page resource sheet listing the contact information for the most commonly sought-after services in our community, including financial assistance, housing, employment and food.

RESULTS 2014/2015:
• Quick Guide updated and posted every month on the RUW website
• 709 Quick Guides downloaded from RUW website

2-1-1 Virginia
RUW is proud to be a non-funding partner of 2-1-1 Virginia, the statewide Information and Referral service. As a partner, RUW promotes and advocates the use of 2-1-1 to the whole community.
An individual or agency can dial 2-1-1 from anywhere in the state of Virginia and be directly connected to their local Information and Referral Center. All calls are completely free and confidential. 2-1-1 Virginia helps bring an end to confusing and frustrating searches on where to find help.

RESULTS 2014/2015:
• 1,300 individuals received information about 2-1-1 Virginia
• 4,337 calls were made to 2-1-1 Virginia from Greater Fredericksburg area

Information Share Listserv
Hundreds of local agencies, schools and groups are active members of the RUW Information Share Listserv. The listserv provides an opportunity for the local community of nonprofit agencies, faith-based organizations, schools, government, businesses and civic minded individuals to share information, resources and network.

RESULTS 2014/2015:
• 450 RUW Listserv Members
• 302 posts made to RUW Listserv
For the fifth year in a row, Rappahannock United Way received the highest rating possible, four stars, by Charity Navigator, American’s largest and most utilized evaluator of charities. Charity Navigator measures a charity’s ability to effectively manage and grow its finances. Four stars from Charity Navigator means that RUW “exceeds industry standards and outperforms most charities in its cause.” Only one in four charities rated by Charity Navigator reach the four-star rating. Our donors and grantors trust us with their most precious gifts: time, resources, and money. Rappahannock United Way works diligently to ensure the highest return on investment. The four-star Charity Navigator rating is an acknowledgement that we are living our core values – Respect, Integrity, Service, Accountability, and Stewardship – and we are delighted by that.
Rappahannock United Way raises funds in one calendar year to be invested the following year. In 2014, Rappahannock United Way raised $3,155,655 through its annual campaign to be invested in the community in 2015.

Rappahannock United Way has established comprehensive accountability guidelines that are regularly reviewed by our Board of Trustees and Finance Committee. As part of our efforts to be both accountable and transparent in our operations, our annual audit and IRS Form 990 are available at our website, www.rappahannockunitedway.org.

### Where RUW Money Comes From

<table>
<thead>
<tr>
<th>Source</th>
<th>$$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federated Campaigns***</td>
<td>977,098</td>
</tr>
<tr>
<td>RUW Workplace Campaign***</td>
<td>2,009,280</td>
</tr>
<tr>
<td>Out of Area Campaigns***</td>
<td>329,064</td>
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<tr>
<td>Grants</td>
<td>134,694</td>
</tr>
<tr>
<td>Other Revenue*</td>
<td>393,701</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$3,843,837</td>
</tr>
</tbody>
</table>

*Other incomes include: service fees, campaign processing, sponsorships, interest, licensing and other miscellaneous income.

***All campaign figures are net of the allowance for uncollectible pledges.

### Where RUW Money is Invested

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td>RUW Programs **</td>
<td>479,242</td>
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<tr>
<td>Community Impact Programs</td>
<td>1,077,267</td>
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<td>Donor Designations to Charities</td>
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<tr>
<td>Administrative</td>
<td>339,773</td>
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<td>Fundraising</td>
<td>252,886</td>
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<tr>
<td><strong>Total</strong></td>
<td>$3,844,852</td>
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</table>

RUW Programs **

- Tax and Financial Education Services
- Volunteer Services
- Community Resources
- Charity Tracker
- Nonprofit Technical Assistance and Capacity Building

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Together we can “Change the Story”

During the 2014 Rappahannock United Way Annual Campaign, RUW staff and supporters called on the community to Change the Story in the lives of those in need throughout the region we serve. It is 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. The community responded to help achieve our goal for more households to emerge from poverty and achieve greater financial stability.

Thanks to the hard work of campaign volunteers, team members and community leaders, the 2014 Rappahannock United Way Campaign raised a total of $3,155,655. These gifts are making an impact on the lives of thousands of residents of the greater Fredericksburg area who are in need.

CAMPAIGN COMMITTEE

<table>
<thead>
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<th>Linda Caporali</th>
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<td>Tony Farland</td>
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<td>Rappahannock Legal Services</td>
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<td>Pat Holland</td>
<td>Rappahannock Area Agency on Aging</td>
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<td>Ann Kloeckner*</td>
<td>Rappahannock Legal Services</td>
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* Campaign Committee Mentors
CAMPAIGN AWARD WINNERS

Each year, Rappahannock United Way recognizes companies and individuals that have led outstanding campaigns. During the 2014 Campaign Awards Celebration, the following were recognized for conducting outstanding best-practice campaigns and achieving extraordinary results:

**Top Dog**  
Stafford County Government

**Employee Campaign Coordinator of the Year - Local Government**  
Stafford County Government  
*Donna Krauss*

**Employee Campaign Coordinator of the Year: 1-50 Employees**  
Allen, Allen, Allen & Allen  
*David Williams*

**Employee Campaign Coordinator of the Year: 51-250 Employees**  
Quarles, Wendy Lattimore

**Employee Campaign Coordinator of the Year: 251-999 Employees**  
Hilldrup, Whitney Ackers

**Employee Campaign Coordinator of the Year: 1000+ Employees**  
GEICO  
*Christine Faulhaber, Kristina Combs, Caitlin Moss*

**Dedication to Service**  
Rappahannock Area Community Service Board  
*Mary Louise Holmes*

**VIP of the Year**  
Union Bank & Trust, *Billy Beale*

**Honor Roll - 5 years Campaign Growth**  
Bankers Insurance  
Fredericksburg Regional Chamber of Commerce  
Hilldrup  
GEICO

**Special Events Awards**  
Rappahannock Electric Cooperative  
Quarles  
Lockheed Martin  
Hilldrup  
Mary Washington Healthcare  
Dominion Virginia Power

**Most Improved Donor Participation**  
Printpack

**Excellence in Leadership Giving**  
Mary Washington Healthcare

**Excellence in Corporate Spirit**  
Quarles  
Union Bank & Trust

**Excellence in Employee Giving**  
Hilldrup

**Best Overall Campaign**  
GEICO

---

2014 CORPORATE SPONSORS

**PLATINUM**

Rappahannock Federal Credit Union  
www.nswfcu.org

Mary Washington Healthcare

**GOLD**

BB&T  
Booz Allen Hamilton  
Union Bank & Trust  
Wells Fargo

**SILVER**

CVS Distribution  
Hilldrup  
Rappahannock Electric Cooperative  
Lockheed Martin  
Spotsylvania Regional Medical Center

Thanks to the generous donations from Rappahannock United Way Corporate Sponsors, events, campaign materials and advertisements are completely underwritten to allow all donor dollars to be wisely invested in programs creating impact in our community in the areas of Education, Income and Health.
GEICO EXCEEDS THE MILLION DOLLAR MARK – RAISING $1,056,000!

Inspires others as Rappahannock United Way’s FLAGSHIP COMPANY

In 2013, GEICO was named the Rappahannock United Way Flagship Company in celebration of its ongoing ability to consistently and effectively run a campaign that is distinctively different from all the rest. The Flagship Company goes above and beyond in every aspect of their engagement with Rappahannock United Way and utilizes every best practice in excellence. GEICO inspires other companies to be engaged in our community and be the best they can be. They live the spirit of giving and the spirit of volunteering from the top of the organization down.

During the 2014 campaign, GEICO once again proved how well deserving they are of this honor. GEICO raised over $1,056,000 during their campaign, becoming Rappahannock United Way’s first million dollar campaign. GEICO was able to achieve this landmark accomplishment in many ways:

- **Commitment to Giving**
  - 4,661 associates gave $885,000
  - Corporate Gift of $164,410
  - 83 Leadership donors gave over $93,000

- **Early Investment** – All GEICO associates are introduced to United Way on their second day of work and are invited to give.

- **Creative Approach** – multiple raffles to incentivize campaign including
  - Jeans Days
  - Parking Spaces
  - Yard Sales
  - Agency Fairs
  - T-shirt sales
  - Electronics
  - Weekend vacations

- **Commitment to the Ask** – over 40 presentations were held during a 3-week period to Thank, Ask and Inform Associates

- **Management Commitment** – members of the senior management team serve on the RUW Board and Campaign Committee
GEICO’s hope is that they will encourage and help strengthen the RUW message and TOGETHER make POSITIVE CHANGE throughout our community.
ADVANCING THE COMMON GOOD: Because local, state and federal governments are the major providers and funders of health and human services, Rappahannock United Way (RUW) must actively engage in public policy discussions with them. RUW must develop relationships with them as we have with the private and nonprofit sector.

As a leading community impact organization, RUW knows that real and sustained change in community conditions requires more than money. RUW is dedicated to supporting local community partners as they work to advance the common good. Strategies to achieve the goals specified involve building relationships, educating, raising awareness and organizing grassroots efforts.

During FY2015 RUW staff and board members actively promoted a variety of community issues through its Public Policy Agenda to local and state elected officials.

Representative Wittman, Mayor Greenlaw and Senator Bryce Reeves all took the time to visit RUW FREE tax preparation and financial education sites during the year. Spending time meeting with constituents and RUW staff and volunteers, to learn how these services help individuals and households sustain financial self-reliance through positive financial practices.

RUW PUBLIC POLICY COMMITTEE

Linda Worrell – Committee Chair
Megan Bergen
Ana Chichester

William Hession
LaBravia Jenkins
Fred Rankin
“Real and sustained change in community conditions requires more than money.”

EDUCATION

School Readiness

**ADVOCACY:** RUW supports policies that ensure students begin school on track; hence children are developmentally ready in the areas of literacy, social skills, emotional ability, physical development and health.

High School Graduation

**ADVOCACY:** RUW supports policies on the local, state and national level that will help increase graduation rates and subsequent entry of individuals into post-secondary education or work training to become gainfully employed.

Workforce Investment

**ADVOCACY:** RUW supports policies on the local, state and national level that ensure individuals are afforded opportunities for training and education that prepare them to participate fully in their communities, and support themselves and their family, now and through retirement.

INCOME

Financial Stability

**ADVOCACY:** RUW supports legislation, policies and community practices that foster the development of a coordinated support system which will work to increase income, build savings and gain assets.

Earned Income Tax Credit (EITC)

**ADVOCACY:** RUW supports legislation which reduces the tax burden for low to moderate income individuals and families. RUW supports continued funding of the Earned Income Tax Credit by both federal and state government.

HEALTH

Access To Health Care And Prevention Resources

**ADVOCACY:** RUW supports legislation, policies and funding that increases access to public health care insurance for vulnerable populations including children, the elderly, individuals with disabilities and low-income working families. RUW supports Medicaid reform and funding for other health services at pre-sequestration levels.

STRENGTHENING THE NONPROFIT SECTOR

Charitable Giving & Volunteer Engagement

**ADVOCACY:** RUW supports policies and initiatives that encourage philanthropy and volunteer engagement; ultimately strengthening the capacity of local nonprofit organizations to make lasting change and advance the common good.

2-1-1 Virginia

**ADVOCACY:** RUW’s priority is to support continued national and state funding for the 2-1-1 system and the services it provides to Virginians in need. Specifically RUW supports promoting 2-1-1 as the hub for information for resource databases, directories, disaster information and special campaigns.
Rappahannock United Way (RUW) mobilizes the caring power of our community through the gift of time and talents. Creatively using a web based volunteer matching database, and organizing special volunteer events and projects, RUW connects thousands of citizens with hundreds of volunteer opportunities.

Rappahannock United Way operates the only Volunteer Center in our region, connecting our community by promoting volunteer engagement.

The Volunteer Center also builds the capacity of local nonprofits through networking events and supports RUW programs by recruiting, matching and coordinating volunteers.

Individuals, groups, families and businesses can use the Volunteer Center website, free of charge, to find one-time events or long-term opportunities. It makes volunteering easy and helps individuals, families, friends and colleagues find the perfect opportunity or project.

To learn more about how to get involved and make a real and lasting impact in our community, visit www.ruwvolunteer.org or call 540-373-0041 ext. 314.
RUWVolunteer.org – Volunteer Center Website

The new improved Volunteer Center website is hosted on a Get Connected platform and powered by Galaxy Digital. This software enables the Volunteer Center to make the needs of our community available to our volunteers in a simplistic messaging format. In addition, RUW is able to capture volunteer data, create reports and communicate easily with our volunteers. We have seen the following annual volunteer activity:

- 5,068 Unique Volunteer Users
- 41 Volunteer Events
- 103 Volunteer Opportunities

Days of Caring

Rappahannock United Way organizes and coordinates annual volunteer events called Days of Caring. These events connect hundreds of volunteers from local businesses together to join forces to complete unique one-day projects with area nonprofit organizations. 2014 marked the 21st annual Day of Caring event in Fredericksburg and the 5th annual Days of Caring in Caroline and King George counties.

King George
- 50 Volunteers from 9 businesses
- 6 Projects from 6 nonprofits

Caroline
- 16 Volunteers from 2 businesses
- 5 Projects from 1 nonprofit

Fredericksburg
- 267 Volunteers from 24 businesses
- 39 projects from 24 nonprofits

GIVE. ADVOCATE. VOLUNTEER.
The Tocqueville Society recognizes local philanthropic leaders and volunteer champions around the world who have devoted time, talent and funds to create long-lasting changes by tackling the most serious issues in our communities. Membership in the Tocqueville Society is granted to individuals who contribute at least $10,000 annually to a United Way. Rappahannock United Way would like to thank our generous Tocqueville donors for the incredible impact they have on our local community!

Rappahannock United Way holds an annual recognition event to express its appreciation for members of the Leadership Giving Circle. Provided by the generosity of community sponsors, the event celebrates Leadership donors with food, drink, music and networking in some of the most original venues in the area. Corporate Sponsors have invested in RUW’s Leadership Giving Circle Reception to ensure the event is completely underwritten and donor dollars are wisely invested in creating impact in our community in the areas of Education, Income and Health.

These Tocqueville donors were unavailable for photos: Ellen Jarrell and Adam and Rhonda Fried
2014 LEADERSHIP GIVING CIRCLE DONORS

Rappahannock United Way’s Leadership Giving Circle recognizes those individuals who provide leadership support to our community through their generous contributions. We would like to thank the following Leadership Giving Circle donors:

COMMUNITY FOUNDER $5,000 - $9,999
Joanne and Sean Barden
Ron and Mary Jane Branscome
John and Linda Coker
William and Theresa Crawley
Joe and Mary Wilson

COMMUNITY INVESTOR $2,500 - $4,999
Linda B. Adams
Ed and Joyce Allison
Kevin and Winonita Barnes
Fred and Anne Betch
Robert Costello
Donna Cote
Nathan and Amy Day
Barry and Patricia Dodson
Daniel Dunmire
Steven Fowler
Chris Lee Funderburk
Paul and Laura Giambra
Samuel and Gale Graham
Joe and Anita Grzeika
Lisa and Kevin Henry
Judy and Christy Honaker
Craig and Barbara Lewis
Charles and Mary Wynn McDaniel
Tricia and Charles McDaniel
John and Susan Neal
Randal D. and Patti L. Rantz
Josiah P. Rowe
Deborah V. Taylor
Deborah V. Taylor
Josiah P. Rowe

COMMUNITY CHAMPION $1,750 - $2,499
Bobby Anderson and Sally Cooney
Pamela E. Benson
Lisa Bullen-Austinit
Dale and Catherine Cheel
John and Brenda Davenport
Ron and Cathy Davis
Janel and Michael Donohue
Tammie W. Ellis
Susan C. Fines
James C. Flippin
Maria and Jimmy Franklin
Joe and Gail Greene
Bill and Sherry Hession
Dianne W. Holmes
Ted and Jackie Hontz
Theresa L. James
Debra Marinari
Marty and Elaine Miller
Elisabeth A. Nowack
Jeffrey and Nancy Parsons
Meg Pemberton
Rino and Liana Pivrotto
Michael and Rebecca Ragon
Florence G. Ridderhof
Jason and Tammy Rose
Anthony and Christine Sequeria
Shawn and Heidi Sloan
Aileen D. Smith
Shawn and Heidi Sloan
Anthony and Christine Sequera
Jason and Tammy Rose
Michael and Suzanne Smith
Richard and Susan Spears
Thomas and Sandra Spellman
Diane H. Stetler
James and Jennifer Swisher
Mike and Helen Torosian
Leigh Wade
Roy Wood
Bill and Adele Young

COMMUNITY BUILDER $1,000 - $1,749
Diana M. Abato
Donna L. Adams
Nancy and Edward Allen
Melody Arensby
Jo Ellen S. Armstrong
Erich Arthur
Brian and Erma Baker
Jackie Baker
Rachel R. Ball
Lisa and Douglas Barnett
Robert J. Barnhart
Karen Bass-McFadden
Stephen and Mary Ann Batsche
Dale and Shelby Becue
Dr. Elmore J. Becker and Jieyen Becker
Marianna Bedway and Kevin Hyde
Robert F. Bell, Jr.
Tiffany Belling
Elizabeth and Gregg Bentley
Francesca Bettinelli
Kimberly Bissett
Yvette S. Blake
Karen Bobbitt
David and Meg Bohmke
Mr. and Mrs. Phillips S. Borders
Kathleen C. Bourgault
John and Helena Bozarth
Lee and Sara Branner
Rick and Donna Brehm
Ryan Leslie Brent
Michael Brewer
Sue and Marty Bridi
Charles and Carrol Brown
Donald A. Brown
Michael and Stephanie Brown
Zane Brown
Jody S. Bryan
Randye C. Butcher
Ricky L. Bywaters
Tabitha Caldwell
David W. Calvin
Beverly R. Cameron
Tiffany Carr
Roger Carroll and Bonita Coats
Lamonda Carter
John Chadwick
Ana Garcia Chichester
Patricia J. Childs
Rick J. Christensen
Daniel and Ginny Cllendenin
Tanya M. Close
Mark L. Cole
Nancy A. Collins
Wendy Collins
Ado and Portia Conerly
Kelly V. Conerly
Tammy Corrie
Kathy C. Cox
Susan Crane
Robert E. Creekmur, Jr.
Thomas and Stephanie Creekmur Mills
Judith A. Crissman
Darlene L. Cropp
Kevin S. Crowder
Stephen W. Crowell
Kevin Cyrus
Keith and Sandra Dayton
Wendy Dent
Denise Desgroselliers
Laura M. Desimone
Robert J. Dibble
Frank Dixon
Rob and Melissa Dodd
Doug and Janet Dodge
Eileen and Herman Dohmann
Kathleen Dooley
Mark Doyle
Terry and Betty Drew
Theodore Drivas
Lynnette M. Duboski
Earl Dudley, Jr.
James Eaton
Elaina Embery
Rob and Susan Evans
Ronald J. and Heather J. Faille
Kent and Sharon Farmer
Christine L. Faulhaber
John and Sharon Fick
Thomas Fish
Scott and Elizabeth Fitzgerald
Eric and Gidget Fletcher
Jennifer M. Fogyart
Jesse S. Foster
Kelley M. Francis
Rick and Kellie Frank
Betsy Freeman
Mickie and Stan Galik
Gannon-McDermott Family
Stefanie Gelos
James and Janis Gillespie
Ankur Goga
David Gonzalez
Marie A. Gozi
John and Rebecca Grant
Angela R. Graves
Arden J. Green
Sally G. Green
Stan Grubb
Steve and Joyce Hanscombe
Linda Harris
Emma J. Harrison
Susan Hartsook
Jeffrey A. Harvey
Virginia and John Hatton
Larry and Brenda Haun
Chris Headley
Lee A. Hecker
Deborah L. Hendricks
Kimberly A. Herbst
Steven B. Herndon
Donald C. Hill
Patricia Holland and Valerie Hopson-Bell
Margaret G. Holley
Ron and Anne Holmes
Christopher J. Hoppe
Andrea Hornung
Carolyn T. Howell
Christopher Hoyas
Cynthia Huffman
Petie and Sharon Humes
Rick and Rose Hurley
Anonymous
Sylvester A. Jackson
Bethel P. Janis
LaBravia Jenkins
Way R. Johnson
Brent and Cathy Jones
Donna L. Jones
Miriam Jones Parsons
Joshua Kendrick
Melinda K. Kern
Bruce and Sharon Killian
Stephen and Brooke Kingsley
Jo-Anne Kinnaman
Lori L. Knowles
David F. Koogler
Daniele C. Kozloski
Andrea Kramm
Amy Lamb
Joey P. Lambert
John R. Laranore
Ken and Sherri Lapin
Tiffany M. LaPre
Lisa C. Lash
Sharon Lee
Kimberly S. Lindsay
Raymond and Marlene Little
Theresa and Bill Livesberger
Tanya L. Livesay
Leslie C. Lunceford
Brett MacWilliams
Terence A. Mannion
Hilton “Pete” and Cindy Marshall
Patrick Martin
Shari E. Martin
Tim and Shelley Martin
John and Julie Martinez
James Mayers
Brian McCaslin
Dale and Jeanne McClure
Thomas F. McClutchan
Richard and Ronni McDaniel
Mary McFarland
Gary McKenzie
Christopher McLaughlin
Jennifer Miller
Elysia Mills
Kimberly Mills
Margaret S. Minnik
Barbara A. Mitchell
Melinda R. Mitchell
Tommy Mitchell
Don and Nelda Mohr
Jon Monahan
Margaret C. Moncure
Mildred Moncure
Roger Engels and Nancy Moore
Tammy Moore
James and Elizabeth Morris
John and Rebecca Murray
Michael J. Muse
Ann Myers
David W. Noel
Althea Norman
Gary and Alice Nuckols
David W. Nye
Elizabeth A. O'Brien
Carrie and Michael O'Malley
Robert C. O'Neill
William C. Osborne
Lisa W. Owens
James and Lisa Palmer
Caroline Parr
Channing Ho
Buzz and Sandy Paulette
Katherine Pereira
Edward Petrovitch
Nancy Pierce
Sammie L. Poley
Robert Pleban
Suzanne Poe
Samantha Popham
Jessica L. Price
Carole Rabet
Raynelle E. Rammacher
Catherine A. Ray
Carolyln A. Rice Slavin
Xavier C. Richardson
Angela M. Rinella
Linda Rivera
Stephanie Robinson Myers
Kiri Rochez
Diane and Anthony Romanello
E. and Dawn Rossell
Charles and Lee Rowe
David and Crystal Rozell
Laura M. Rudy
Charles Sardeson

2015 ANNUAL REPORT | 23

(continued on page 24)
### EMPLOYEE & CORPORATE GIVING through workplace campaigns

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<tr>
<th>HIGHEST CONTRIBUTORS</th>
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<td>John A. Nere, Jr, P.C.</td>
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<td>Johnson, Mirmiran &amp; Thompson</td>
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<td>Fredericksburg Glass &amp; Mirror, Inc.</td>
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<td>Froehling &amp; Robertson, Inc.</td>
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<td>GaS Technologies LLC</td>
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<td>Leland Baker Jr. Attorney at Law</td>
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<td>Weford Engineering Associates, Inc.</td>
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<td>Xerox</td>
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Rappahannock United Way celebrates 75 YEARS of impact with a Community Appreciation Day

On Sunday, October 19, 2014, Rappahannock United Way hosted a free celebration for the entire community at the Fredericksburg Agricultural Fairgrounds from noon to 5 p.m. with classic cars, live music, food, a gyro sphere, free rides on the monster truck “Hillbilly Mayhem” and much more. Approximately 1,200 people attended the event. Some of the organizations and vendors involved included GEICO, Mary Washington Healthcare, Rappahannock Big Brothers Big Sisters, Rappahannock Area Kids on the Block, Inc., NSWC Federal Credit Union, Quarles, Rappahannock Area Community Services Board, Radiologic Associates of Fredericksburg, Safe Harbor, SunTrust, The Childcare Network and Wegmans.
When You GIVE YOU HELP Us
CHANGE THE STORY in the Lives
of Those IN Need Throughout
OUR COMMUNITY

Serving the City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford.