

For Immediate Release – June 8, 2022



Contact:

Kelli Carneal
Rappahannock United Way
kcarneal@rappahannockunitedway.org

Rappahannock United Way Hits a Home Run with 2021 Workplace Campaign

Fredericksburg, VA (June, 2022) – Rappahannock United Way (RUW) congratulated the 2021 Campaign Companies on their winning workplace campaigns by hosting a luncheon at FredNats Stadium on June 7, 2022. During the luncheon, awards were presented to the campaign volunteers and companies who participated in RUW's 2021 campaign season.

"This year you hit a HOME RUN and made an incredible impact on our community. The teamwork each of your campaigns displayed is honorable and inspirational," remarked Clayton Smith, Rappahannock United Way Board of Directors Chairperson.

In addition, information on the impact made in our community through campaign donations was shared by Brooke Miller, RUW Board of Directors Secretary and Resource Development Cabinet Chairperson.

"ALICE® is a United Way acronym which stands for Asset Limited, Income Constrained, Employed and represents individuals and families who are working but still struggling to make ends meet," said Brooke. "Your child care worker, the cashier at your supermarket, your waitress, a home health aide, an office clerk... anyone can be living under the ALICE threshold."

"These hard-working households cannot always pay the bills, have little or nothing to put into savings and are forced to make tough choices such as deciding between quality child care or paying rent. One unexpected car repair or medical bill or global pandemic can push these financially strapped families over the edge."

"This is why Rappahannock United Way has a focus on providing financial stability programs, services and resources to our community, all under the newly rebranded Prosper name. Prosper – creating a bright financial future for everyone," Brooke stated.

"With the funds raised through the RUW Campaign you are supporting these programs and services being made available to ALICE households. Without the financial support of workplace campaigns like yours, we cannot provide programs like this. We are counting on you all to support and lift up the ALICE population."

Notable Campaign Award Winners:

MVP Award: GEICO

MVP Employee Campaign Coordinator (ECC) Award: Dawn Darby and Caroline Mosberg, GEICO

Grand Slam Award: Mary Washington Healthcare

Grand Slam ECC Award: Mary Ann Batsche, Mary Washington Healthcare

Out of the Park Award: Quarles

Out of the Park ECC Award: Gerda Jett, Quarles

All-Star Awards:

Hilldrup
Wegmans
Rappahannock Area Community Services Board
Virginia Partners Bank
Rappahannock Electric Cooperative
Publix Super Market at Cosner's Corner
UPS

All-Star ECC Award: MacKenzie Pope, Hilldrup

Star Awards:

Costco
M&M Auto Parts
Target #2138
Publix Super Market at Embury Mill Town Center
Target #1857
Amentum
Bishop, Farmer, & Company
Target #772
Target #2175
Spotsylvania Regional Medical Center

Local Government Top Dog Award: Fredericksburg City Government

Top Dog ECC Award: Lesley Moore, Fredericksburg City Government

Thanks to the generosity of local corporations and employee donors, Rappahannock United Way continues to BE THERE for the ALICE population through RUW programs and services. Together, we are building a community that is hopeful, resilient, and self-sufficient by tackling our community's greatest needs.

The ALICE Assistance Fund provides financial assistance for working or newly jobless households, by providing one-time housing and transportation assistance to eligible applicants. RUW's Prosper programs are valuable tools for keeping more local ALICE households financially stable. Prosper offers free one-on-one financial coaching sessions and financial literacy workshops, as well as free workshops for high school students, free tax preparation, and more.

If your company or organization would like to get involved in fundraising or volunteering at Rappahannock United Way, please contact Hope Davis, Corporate Relationship Manager.

hdavis@rappahannockunitedway.org

(540) 373-0014 x 318

About Rappahannock United Way

Celebrating over 80 years in our community, Rappahannock United Way is a local nonprofit serving Fredericksburg, Spotsylvania, Stafford, King George and Caroline. Rappahannock United Way's vision is a community where individuals and families achieve their potential through Education, Financial Stability and Healthy Living. Together, we can create opportunities for a better tomorrow. Learn more at www.RappahannockUnitedWay.org

###



Janel Donohue, Rappahannock United Way President



Clayton Smith, Rappahannock United Way Board of Directors Chairperson



Brooke Miller, RUW Board of Directors Secretary and Resource Development Cabinet Chairperson



Stephen Kingsley, RUW 2021 Workplace Campaign Chairperson



GEICO 2021 Workplace Campaign MVP Award Recipients – GEICO raised \$350,000 for RUW



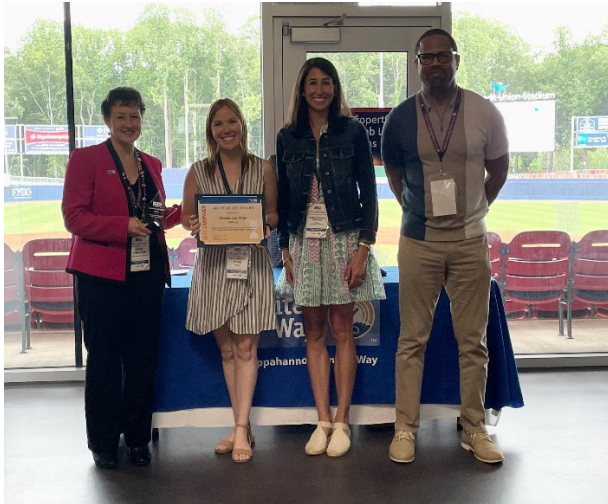
Fredericksburg City Government, Local Government Top Dog Award



Mary Washington Healthcare, Grand Slam Award



Quarles, Out of the Park Award



Hilldrup, All-Star Award



All-Star Awards: Virginia Partners Bank, Rappahannock Area Community Services Board, Rappahannock Electric Cooperative



Star Awards: Target, M&M Auto Parts, Spotsylvania Regional Medical Center