

MacKenzie Pope

From: Charles W. McDaniel
Sent: Friday, October 23, 2020 10:58 AM
Subject: RUW Campaign



Good morning,

I am very excited for all the committee has done to put together a fantastic Rappahannock United Way campaign for us for 2020. The activities Remus sent out Wednesday sound like they will provide for some much needed fun and a way for us to all “spend time together,” despite the physical distance we may have.

I know this is an extraordinary year in so many ways, between COVID, social issues and a tough political climate, which we continue to see on a daily basis. I think the campaign theme **High-Tech/High-Touch Giving** is the perfect way to describe how we’ve all had to adapt to this year and the challenges it has brought. We are having to rely more on technology than ever before to stay connected, and yet we also are relying on each other and our community to support us in whatever way we may need assistance.

It is in this same vein that I ask you to consider pledging and/or donating to the Rappahannock United Way campaign this year. Rappahannock United Way serves the cities and counties in which the vast majority of our employees live, and RUW’s services can benefit you. Currently, they are providing rental and mortgage assistance for those who are affected by COVID, and they provide services around education, income and health so we can all live our healthiest and best lives. Your donation can give back to help you, your neighbor, your coworker or friend.

Whether it’s a \$1 donation to play a game or raffle that the committee has planned or a \$100 pledge, each dollar matters. For every \$1 RUW receives, they can stretch that 10x to give \$10 back into the community. So truly, no donation is too small to make a difference.

I appreciate your consideration of donating to this important campaign, of which Hilldrup has been a leadership donor for many years. I look forward to us all participating in the success of the campaign and showing how we are there for others in our community in such an extraordinary year like this one.

Charles

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