



Rappahannock County School Foundation Scores More Than 100% at Annual Fundraiser

Proceeds from a record-setting event went to Headwaters earlier this month

SPERRYVILLE, VA – September 28, 2011 - Headwaters, the foundation dedicated to supporting educational opportunities in Rappahannock County, achieved outstanding results with its 14th Annual Taste of Rappahannock on Saturday, September 10, 2011. More than 300 guests invested in Rappahannock children with \$69,000.

Headwaters Executive Director Jane Bowling-Wilson praised the community and volunteers for the fundraising success. "Rappahannock is filled with generous and caring people. We are fortunate to be the recipient of so much support. And the real winners are the children who will have additional enrichment experiences through the programs we support and continue to expand."

"Our annual taste event is an important part of our operating funds. We treat every decision and element with the care and analysis needed in any small business. We know when we are moving in the right direction when gala guests show their support."

Headwaters return on investment for the live auction rose from 102% in 2010 to 107% this year. For every one dollar donated for a live auction item, Headwaters was able to raise \$1.07. The result is more than value of the donated item received. Guests are giving more than the value of an item in the auction.

In the evening's challenge, an appeal for monetary support sans a material prize, guests contributed more than \$15,000.

Bowling-Wilson attributes the event's success to three factors. "We have an amazing group of supporters, both donors and guests, Rappahannock's children couldn't be more important in our work and we are using professionals where and when it counts the most. Having a professional in benefit auctions participate with our committee and lead the evening is paying off for our organization – literally paying off."

The entertaining and high performing live auction and challenge were led by Red Apple Auctions Benefit Auctioneer Sherry Truhlar.

Bowling-Wilson provided a review of Truhlar's efforts. "Sherry possesses a dynamic presence which helps sustain the energy and excitement surrounding the auction. She is beyond motivational - she is a lovely force who is responsible for the overall success of the entire event. Everyone raved about her professionalism and achievement."



Red Apple AUCTIONS

About Red Apple Auctions Co.

Red Apple Auctions is a leading provider of benefit auction services. In addition to offering entertaining and award-winning onsite auctioneers for fundraising galas, the company offers online classes, webinars, teleseminars, consulting, and do-it-yourself products designed to help volunteer auction committee members improve the profitability of their charity auctions. Though based in Alexandria, Virginia, the company has worked with nonprofits around the world that seek to improve the profitability of their annual benefits. To learn more, visit www.RedappleAuctions.com

About Headwaters

Founded in 1997 by a group of public school parents to provide independent support for the public school system and to increase community involvement in education, Headwaters is a 501(c)(3) not-for-profit organization, governed by a volunteer Board of Directors. Its mission is to foster educational excellence in Rappahannock County by cultivating the cooperative spirit and resources of the whole community to benefit all students. Headwaters fulfills its mission through five major programs as well as through several annual events and targeted initiatives. Headwaters' programs serve all of Rappahannock's children, aiming to reach those at greatest risk.

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