

United Way of Asheville and Buncombe County Receives \$25,000 Parsec Prize

FOR IMMEDIATE RELEASE
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Asheville, N.C. – **Parsec Financial**, a fee-only wealth management firm, announced today the fifth and final recipient for the annual Parsec Prize. The **United Way of Asheville and Buncombe County** has been awarded a 2017 Parsec Prize of \$25,000 that will support the Middle School Success Initiative.

Every day, many students walk through the halls of their schools trying to get to class on time, but are weighted down by hunger, a family health crisis, or an unsafe home. Having the support of a tutor or mentor can certainly assist with their immediate needs in the classroom or when navigating social and emotional situations, but it won't help the family address these broader issues. That's why United Way of Asheville and Buncombe County is partnering with Asheville City Schools, Buncombe County Schools and more than 30 public and nonprofit services to organize resources that will support the health, education and financial stability of the whole family and neighboring community.

"United Way of Asheville and Buncombe County is committed to reducing the impact poverty has on student success and on the health and stability of families and their communities. We are so grateful to Parsec Financial to be among a long line of high quality organizations that have been given the opportunity to create powerful systems for change in our community. With the help of the Parsec Prize, we will be able to continue the work we've started in the Enka, Erwin and Asheville School Districts, and begin expansion of our Middle School Success Initiative to the Owen School District. We will be able to begin the work of identifying some of the greatest family and community needs within the Swannanoa Valley and to partner with families, local business, neighborhood and faith communities to play our part in helping meet these needs " said United Way's Middle School Success Director, Laura Elliot.

The Middle School Success Initiative is built on a strong, national model of work that is showing strong success. The Parsec Prize, in conjunction with other partnerships, is working to ensure:

- All schools and partner programs are safe, welcoming and compassionate
- All families and neighbors have the support and tools they need for healthy and successful lives
- All students graduate high school ready for college, career and community

"We are thrilled to award the United Way with a Parsec Prize to support the expansion of their Middle School Success Initiative," says Travis Boyer, CFA, CFP® Senior Financial Advisor, Parsec Financial. "Middle school students that struggle with attendance and core academics have a much higher likelihood of not graduating high school. The financial implications of dropping out are severe, so some guidance and support in their most vulnerable years has life changing implications. We thank the United Way for their ongoing efforts to support our local public schools and their students!"

This year, Parsec Financial will commit \$200,000 to five organizations in the communities they serve. For more information on the Parsec Prize, you can visit www.parsecfinancial.com/parsec-prize.

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About Parsec Financial:

For over 35 years, Parsec Financial has provided financial planning and investment management services to Western North Carolina and beyond. With over \$2 billion in assets under management as of December 31, 2016, Parsec provides investment management, retirement planning, and estate and trust advisory services.

The mission of Parsec Financial is to help clients set financial goals, create an investment strategy in accordance with those goals, and maintain this focus through long-term investment management.

For more information on Parsec Financial please visit: <http://www.parsecfinancial.com>.

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