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Palm Beach business community helps kick off Town of Palm Beach United Way's annual fundraising campaign

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Contact: Aleese Kopf at aleesekopf@palmbeachunitedway.org or 561-655-1919

Palm Beach, Fla. — More than 200 people attended the Town of Palm Beach United Way's 33rd Annual Business and Professional Breakfast held Wednesday, October 30 at The Breakers Palm Beach. The community event marks the unofficial start of the United Way's yearly fundraising campaign, which runs from July 1 through June 30. A total of \$29,000 was raised during the breakfast.

The breakfast is also the signature event of the United Way's Business and Professional Committee, a 31-member committee (roster attached) that is responsible for securing corporate gifts and employee donations from businesses and professionals in Palm Beach.

Carrie Bradburn, owner of Capehart Photography and a trustee of the Town of Palm Beach United Way, is chairwoman of this year's committee. The business committee fundraising goal is set at \$476,000. The United Way's overall campaign goal is \$6,929,000.

"It's important for our committee to link island workers and our fellow business neighbors to the vital work of the United Way," said Bradburn, whose been a United Way supporter for over 25 years. "I have seen firsthand what the United Way has accomplished in the community, and am proud of the support they have given to countless non-profits over the years that truly makes a difference for people in need."

The Town of Palm Beach United Way funds programs that focus on education, health, financial stability, and basic needs, the cornerstones of thriving communities. Currently, donations are being invested in 68 health and human service programs at 37 nonprofit agencies throughout Palm Beach County.

Guests from Project LIFT, a United Way supported nonprofit, were keynote speakers at the breakfast. CEO and Founder **Bob Zaccheo**, Automotive Instructor/Mentor **Harry White**, and Career Rising Student **Jamali Ramsay** spoke about Project LIFT's mission and accomplishments. The agency, based in Belle Glade, Palm City, and Fort Pierce, allows teens and young adults to engage in hands-on training in welding, auto repair, HVAC, and carpentry & construction while at the same time working with licensed therapists to address issues including depression, anxiety, addiction, trauma, abuse, and anger management.

"For Project LIFT, clear minded decision making, job training, and a focused work environment have been hallmarks of our success," Zaccheo said. "Project LIFT follows industry—locking hands with the business community, donors, and supporters provides us the opportunity to focus our training on what matters most to businesses and at the same time shows the promise of teens who are the future of the workforce."

The Business and Professional Breakfast has been sponsored by The Breakers for 33 consecutive years. Since 1985, The Breakers and its staff have donated over \$3.7 million to Town of Palm Beach United Way. Breakers employees have served on the United Way board and committees, as loaned executives, and have volunteered countless hours.

"The Breakers and its employees understand that we all have a role to play in making our community a better place for all who live and work in Palm Beach," said Board Chairman **Richard Rothschild**. "They have a remarkable culture of giving and service."

For more information about the United Way, please call 561-655-1919.
PLEASE REMEMBER US IN YOUR ESTATE PLANS AND LET US KNOW SO WE CAN SAY THANK YOU.

Business and Professional Committee *of the* Town of Palm Beach United Way

CHAIR

Carrie Bradburn, Capehart Photography

COMMITTEE

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Adam Gold, The Royal Poinciana Plaza

Javier Gonzalez, Pizza Al Fresco

Marley Herring, Marley's Palm Beach Collection

Ryan Hollihan, Palm Beach Media Group

Nick Kassatly, Brown Harris Stevens

Parisa Leve, The Breakers Palm Beach

Janderyn Makris, Earth and Sugar

Elizabeth Marshman, Freeman's/Hindman

Michael Maus, Maus & Hoffman

Chris McDermott, Gardens Wealth Management

Brad McPherson, Gunster

Meghan Monteiro, Villanova University

Daphne Nikolopoulos, Palm Beach Illustrated

Heath Randolph, Wells Fargo Private Bank

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Clay Surovek, Surovek Gallery

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