



FOR IMMEDIATE RELEASE

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RCAP SOLUTIONS ANNOUNCES PARTNERSHIP WITH KPM
KPM signs on as first RCAP Plus Sponsor as Exclusive Mobile Sponsor

(Worcester, Mass., December 6, 2013) - RCAP Solutions, a Gardner and Worcester based non-profit, is pleased to announce a new partnership with Kevin P. Martin & Associates, P.C. (KPM) as “Exclusive Mobile Sponsor”.

This sponsorship allows RCAP Solutions to offer a mobile giving program, which utilizes new technology to raise funds from mobile phone users.

“KPM is thrilled to be the Exclusive Mobile Sponsor for RCAP Solutions,” stated Karen Kent, Principal at KPM. “Many nonprofit organizations are searching for new ways to increase fundraising activity and we applaud their ‘outside of the box’ thinking. I have worked with many non-profits and believe that using new technologies for fundraising shows creativity that will be appealing to a very wide audience. We are pleased to partner with RCAP Solutions, as they continue to support the community and help so many in need, especially at a time when the demand for RCAP Solutions’ services is growing.”

“Mobile technology is changing the way nonprofit organizations do business,” said Karen A. Koller, President & CEO of RCAP Solutions. “RCAP Solutions understands the importance of using resources wisely; however we believe that new technology can have a significant impact in engaging clients, volunteers and donors. Our hope is that a mobile giving campaign will attract a wider audience of donors and KPM’s sponsorship allows 100% of those donations to directly benefit RCAP Solutions programs and positively impact families in need.”

KPM is the first business to participate in “RCAP Plus” a new sponsorship program offered by RCAP Solutions. “RCAP Plus” provides sponsorship opportunities for businesses and communities interested in supporting the many important programs provided by RCAP Solutions that assist individuals and families throughout Central Massachusetts and the rural communities across the Northeastern United States.

RCAP Solutions is primarily supported by state and federal funding sources; however with shrinking funds and required funding matches, it is becoming more difficult to provide the necessary programs to clients. RCAP Solutions works with hundreds of families each year, providing the necessary stabilization services for those in need, in order to keep them safe, healthy and in permanent housing. With over 2,000 families living in hotels across the Commonwealth and more families becoming homeless every day, the need for additional funds is continually growing.

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RCAP Solutions Partners with KPM – page 2

About RCAP Solutions, Inc.

RCAP Solutions has been helping people throughout central Massachusetts with a wide range of housing and supportive services since 1969. Our mission is to foster personal and public self-reliance and improve the quality of life for individuals, families and the communities in which they live. RCAP Solutions is the Worcester County affiliate of The Regional Housing Network of Massachusetts and the Northeast affiliate to the national RCAP (Rural Community Assistance Partnership) Network. For more information, please visit www.rcapsolutions.org.

About KPM

Kevin P. Martin & Associates, P.C. is a CPA and consulting firm, offering a full spectrum of tax, audit, business, IT, risk and compliance services. We help organizations understand the increasing challenges they face, and create and implement plans and controls that enable them to manage their risk and comply with the myriad regulations to set them on a path for success and growth.

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