

Employees help the United Way



Submitted photo

From left, Felicia Kazmaier, store manager; geode donor Patrick Giguët; and Jan Callen, executive director of the United Way of the Eastern Panhandle. Behind them are the \$1 T-shirts purchased by ROCs customers, nearly filling the store windows.

MARTINSBURG — The ROCs convenience store at 1619 West King St. in Martinsburg easily won this year's Roach Energy intra-store competition for the United Way of the Eastern Panhandle fall campaign, raising \$1,389 from employees and customers, company officials told The Journal.

The total raised by the 15 ROCs convenience stores throughout the Eastern Panhandle was \$2,315. The Roach Energy contest among the stores started November 1

and ended in December.

"Especially this year, everybody feels the pain of the less fortunate," said Felicia Kazmaier, manager of the West King Street ROCs.

"All of us in the store gave what we could, then our customers opened their hearts and added more. Some were contributing \$5 every day, even some of the guys who had just been laid off."

The store offered symbolic paper T-shirts for a \$1.00

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donation, posting the autographed T-shirts in the storefront windows. Kazmaier said a surprising number of purchasers did not autograph the shirts, telling her that "the satisfaction of supporting people in our own community was all the thanks they needed."

Other fundraising activities included a day with Roach Energy's "Rocky Raccoon" greeting customers at the store entrance, and an employee and customer yard sale. Among the yard sale item donors was local landscaper Patrick Giguët, who contributed several gem stones, including a

geode valued at more than \$200.

"Employee campaigns like Roach Energy's are our lifeblood," said Jan Callen, executive director of the United Way of the Eastern Panhandle. "They make up 60 percent of our donations." Callen added that the ROCs store employee efforts brought the campaign's total to nearly \$600,000, on the way to its goal of \$893,500 by Dec. 31.

The United Way of the Eastern Panhandle helps support nearly 60 non-profit community betterment groups.

Roach Energy owns 15 ROCs convenience stores throughout Berkeley, Jefferson and Morgan counties, and is the leading provider of oil and propane for heating and appliance use.

— Staff report