

Parsec Financial

WEALTH MANAGEMENT

Parsec Prize Backgrounder

For more than 30 years, Parsec Financial has provided financial planning and investment management services to Western North Carolina and the Charlotte metro area. In 1995, the firm introduced The Parsec Prize, an award given to non-profit, tax-exempt community organizations that fall within the broad definitions of education and economic development in the areas it serves. Parsec selects the recipients for the Parsec Prize based on their ability to improve the quality of life and access to meaningful opportunities for the people these programs and organizations serve.

Currently, 1 percent of Parsec's gross revenue is dedicated to the Parsec Prize. As of 4th quarter 2011, Parsec has given \$417,000 to 26 organizations as part of the Parsec Prize. The prize is given away quarterly, and the application process is ongoing. Any organization or project that fits within the application specifications is welcome to apply.

Previous recipients include organizations such as Quality Forward, Literacy Council of Buncombe County, Mountain BizWorks, Appalachian Sustainable Agriculture Project (ASAP), The North Carolina Arboretum, Helpmate and the Asheville/Buncombe Education Coalition. Additionally, Parsec has given nearly the same amount outside of the Parsec Prize to other worthy community organizations and programs.

The firm's leaders hold fast to the belief that by giving back to the community and helping it improve, the community becomes a better place to live and work. As a result, the firm's clients do better, and Parsec Financial does better as well.

For more information about Parsec Financial and the Parsec Prize, visit www.parsecfinancial.com.

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par•sec /par-sek/ (noun) a unit of distance...equivalent to 206,265 times the distance from the earth to the sun, or 3.26 light-years.

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