

## **Impact Makers Presents First Payment to Charitable Partner**

Richmond, VA – The CEO and Founder of Impact Makers, Inc., Michael Pirron, presented the first payment for \$6,000 to its recently selected charitable partner, Rx Partnership, an organization that focuses on providing access to vital prescription medication for uninsured Virginians in need. Impact Makers, a Richmond-based competitive social venture that provides Information Technology and Management Consulting services, intends to continue with monthly payments to Rx Partnership (RxP).

After covering for expenses that include operating costs, competitive salaries, and growth related expenditures, Impact Makers has committed to give its profits to RxP, as well as providing its consulting services at no cost to the organization. “By providing a sustainable recurring income to RxP, we are enabling them to focus on fulfilling their mission of providing services to the community, rather than spending valuable resources on fundraising efforts,” said Michael Pirron, President and CEO of Impact Makers.

In Virginia, more than 1 million people currently have no health insurance. While paying for prescription medication is a burden for many, it is impossible for some. In fact, according to the Virginia Health Care Foundation (VHCF), more than one in four (27%) uninsured Virginians goes without needed medications because they cannot afford to pay for their prescriptions. Rx Partnership will utilize the financial contribution and the consulting expertise provided by Impact Makers to pursue additional opportunities, including new pharmaceutical partners to increase access to vital prescription medication for uninsured Virginians in need.

“Rx Partnership and the uninsured Virginians we serve will benefit greatly from Impact Makers’ financial contribution, technical assistance, and advisory services of Impact Makers’ leadership and staff,” said Andrew Wilson, Rx Partnership Board Chair. “This innovative partnership will assist Rx Partnership in focusing more effectively on our mission to increase access to prescription medication for Virginia’s uninsured.”

### **About Impact Makers**

Impact Makers, Inc. is a non-stock, competitive social venture whose mission is to transform economic value into community value. By raising funds through free-market competition in the consulting industry and donating its profits to charitable partners, Impact Makers enables its charitable partners to focus less on fundraising and more on their core competency of delivering community service. <http://www.impactmakers.org>.

### **About Rx Partnership**

Rx Partnership (RxP) is a public/private partnership that collaborates with pharmaceutical companies and Virginia’s free clinics and community health centers in order to increase access to prescription medication for Virginia’s eligible uninsured. <http://www.rxppartnership.org>.

### **Media Contact**

Impact Makers  
Nancy E. Wilson  
Communications Specialist  
(804) 475-7593

###