

Month 2010

Dear Colleagues:

Our United Way campaign will be under way shortly, and I urge you to join me in supporting this region-wide effort and helping the most vulnerable members of our community.

We all win when our community's children get the good start they need to succeed in school and life, when our neighbors are financially stable, and our older adults and their caregivers are healthy. That's why United Way advances the common good in our region by focusing on the building blocks for a good life: education, income and health.

The needs in our community are growing more urgent each day. Families are struggling to keep their housing and pay bills, children are not receiving the support they need, and thousands of older adults are living in poverty. Our contributions to United Way provide the resources to meet those needs. They can't do it without us.

Many of you have been loyal United Way donors over the years, and you have my gratitude. Your giving has provided health, safety, education and a future to thousands of local people. You've given our community a strong base to help get through these tough times. Your continued support is vital, and I thank you.

But it will take all of us to turn the tide of these challenging times and make a lasting difference. So, even as I thank and encourage our current United Way supporters, I encourage others of you, if possible, to step forward and reach out a hand to help others through United Way. When we Live United, we make our community stronger.

*For matching gifts companies:*

*And at [Company], we will match any gift you make to United Way dollar for dollar/ by 50 percent. That means every dollar you give to United Way is multiplied to do even more good.*

Thank you for supporting the 2010 United Way campaign. Our community needs you.

Sincerely,

CEO