

## **Employee Letter (CEO endorsement)**

Dear (EMPLOYEE):

Why United Way?

Your gift to United Way of Hall County addresses the root causes of the most serious human needs in our community. The result is real, lasting change in people's lives. It's not about bandaging problems – it's about making them go away. Here's what I mean.

We know that when children enter school at age six ready to learn, they perform much better and have a better chance of graduating to a successful life.

We know that when families have access to affordable childcare and after school, parents are able to work and support the family so they're more likely to thrive.

We know that when homeless people are given job training and counseling as well as temporary food and shelter, there's a good chance they'll leave homelessness forever.

Investing in United Way provides the full range of services and programs that respond to people's immediate needs, and also prevents those needs in the future. The results: successful children, thriving families, vibrant communities and connected people.

Our company runs a United Way campaign because we care about bottom-line results. While we tend to focus on the totals we contribute, the great significance of United Way is what happens because we make those contributions – lasting change in people's lives and in our community.

Please join me in giving generously to United Way. It's an investment in our future.

Sincere regards,  
(Name)  
President, XYZ Company