Team:

For many in our community, the everyday challenges of life are overwhelming.

Imagine a family facing the heart-wrenching possibility of losing their home, or a student battling anxiety as they walk into their high school. Consider the man who spends endless hours striving to find a stable job, and the child who falls further behind in their education each day due to a lack of a home computer. These struggles are all too real for so many of our neighbors.

**In a time of need, everyone should have someone they can turn to for help. Together, we can be that help.**

I’ve seen firsthand the generosity of the people who work at xxxxx. When there is a call for help, so many of you are ready to answer. I’m so proud of our commitment to our community and proud how YOU always step up in a time of need.

Join me in being part of creating lasting change. Join me as we make a difference for our neighbors and friends. Join me in our 2025 United Way campaign.

When you give directly to United Way, you are helping thousands of people right here in our neighborhoods. Together, we can end family homelessness. We can support the mental wellness of high school students. We can reduce barriers to employment. And we can bridge the digital divide. Every dollar invested supports strategies that produce measurable results.

**In 2024, over 197,000 people were served by United Way-funded programs and partnerships across our community.**

If you have already donated this year, thank you. If you have not given, I’d like you to consider the importance of a contribution.

United is the way that we offer hope. United is the way we can make a difference. And United is the Way we are transforming the lives of individuals and families in our community.

Thank you for your generosity, and thank you for supporting United Way.

Sincerely,

[name of executive and title]