*A message from Chairperson X of the X Employee Giving Campaign*.

DATE

Dear Colleagues,

Every year, employees go above and beyond in their efforts to support services for local children, adults and families through our annual United Way Employee Giving Campaign and the donation of our time and many talents.

With inflation at a record high, nearly 10,000 more families in our community are unable to make ends meet due to the ongoing economic consequences of the pandemic. Coming together to support our community has never been more important.

For nearly 100 years, United Way of Central and Northeastern Connecticut has mobilized people and resources to close gaps and create opportunities. They are ensuring that people’s immediate needs are met while also finding solutions to long-term challenges. They cannot do this work without you and **I am asking you to make a gift directly to United Way during this pledge period** to support programs, services and initiatives that ensure that basic needs are met for people in the communities in which we live and work.

When you contribute to United Way, you are supporting a network committed to tackling the toughest challenges people face in our region. United Way does this by investing in programs and services, leading community change initiatives and mobilizing resources and volunteers.

Together, we can find solutions that help children succeed academically and families achieve financial security. Together, we can make life better for those who need help the most right now and ensure equitable outcomes for all.

I encourage you to take advantage of the X matching funds that are available. Consider becoming a leadership donor if you are able. **Most of all, please participate.** Throughout our Employee Giving Campaign, be on the lookout for ways to get involved and have some fun while supporting our community. Do whatever you can to help make this year’s campaign a success. Every donation goes a long way for local children and families.

The people of X demonstrate time and time again their willingness to make a difference, not just through our work responsibilities, but, also by positively impacting our communities with our generosity. Please answer the call once more by supporting United Way. Thank you.

Sincerely,

[signature]

Name
Title