United Way

2022 Campaign

EEC Kick-off email

Sender: EEC

Subject: Make Change a Priority

When times are tough and you need someone in your corner, who do you count on? Here at (COMPANY NAME), we back each other up and do the right thing for our company and our community. For example, did you know that last year, our employees donated ($$$$$) during our annual United Way Campaign?

That support made change happen right here in our community for our most vulnerable neighbors. Because when they were in a time of crisis, they could turn to United Way of Southwestern Pennsylvania. Only United Way brings together the agencies, resources and know-how to provide innovative solutions to age-old problems. And each year United Way’s 211 connects hundreds of thousands of our neighbors to vital assistance in their time of need. Your support of United Way helps make change happen in three key ways:

**Meeting Basic Needs** such as emergency rent, food and help with utilities.

**Moving Toward Financial Stability** so working families and individuals can achieve financial sustainability through improved employment, access to income and benefits and providing financial education.

**Building Success in School and Life** for children who face inequities and disparities in educational opportunities from pre-kindergarten to early adulthood.

United Way aligns with the values and goals of (COMPANY NAME). They have proven year after year to be a trusted partner in building a stronger, more equitable community. We count on them, and now we are counting on you.

Please continue our tradition of supporting United Way by donating to United Way’s Impact Fund during our annual campaign. Change is Here, because of you.