Letter from Bobbi for EEC Took Kit

Sender: EEC

Subject: A message from United Way CEO

Dear (COMPANY NAME)

As we get ready to kick off our 2022-23 United Way Campaign, I wanted to share a letter from Bobbi Watt Geer, CEO of United Way of Southwestern Pennsylvania.

Dear friends,

As we’ve all witnessed these past few years, change is inevitable. It can happen quickly almost in the blink of an eye, or it can unfold methodically over time as if in slow-motion.

Thanks to support from people like you, United Way of Southwestern Pennsylvania stands ready to help manage both kinds of change. When crisis occurs in the lives of our most vulnerable neighbors, United Way provides the resources and funding to help meet their basic needs such as keeping a roof over their heads and food on a family’s table. Last year alone, United Way’s 211 human-service hotline received nearly XXXXXXXX requests for short-term help.

Then there is the long-term change United Way works to achieve. We invest in programs that help working families break out of the poverty spiral and find a path to financial sustainability. We work to level the playing field for children from their first years to early adulthood and help them build success in school and life. These issues cut across all populations, but they disproportionately affect people on the basis of race, gender and ability.

Our efforts are working. We are seeing results. Now is the time we need to invest more in creating long-term change that lifts lives and strengthens our entire community.

Please keep this in mind as you kick off your company’s annual United Way Campaign. This financial support is foundational to our work and lifts the lives of thousands of our neighbors.

Thank you for your consideration and your continued support.

ChangeMakers Unite!

Bobbi Watt Geer,

President and CEO

United Way of Southwestern Pennsylvania