Dear Employees,

Investing in our community through United Way is an investment in our friends, our neighbors, our coworkers, and even ourselves.

At <COMPANY NAME> we’ve always been focused on helping others and strengthening the community, and we thank you for your past support. We are looking forward to an even more successful campaign in 2024, especially after the announcement of United Way of York County’s new bold goal: To assist working households on their journey toward financial stability.

1 in 4 households in York County are considered as ‘ALICE’: Asset Limited, Income Constrained, Employed. These are households that live above the federal poverty line but are not making enough to stay afloat, especially when faced with an unexpected financial emergency. The ALICE community are our hardworking friends & neighbors who face daily challenges with basics like affordable childcare and reliable transportation, both of which are key to maintaining employment and financial stability. These households are working hard, but still struggling to make ends meet and need our help.

United Way of York County is creating solutions for ALICE households that deliver more than hope. You can be part of the solution by donating to the United Way of York County’s Impact Fund, which ensures your gift stays local and helps break down barriers to financial stability for ALICE households.

We will be kicking off our 2024 United Way workplace campaign on <INSERT DATE>. Every dollar raised makes an impact, and so does every donor. Please join me in making a gift to United Way’s campaign—our community needs you!

If you have questions, please contact <CAMPAIGN CHAMPION>.

On behalf of <COMPANY NAME>, United Way of York County, and those who benefit from your support, thank you.

Sincerely,