Dear Employees,

I’m excited to announce that it’s time for United Way of York County’s annual fundraising campaign—the largest annual fundraising campaign for our community. 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 2023, especially after the announcement of United Way of York County’s new bold goal.

This year, the organization is moving in a new direction and focusing on a single issue: to assist 8,000 working households in achieving financial stability by the year 2033. Nearly one in three households in York County fall under an economic category known as ‘ALICE’: Asset Limited, Income Constrained, but Employed. These are families that live above the federal poverty line, but are not making enough on their income alone to stay afloat, especially when faced with an unexpected financial emergency. The ALICE community are our friends, our neighbors, and those who we interact with day-to-day. They are your waiter at a restaurant, the clerk bagging your groceries at the store, or the childcare worker watching your children as you go to work. They are essential members of our community but are struggling to make ends meet.

When you donate the United Way of York County’s Impact Fund, your gift will go towards breaking down the barriers that ALICE families face daily: a lack of transportation to and from work; inaccessibility to affordable healthcare; unsustainable childcare causing working parents to miss out on work hours; the list goes on.

We will be kicking off our 2023 United Way workplace campaign on <INSERT DATE>. Every dollar raised makes an impact, 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,