Sample CEO letter 2018

Dear (Name),

We all share a common hope for the Midlands to be a thriving place where everyone has the opportunity to live a safe, stable and successful life.

United Way has been a vital part in creating a collaborative community to help solve issues related to health, education, and financial stability. Here, are just a few of the services helping the Midlands to become a stronger and better community.

* **2-1-1:** This 3-digit phone number is an information hotline and referral service that directly connects people with needs such as rent/utility assistance, food banks, physical/mental health care, employment support, services for elderly and disabled individuals, child care resources and more to a local partner agency of United Way that can assist them in their moment of need. Last year, this service number fielded over 388,000 calls from Midlands residents.
* **Midlands Reading Consortium (MRC):** MRC is an educational tutoring program helping children from kindergarten to second to improve their reading proficiency by third grade. Children who are not at a third grade reading level by the time they start school are *four times more likely not to graduate high school on time.* Last year, through United Way of the Midlands’ MRC program, volunteers tutored over 500 kids in 20 different schools.
* **WellPartners Dental & Eye Clinic:** In February 2016, United Way of the Midlands was fundamental in bringing together three different hospital providers along with Richland and Lexington counties to create a new dental and eye clinic in the Midlands. Prior to opening the clinic, United Way was only able to serve hundreds of people over a weekend once a year at SC Mission. Just last year, over 6,000 people were served, which resulted in a 50 percent reduction in unnecessary emergency room visits for dental needs.
* **Reducing Homelessness:** United Way of the Midlands and our community partners have reduced homelessness by 40% in the Mildands since 2013. By working with partner agencies and other service providers, United Way operates shelters for those suffering from homelessness and also provides services to help people as they transition out of homelessness and into a financially stable lifestyle.
* **Flood Recovery:** After the 1,000-year Flood of October 2015 devastated thousands of Midlands’ families, United Way of the Midlands and 60 partner agencies formed the Midlands Flood Recovery Group. To date, 250 homes have been repaired, including a total of more164,000 volunteer hours.
* **MyFreeTaxes:** Each year, United Way of the Midlands provides free online tools and in-person tax assistance. In the past five years, this service has helped over 6,000 households with free tax preparation and brought nearly $5 million in federal refund dollars to the community.

Together, our support will help United Way in its work to create a better life for everyone in the Midlands. Great things are happening and thousands of people have advanced thanks to the continued generosity of our community. We can’t stop now. Because we know the tremendous impact we can make, I/we ask you to join me in supporting United Way of the Midlands in whatever capacity you can.

I/we am proud to work with so many people who care deeply about our work and our community. It’s what makes us great leaders and engaged residents of the Midlands. Let’s all join in committing to support the mission of United Way of the Midlands.

Sincerely,

NAME

COMPANY