Dear Colleagues,

[Name of organization’s] 2023 United Way campaign begins today, with the theme, **Change Doesn’t Happen Alone.** The theme reminds us that no one succeeds without help.

United Way encourages us to come together to change the lives of those living on the margins. Twenty-six percent of people in Rice County cannot afford basic needs, such as nutritious meals and secure housing, without outside aid. Again this year, poverty levels have risen.

I will be donating during this campaign because I want to help those in economic hardship, as well those in local nonprofits on the front-lines doing some of the most demanding work there is.

The campaign for Rice County Area United Way benefits nonprofits including:

* Community Action Center
* Dolly Parton’s Imagination Library
* Project Friendship
* Ruth’s House of Hope
* HealthFinders Collaborative
* HOPE Center
* Three Rivers Community Action

You can learn more about all many supported nonprofits at: <https://www.ricecountyunitedway.org/partner-agencies>

**Your Giving, Your Choice!**

During our United Way campaign you may choose to give to the greatest needs in Rice County, and this year, you may instead choose to sponsor children for Dolly Parton’s Imagination Library, which sends books home monthly to local children to prepare them for success in school. The impact of the pandemic on learning has not abated. Finally, you may choose to designate your gift to a specific nonprofit.

During [name of organization]’s United Way campaign, which runs until [date], our goal is to raise [$ goal]. Gifts of all sizes matter. Please give online at: [enter URL] or by filling out the hard-copy pledge form and dropping it [WHERE]. If you have any questions, please contact [who] at [email] or [phone].

Please join me in donating today. Many thanks for your consideration.

**[name of CEO]**

**[Title]**