Dear Name,

Today, we are excited to join hands with our community as we kick off our annual campaign for United Way of Greenville County. It’s more important than ever that we do what we can to help because as our community continues to grow, so does the level of need.

Recently, United Way released an eye-opening report showing that 39 percent of households in our community struggle to afford the basics every month. 29 percent of these households earn above the Federal Poverty level, yet far from enough to afford life’s necessities.

These statistics are more than just numbers. They represent the lives and dreams of real people — our neighbors, our families, our coworkers — who work hard, but never get ahead. In a community as prosperous as ours, it's a strong reminder that there is still much work to be done.

The good news is we *can* do something about it. We are proud to partner with United Way of Greenville County to improve lives and strengthen our community for the benefit of all. With your support, we can remove barriers like housing, childcare, education and transportation, and increase access to higher earnings and financial stability.

Please join me in giving today and make sure families in our community have the support and resources they need to build the lives they deserve.

Sincerely,  
CEO Name­­­