Date

Imagine for a moment that every family in Snohomish County has a safe roof over their head, fresh, healthy food on the table and the tools they need to save and move ahead. Here at **COMPANY NAME**, we know that a healthy community is one where people help each other—and a healthy community supports a healthy workforce.

For over 75 years, United Way of Snohomish County has delivered on its mission to improve lives where we live and work, including the lives of many of our co-workers and family members. **COMPANY NAME** supports United Way because it demonstrates our commitment to this community and because it’s a smart investment. For every dollar invested, our United Way returns $1.32 in value. That’s impressive. United Way delivers real results in the short-term *and* addresses the underlying causes of our most pressing issues to create real solutions for a better tomorrow.

This year’s campaign theme is **Join Us in Breaking the Cycle of Poverty**. I challenge you to *join in* and help break the cycle that keeps so many families struggling, ensuring a positive feature for Snohomish County.

Our campaign will be held **Dates** and our goal is **$Amount**. I invite you to join this effort with a gift to United Way’s Local Community Fund. It is one of the easiest, most convenient ways to make a difference in thousands of lives. In fact, United Way-funded programs served over 156,000 participants in 2015 alone; it’s likely that someone you know will benefit directly from your donation. (A complete list of funded programs can be found on United Way’s website at [uwsc.org](http://www.uwsc.org/).)

The choice to participate is, of course, a personal one. If you choose to give, simply complete the attached pledge form and return it to **ECM name/Department** by **Date**.

I want to thank every one of you for contributing your time, talent and money to **COMPANY NAME’s** 2016 campaign. **Together we can help Break the Cycle of Poverty in Snohomish County.**

Thank you,

**CEO’s NAME**