



The Welcome Message can be customized to reflect your organization’s corporate social responsibility goals, campaign theme goals or company-specific incentives.

I am continually amazed at the generosity of our <company name> associates. Time after time, you have stepped up to help our community and make a difference in the lives of those in need.

That’s why I’m excited to serve as the chair for this year’s <company name> United Way Campaign, which will be held from _____ to _____. United Way holds a unique position in our community, with the ability to identify the most pressing needs facing the families of Greater Kansas City and then bring together the most effective people and resources to address those needs and improve lives.

I am proud to personally support United Way, and I hope you will choose to make a pledge to this great organization as well. A gift of just \$4 per week will send a free book every month for a year to seven young children in low-income neighborhoods through Dolly Parton’s Imagination Library. It can provide five CPR kits or 13 HIV test kits for health clinics, or buy 13 smoke detectors for low-income homes.

An investment of \$24 a week will allow United Way’s Veterans Navigator to provide intensive, one-on-one support for 15 Kansas City area veterans who need help with housing, employment and medical care. It can buy coats, hats, scarves, mittens and toys for nearly 150 children who live in poverty, or assist six families with utility assistance.

There are so many unmet needs in our community – and so many of you who are willing to help. Please consider making a donation to this year’s United Way Campaign – together we can make a tremendous difference in the lives of so many. Please join me and thousands of others throughout Greater Kansas City in coming together to help our community once again.

<Company president or campaign chair signature>