Sender: EEC

Subject: A Message From United Way’s CEO

As we prepare to kick off our 2023-24 United Way Campaign, I wanted to share a letter from Bobbi Watt Geer, President and CEO of United Way of Southwestern Pennsylvania.

Dear Friends,

When was the last time you needed help? We all do. Fortunately, we usually know where to turn. A family member, a neighbor or trusted co-worker.

But what if the help you needed was more complicated? The challenges more overwhelming? And the solution wasn’t so obvious? More families than ever in our community are facing food and housing insecurity. They’re finding it increasingly difficult to make it to the next paycheck without experiencing financial crisis. And children are facing an uphill battle to succeed in school and life due to a lack of resources. These issues require a level of help that you probably feel is beyond your ability. What can one person do?

Actually, one person can do a lot. In every community and neighborhood throughout our region, individuals and families rely on services and programs that are made possible by individuals like you through your support of United Way during your workplace campaign. And you can be assured that your donation, no matter what level, will impact the life of someone right here in your community.

Your gift to United Way’s Impact Fund can help individuals and families meet basic needs like putting food on the table and keeping the lights on. Your donation can fund programs that help connect people to employment so they can achieve greater financial stability. Funds you provide will also allow us to support high-quality educational resources to ensure children have the strong foundation needed to be successful, addressing issues like school readiness, literacy, social and emotional well-being and college and career readiness.

We need you to be part of that change. Join with your co-workers and thousands of donors from all over Southwestern Pennsylvania to support United Way through your workplace campaign.

On behalf of everyone at United Way … and all the volunteers and agency partners … I want to personally thank you for making change happen.

Sincerely,

Bobbi Watt Geer

President & CEO, United Way of Southwestern PA