

UNITED WAY IOI

2015 Campaign



DATE

NAME

ADDRESS

CITY, STATE ZIP

Dear NAME:

Every year, COMPANY employees like you improve our community through your proven dedication to United Way. More than NUMBER of your coworkers joined you in giving to the 2014 United Way Campaign. **Together, you invested \$AMOUNT in our community!**

Thanks to your generous support, United Way of East Central Iowa and its partners helped more than 116,000 people including:

- 1,100 children succeed academically
- 441 low-income individuals build work skills
- 57,990 people connect with the 2-1-1 hotline
- 10,800 individuals and families enroll in health insurance

Your contribution to last year's campaign qualifies you as a Leadership donor. Leadership societies allow you to better connect with United Way and its community partners by providing you with more information about the community's needs and giving you the opportunity to attend social and networking events.

This year, Cedar Rapids Bank & Trust has issued a \$100,000 challenge grant. Any increase you make as a Leadership donor during the 2015 United Way Campaign will be matched dollar for dollar. **Will you double your impact by participating in this challenge?**

Thank you for serving United Way as a leader within COMPANY, and I hope you will continue your support by giving to this year's campaign.

Best wishes,

NAME

TITLE