**Email on kickoff of UWRRV Employee Giving Campaign**

**Subject line:**The needs in our community are great. Together, we are addressing them and creating a stronger, healthier, and happier place for us all to live.

**Body:**The impact of uniting our care and generosity to help those who need it most has never been greater. Thank you so much for considering supporting United Way of Rock River Valley and for your commitment to our community. That support is a true reflection of the caring nature of this workplace.

The partnership of this workplace with United Way builds on a commitment to improve lives and help our community thrive. Here’s how we’re doing that:

* **United for Literacy** – We are excited to introduce United Way’s collaborative literacy initiative. In Winnebago County, our child literacy rate is just 32%. United Way is working with more than 30 local agencies to change this staggering statistic. Through partnerships like ours, we are utilizing the power of collective impact to remove barriers to literacy, thereby lifting our whole community! A reading community decreases poverty, increases a viable workforce, and reduces crime.
* **988 & 211 Helplines** – Designed to connect residents to community resources for their most critical needs, 211 has fielded almost thousands of calls this year from residents of Winnebago County. The 988 hotline is the new number for the National Suicide & Crisis, providing people in distress with prevention and crisis resources. Both lines are free, confidential, and open 24/7.
* **Strong Neighborhoods** – United Way is leading a place-based strategy to dramatically improve the quality of life for families because strong neighborhoods make a strong community. To do that, United Way currently operates three Strong Neighborhood Homes across Winnebago County. Through partnerships and support with other local organizations, the homes offer educational opportunities and activities, mental health and addiction support, among other services—building hope for neighborhood families.

United Way has made tremendous strides because of the generosity of people like you. This year, a gift to United Way will help them continue to work with partner agencies to ensure that more of our children are reading at grade level, raise more awareness regarding 988 and 211—ensuring residents in need get connected to community resources, and continue to build strong and healthy neighborhoods.

Together, we can tackle root-cause issues to build our workforce, reduce crime and poverty in our community, and make the Rock River Valley a better place to live, work, and play.

My deepest gratitude,

[Name of company CEO, ECC, or United Way CEO Julie Bosma]
[Title]