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

**Subject line:**A reminder that you can make a meaningful and impactful difference in our community

**Body:**Hello.

I am reaching out once again to remind you that through your generosity and caring spirit, we can make meaningful and measurable change in our community.

With our partnership with United Way of Rock River Valley, we are removing barriers to literacy to help young learners read at grade level, providing resources to all our area residents in need of help and support, and building stronger neighborhoods. Here’s how:

* **United for Literacy** – We are excited to introduce United Way’s collaborative literacy initiative. In Winnebago County, our child literacy rate is at 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.

The caring power of this workplace’s employees can and will truly make a difference. That starts with you. I ask that you please consider donating – whatever you are comfortable and able to give – to tackle root-cause issues to build our workforce, reduce crime and poverty here, and make the Rock River Valley an amazing place to live.

Thank you so much,

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