**SAMPLE CEO ENDORSEMENT LETTER – 2023**

**Our 2023 United Way Campaign has officially launched! And I’m counting on each and every one of you to help us raise [Insert Company Goal]** to support local families as they work to achieve the building blocks of well-being: a quality education, family-supporting job and health supports.

For more than 100 years, United Way of Dane County has mobilized the caring power of our community to create lasting change for multiple generations. Working together with local nonprofits, businesses like ours, community leaders, donors, volunteers and families, they’re addressing big-picture issues that no one person or organization can solve alone. And your generosity sparked real change last year! Of local individuals and families who participated in United Way funded programming:

* 88% of kids achieved developmental milestones while in programming with their families (100 children aged 0-5)
* 77% maintained housing and avoided eviction (1,861 individuals)
* 100% graduated high school in Dane County (253 students)
* 91% saw improved health outcomes in maternal-child health programs (1,017 individuals)

[Insert a few sentences about your ‘why’ – consider why you give, personally, and what it means to you].

**Please join me in being a part of the change by completing and returning your pledge form by [Insert date].** And know that when you donate to United Way, you can be confident that your dollars are making the greatest possible difference. Your gift, no matter the size, will help to make Dane County a better place to live, for every resident.

Thank you for being a part of The Power of Many. Working for All.

[Insert signature]