



United Way of Anchorage

### **SAMPLE CEO Endorsement Letter**

Dear (Employee Name),

We all can see the needs of our community every day. And United Way of Anchorage has been at the forefront of meeting them as a force for good. It's been (\_\_\_\_ years) since our company conducted its first United Way campaign. Since then, our commitment and support for this organization and the work they do has grown. We believe that supporting United Way is the most powerful way to create real and lasting change right here in Anchorage.

This year's United Way theme is "Change Doesn't Happen Alone." By joining together, we can all be champions in the effort to end homelessness, help children learn and graduate at a higher rate than before, and build strong financially stable and healthy families. For these reasons, we offer the gift of payroll deduction so that each of you can give a little each paycheck and transform our community for the better.

I encourage all of you to learn more about the causes and organizations that improve the health, education, and financial stability of every person in our community. You can visit United Way's website [liveunitedanc.org](http://liveunitedanc.org) and talk with our Employee Campaign Coordinator, (name).

The goals of United Way of Anchorage are ambitious. That's why we need you. I have made my pledge to United Way and invite you to join me in turning caring to action to make our community a better, safer place to live. To live better we must all LIVE UNITED.

Sincerely,

Company President