



United Way of Anchorage

SAMPLE CEO Endorsement Letter

Dear (Employee Name)

For more than 60 years, United Way of Anchorage has been a force for change in our community. 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 United We Fight. United We Win. Your contribution can help us win in Anchorage's fight 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 choose the fight that you want to help win.

I encourage all of you to learn more about the causes and organizations that your donations make possible in continuing the fight to make our community a better, safer place to live. You can visit United Way's website liveunitedanc.org and talk with our Employee Campaign Coordinator.

I have made my pledge to United Way and invite you to join me in making a commitment to improve conditions for those who need us in their corner fighting against the issues that so many in our community face. To live better we must all LIVE UNITED.

Sincerely,

Company President