

A Note from our President & Chief Executive Officer

There's something about the power of people coming together for a cause. It's energizing. It's contagious. It's rewarding. It magnifies the amount of good we can achieve, especially for people in need. That is what our annual United Way campaign is all about. Our local United Way is once again prepared to propel this and come forward with a great volunteer team, strategy and staff to fulfill our committee's obligation to those in need; we are transforming the landscape of human core needs!

We think you'll agree that United Way makes sense for our community - providing a single campaign wherein our collective gifts benefit many community organizations. It is a way of demonstrating and renewing the caring spirit of our area. Importantly, it is a way all of us can play a role in lifting people out of poverty - the chief strategic objective of our United Way.

Improving our community and the lives of our residents does not happen in a single moment - it happens in multiple moments created by thousands of people. By running a workplace campaign, you will create a moment in your organization where your company can be a part of something huge - providing your neighbors with opportunities to thrive. You will be an example to other businesses that you are investing in United Way's strategic commitment to lift members of our community out of poverty. You will give your associates an opportunity to be a part of improving the place where we live and work.

Your leadership in this year's campaign will provide the critical support we need to build our community of change-makers so that together we can end the cycle of poverty. The key is that we can all play a role in building a stronger community. Thank you for all you do for our community, and for your support of our United Way.

Let's make a difference together during this campaign time.

Sincerely,

A handwritten signature in blue ink that reads "Steven S. Kast". The signature is written in a cursive, flowing style.

Steven S. Kast
President & Chief Executive Officer
United Way