

Dear (Employee Name):

Leadership is about stepping forward, lighting the way.

Here at (Company Name), leadership also takes the form of offering major support to our community. Leadership donors have built a strong foundation throughout United Way's 80-year history in our community. Because of this, United Way continues to lead with a refined focus on measurable goals. Together, we are changing the picture of how Topeka, Shawnee County and Jefferson County will look in five years, in 10 years and beyond.

The community goals in education, income and health strengthen our community by connecting neighbors, businesses and local government in an effort that improves the fabric of our community, while remaining committed to basic needs. By emphasizing root causes and outcomes, United Way will ultimately create a more vital, more stable and more livable community. These goals are critical and achievable, when you join forces to give, advocate and volunteer.

Your endorsement of these goals and community change is vital to furthering this mission. I encourage you to make a leadership gift through our workplace campaign. Leadership giving begins with a gift of \$1,000 annually, and membership to the Young Leaders Society (for the under 40 or young at heart crowd) starts at \$500 a year.

Pease join me in Shining a light for the future of our community.

LIVE UNITED,

(CEO/Senior Management signature and name)