**Subject Line: United We Make a Difference**

Dear Employee/Team Member/Colleague,

At ORGANIZATION, we’ve long believed in the power of giving back and **our partnership with United Way of York County has made a real difference here in our community**. Thank you for helping to create a culture that values giving back and leading with a purpose.

United Way continues evolving to meet the most pressing needs in our region. Right now, **1 in 4 York County households are ALICE:** hardworking people who earn just enough to not qualify for assistance, yet struggle to cover essentials like housing, childcare, and transportation. They are essential workers who are the backbone of our community.

United Way of York County is uniquely positioned to respond. From the 2-1-1 helpline to strategic investments in key areas like affordable childcare, transportation access, and financial education, **your gift helps build long-term stability for working households.**

And this year, there’s a new way to make your giving go even further:

**Beginning with the 2026 tax year, non-itemizers can deduct charitable gifts up to $1,000 for individuals and $2,000 for couples.** **Gifts made through payroll deduction in the 2025 campaign count!**

This change makes it easier (and smarter!) than ever to support the causes you care about.

Your support is more than a donation-it's a direct investment in the well-being of our workforce and the future of our community. You can also choose to engage more deeply by joining a donor network like Emerging Leaders Society or Women United. These are communities of like-minded leaders who are committed to creating lasting change.

**Now is the time to give back, get involved, and lead by example.** We amplify our collective power to make a difference when we act UNITED.

*\*REFER TO SPECIFIC DETAILS FOR YOUR ORGANIZATION\*:*

* *Campaign time frame/point of contact*
* *How to give (paper form, digital link in emails)*
* *Upcoming meetings/internal incentives/company match*

**Please join me in supporting United Way of York County’s mission** to assist working households on their journey towards financial stability. Thank you for helping lead the way forward for all of us.

With appreciation,
Name

Title
Organization Name