Dear Employees,

For 100 years, the United Way of York County has committed to supporting families in need; our friends, our neighbors, our peers and coworkers, and even ourselves.

Through the years, your support at <COMPANY NAME> has granted us the opportunity to assist our fellow community members and help provide them with the resources they need to not only survive, but to thrive.

This year, the United Way of York County is moving in a new direction and focus with a new bold goal. It aspires to assist 8,000 working households in achieving financial stability by the year 2033. Nearly one in three households living in York County fall under an economic category known as ‘ALICE’: Asset Limited, Income Constrained, but Employed. These are families that live above the federal poverty line, but are not making enough on their income alone to stay afloat, especially when faced with an unexpected financial emergency. The ALICE community are our friends, our neighbors, and those who we interact with day-to-day. They are your waiter at a restaurant, the clerk bagging your groceries at the store, or the childcare worker watching your children as you go to work. They are essential members of our community but struggling to make ends meet.

United Way of York County has recognized the needs of the ALICE community and it has identified several barriers that bar our community members from reaching financial stability. Such barriers include a lack of transportation to and from work; inaccessibility to affordable healthcare; unsustainable childcare causing working parents to miss out on work hours; the list goes on. We at <COMANY NAME> are striving to support a thriving York County where all households have access to assistance and are financially stable.

We believe strongly in committing to our community, and we hope you will join in supporting the United Way of York County and its new goal.

If you have any questions, please contact <CAMPAIGN CHAMPION>. On behalf of <COMPANY NAME>, United Way of York County, and those who benefit from your support, thank you.

Sincerely,