

To Retirees/Volunteers

(to announce campaign)

As you know, employees of (company name) have always joined forces supporting the United Way to help meet the needs of our community. Together, we've made a difference in the lives of many people. We want to thank you for your past participation. Our United Way campaign is about to begin, and we are inviting all active and retired members of our (Company Name) family to join us in supporting United Way.

Right here in Northern Santa Barbara County, United Way is changing the way – from quick fixes to real, lasting change. Because it's not enough to just treat the symptoms of serious problems like hunger and unemployment. United Way goes deeper, to get at the heart of these problems. Their goal – and our goal – is to make long-lasting changes in the community that prevent problems from happening in the first place.

As a retiree of (Company name), you can make that goal a reality. And whether you give a little or a lot, your United Way contribution goes to work bringing lasting change, right here in Northern Santa Barbara County.

Just fill out the enclosed pledge form and return it with your check payable to United Way of Northern Santa Barbara County.

I invite you to join us. Because together, united, we matter more than we know.

Thank you for investing in **what matters**.

