

To Union Members

(To announce campaign)

The labor movement and Northern Santa Barbara County United Way have a lot in common. Both exist to help people. Both have support of working men and women throughout the community. And both believe that every individual should be treated with dignity and respect.

Since 1946, organized labor has enjoyed a cooperative relationship with United Way — assuring that needed services are available to members, their families and their communities.

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.

To learn more about United Way and how we can help make Northern Santa Barbara County a better place for all of us, visit the website at www.nsbuw.com

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



AFL-CIO Community Services and United Way Partnership



www.nsbuw.com
805-922-0329