

CEO SUPPORT MEMO

TO: All Employees
FROM: (CEO's name)
DATE: September 2011
SUBJECT: Live United

Your support of the Sioux Empire United Way has helped our community thrive. Our United Way ranks 2nd in per capita giving throughout the United States. This is an amazing reflection of the depth of caring people we have right here in the Sioux Empire. We truly are America's most giving community.

The dollars our company helped raise last year are changing the lives of thousands of people in the Sioux Empire – some of those are people in our company.

Here are some examples of how your investment is making a difference in lives today:

- Senior Companions of SD pairs healthy older adults with other adults to help complete household tasks. Last year, 37,362 hours of services was provided. 62% of clients were able to remain in their homes 6 or more months due, in part, to services provided by Senior Companions.
- Feeding South Dakota's BackPack Program provides more than 3,400 students in nine communities with food each weekend.
- Dolly Parton's Imagination Library program provides free books to children in the mail until age 5. Almost 10,000 children receive books each month and this fall United Way will deliver its one millionth book. 80% of local surveyed parents said that they read more often to their children as a direct result of Imagination Library.

And, these are only a few of the 97 programs receiving United Way funding!

I understand that you are given many opportunities each year to support your community. I encourage you to consider United Way. When I think about all the good work United Way does in our community, I trust that my United Way gift is going where it is needed most. Knowing that my gift stays local, and knowing that less than 10% of my gift goes to administrative costs, I cannot think of a better investment.

Please join me in supporting the good work United Way is doing in our community.

Thank you for all you do.

LIVE UNITEDTM

