Dear Team,

Today, we are excited to join hands with our community as we kick off our annual campaign for United Way of Greenville County. It’s more important than ever that we do what we can to help because as our community is counting on us.

In Greenville County, far too many of our neighbors are living on the financial edge—where one unexpected expense, like a medical bill or car repair, can send a family into crisis. Did you know:

* Over one-third of Greenville County households **(80,000 households)** struggle just to afford the basics every month.
* More than 56 percent of students in our public schools live in poverty.
* Nearly half of the 23,000 calls to United Way’s 211 line were from people facing eviction or utility shutoffs.

These statistics are more than just numbers. They represent the lives and dreams of real people — our neighbors, our families, our coworkers — who work hard, but never get ahead.

The good news is we *can* do something about it. With your support, we can remove barriers like housing, childcare, and education, and increase access to higher earnings and financial stability.

Please join me in giving today and make sure families in our community have the support and resources they need to build the lives they deserve.

Sincerely,  
CEO Name­­­