

(Company Name) is proud to run a United Way campaign in our workplace. Last year, because of the caring spirit of the employees here, we raised \$(amount raised in last year's Campaign) to give back to the Roanoke Valley. Young professionals play a strong role making our organization successful, and I invite you to be involved with United Way in making our community successful.

The Catalyst Young Leaders Society (YLS) are civic-minded young professionals, 39 and younger who are actively seeking ways to Give, Advocate, and Volunteer for a stronger Roanoke Valley. They volunteer, network, and fundraise together to advance the common good. You can join YLS by checking the box on your pledge form or signing up online - <http://www.uwrv.org/catalyst-young-leaders-society>. You can learn about upcoming opportunities on their Facebook page - <https://www.facebook.com/UWRVcatalyst>.

Sign up to get involved and receive information. The next step is to consider becoming a Catalyst. A Catalyst is a YLS leadership donor who is giving \$250 or more to United Way. This level supports United Way to accomplish the following:

- A child can receive quality early childhood education that develops the critical skills they need to enter school ready to learn.
- An individual receives financial literacy training about how to better manage their money and learn to budget and save.
- 4 individuals can get a mental illness diagnosed and learn how to manage their situation.

United Way is strongly committed to having a deep and lasting impact because it is the only way to ensure real change. Your support is crucial. The Catalyst YLS offers you an opportunity to get involved on many levels. I hope you will consider getting involved.

Thank you for your time and for all you do to keep our community a great place to live.

Sincerely,

(CEO signature)