Hello ((FIRST NAME)),

**Change is made in a moment when we choose to help, to show up, to reach out, to raise a hand.** Together, through compassion and generosity, recovering from a crisis, rebuilding what was lost, and reimagining -- a new kind of future becomes possible.

United Way’s Annual Campaign provides the foundation for making meaningful, lasting change. When you support United Way’s Community Impact Fund, your gift combines with others to provide basic needs and emergency support. It also advances education, economic mobility, and health solutions that strengthen our community.

In addition to helping 190 agencies provide critical services for individuals and families, your United Way has connected 13,000 volunteers to aid a stressed nonprofit sector in need, cultivated increased collaboration, improved program services with the Synergy Fund, and so much more.

**Every gift of any size makes a difference in the lives of our neighbors and makes our community a stronger, more resilient place to live and work.**

**Here are two ways to INCREASE YOUR IMPACT:**

* **EXCELLUS BLUECROSS BLUESHIELD CHALLENGE GRANT: As a nonprofit health plan and community-focused organization, Excellus BlueCross BlueShield believes in coming together to improve the health and well-being of our community. When you give to United Way’s Community Impact Fund, Excellus BlueCross BlueShield will match new and increased donations up to a total of $100,000.**
* **ESL LEADERS UNITED CHALLENGE GRANT: ESL is empowering leaders to give back. When you give a new or increased gift as a Leaders United member, you can double your impact with an ESL gift match.**

Many of us know someone whose life has been touched by United Way or one of its partner agencies, or you personally may have been impacted in a positive way by one of United Way’s programs or services. Here’s a chance for us to join together as an organization and give back to our community.

Together, we can create one *Better United* community.

**Click on the link below to access the ((COMPANY NAME)) United Way online pledge site, and then enter the User ID and Password provided below.**

**((EPLEDGE LINK))**

**User ID: ((USER ID))**

**Password**: **((PASSWORD))**