Hello **<FirstName>**,

For the past two years, our community has faced complex challenges. United Way of Greater Rochester and the Finger Lakes works diligently every day to not only provide immediate relief to families and individuals in crisis situations but also make long-term solutions possible.

United Way’s Annual Campaign provides the foundation for this vital work. Donations from committed community members like you combine with gifts from others and help address our community’s needs with collaborative, equity-driven, and results-oriented approaches.

**Your support strengthens our community by advancing the next generation, sparking equal opportunity, and keeping our region moving forward.**

When you support United Way’s Community Impact Fund, you are investing in programs focused on Health, Education and Economic Mobility; crisis response initiatives; funds for organizations leading innovative social and cultural change; leadership development programs; volunteer engagement; and many other resources that lift spirits and touch lives.

**DOUBLE YOUR DOLLARS - Each new or increased donation to the Community Impact Fund will be matched, dollar-for-dollar up to $500,000, thanks to the Canandaigua National Bank & Trust 6-County Challenge Grant.**

**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.**

<https://secure.uwrochester.org/epledge/Begin.jsp?accountNumber=359067>

**User ID**= Your Full Email Address (example: jdoeswbr.com)

**Your Temporary Password** = uw2015 (You will be prompted to change your password when you log in).

**Thank you for making way for good with COMPANY NAME and United Way.**