

United Way of Northern Shenandoah Valley



Dear Friends,

I have been proud to serve as the 2017 United Way Campaign Chair, working with the best team of volunteers and United Way staff, to achieve our fundraising goal of \$1.1 Million. We are now in the final stretch of the 2017 Campaign and I wanted to update you on how we are doing.

As many of you are aware, we received a 17% increase in requests from our local agencies last year. Those within our community are struggling, now more than ever, to meet even the most basic of needs. This is seen in more working households who are struggling to provide the basic necessities for their families, living paycheck to paycheck with no means to handle emergencies and cost of living demands. While the generosity of this community is astounding, we knew our 2017 goal was lofty but definitely achievable!!

We started this year with a deficit due to the restructuring of the Combined Federal Campaign (CFC). This year for the first time, funds raised from local federal employees are managed by the Combined Federal Campaign of the National Capital Area rather than UWNSV. We have anticipated these changes since the announcement was made. Through the past two campaigns we have been able to narrow that gap, but we are still facing an almost \$75,000 deficit as a result.

In order to make up this deficit and achieve our aggressive goal, we rely heavily on local workplace campaign donors and corporate gifts. The reality is, that with an increase of more than \$110,000 in requests for funding from agencies, we are in need more now than ever to achieve our goal to be able to invest the most back into our community.

This year's campaign theme is "United We Fight. United We Win." I really love the message behind this theme because it describes our community perfectly. United Way aims to be a catalyst for change in our community by bringing people together – united - to fight our community's most critical needs. When we - as business leaders, community members, individuals, mothers, fathers, and friends - unite together in such a way, we will win. United, we will make our community stronger, healthier, and more sustainable.

As of December 1, 2017 United Way NSV has raised \$808,271, which is 73.5% to goal. We are very proud of our progress to-date, but we still have a lot of work to do in this final stretch. I ask that you join me in continuing to spread the word about the need for increased support of the United Way and the good work that they are doing in our community. I wanted to send this letter and my thanks for the workplace campaigns and corporate gifts. Thank you for inspiring me and our community to be the change we want to see!!

I have enclosed small token of appreciation for your support of United Way. When you write on it, please think of the thousands of local residents whose lives are better, thanks to your support.

I wish you and yours a Happy Holiday season!

Sincerely,

Susan Brooks, 2017 Campaign Chair