Subject Line:

**Kicking Off Our United Way Annual Campaign**

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United Way of Horry County (UWHC) has existed in our community for more than 50 years, raising money and connecting resources to help the most vulnerable in our community. UWHC is locally run, locally fundraises and locally invests in programs with proven results. UWHC is doing what they have always done; now, they are working to do it better.

They have seen the numbers and heard from our neighborhoods and nonprofit partners. UWHC has witnessed first-hand what it takes to make lasting change in Horry County. Your support is an investment in the future of our children, our residents, and our ability to thrive in difficult times.

UWHC has carved out 3 critical issues that impact our neighbors, **Education, Health, and Self Sufficiency**. Your investment is essential in supporting:

**Education: Camp United and Birth to Five Initiative.** Only 24% of children in Horry County are kindergarten-ready. We are working to radically change that statistic through summer learning programs, volunteers, and AmeriCorps members. UWHC will work with community leaders and services to help ensure children are prepared for success in school.

**Health: Breaking Barriers to Mental Health.** Horry County ranks number 1 in the state for opioid-related overdose deaths and fifth for suicide attempts and ideations. We have partnered with the Center for Counseling and Wellness to provide onsite counseling to vulnerable populations at 11 locations in the county. We will also work to ensure that all individuals behavorial health needs are recognized and validated.

**Self Sufficiency: Community Resource Coordination.** More than half of Horry County residentscannot support themselves without additional services. Through a full-time resource case manager, UWHC is reaching people in rural and urban areas of our community to help them meet critical needs, overcome barriers to self-sufficiency and create a pathway to financial stability. Also, by working with other community partners we reach more families than ever.

**We know how much local families rely on our support from our annual campaign, and we want to make sure those contributions continue.**

I am proud of what we have accomplished over the years and look forward to working with United Way of Horry County to continue building a stronger, greater Horry County. Let’s make an impact!

Sincerely,

[NAME]

[COMPANY]’s United Way Employee Campaign Coordinator