Subject Line:

**Kicking Off Our United Way Annual Campaign**

Copy:

United Way of Horry County (UWHC) has existed in our community for 50 years, supporting individuals and families at the most critical times of their lives. UWHC is locally run, locally raises funds, and locally invests in solutions that transform our community.

United Way has identified and set out to tackle the challenges in Horry County. We know that:

**66% of our children are not ready for kindergarten**

**Horry County is # 1 in the state for opioid-related overdose death.**

**52% of our residents are not meeting SC self-sufficiency standards.**

United Way has set bold goals and developed interventions to solve these issues. But they can’t do it alone. Make a one-time donation or set up a payroll deduction plan today.

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