**CEO Endorsement**

At [BUSINESS NAME], we believe that we have a role to play in building a community where everyone can thrive. Today I want to give you an opportunity to do just that, through our United Way campaign.

Heart of Arkansas United Way has been improving lives and strengthening our community since 1923. 100 years later, United Way is adapting and innovating their work to help individuals and families in our community meet their essential needs, to help our community respond to the March 31 tornado, and to invest in long-term solutions that build our future.

United Way is a vital force in helping us invest in local solutions to make life better for our neighbors. Through our partnership with United Way, we are playing an important part in improving the education, financial stability, and health of every person in our community.

[Description of how employees can give or learn more]

Join me in giving to United Way’s Community Fund. Together, we can make a difference.

Thanks,

[CEO NAME]