Optional: Personalize with employee name

“The End of Poverty Starts Here” is the call to action during the (Name of the company here) United Way for Greater Austin (UWATX) 2017 Employee Giving Campaign.

Your gift invested in Greater Austin has the power to dramatically change our community for the better –

* We can make sure every child is ready for kindergarten through UWATX’s Success By 6 program;
* We can provide quality financial services and education to low-income individuals and families using the “2Gen” approach through UWATX’s Financial Stability program;
* And we can make sure our community is connected to much-needed health and human services through UWATX’s Navigation Center.

See more of what impact you can make by checking out the UWATX Impact Calculator at uwatx.org/impact.

Together, we have the joy and privilege of making our community a better place for all.

Thank you in advance for your participation during the campaign.

Sincerely,

Name of Senior Leadership at the Company

**The End of Poverty Starts with (Company name) employees**