Hello ((FIRST NAME))

Imagine what’s possible if every family had a warm meal on the table, every child had the supplies needed to be successful in school, and every older adult was provided with necessary transportation. The possibilities are endless when we bridge the difference between the world we know and the world we want to see.

Your support for United Way’s annual campaign creates possibilities. When your gift is combined with others, it allows United Way of Greater Rochester and the Finger Lakes to sustain efforts in addressing the most significant challenges in our communities and provide essential resources to support our nonprofit partners throughout our region.

We encourage you to imagine the possibilities that your contribution will make. When you give to United Way and the Community Impact Fund, you support critical programs and address complex social issues to improve our communities. Together, we can turn possibilities into opportunities so that everyone can thrive.

**INCREASE YOUR IMPACT-**

**ESL Leaders United Challenge Grant**

ESL is empowering leaders to give back. When you give a new or increased gift as a Leaders United member, ESL will match your donation up to a total of $250,000!

**The Paychex Challenge Grant from the Paychex Charitable Foundation**

Thanks to the generosity of Paychex, all new and increased gifts by Tocqueville Society members to the Community Impact Fund will be matched dollar-for-dollar up to $100,000.

**((EPLEDGE LINK))**

**User ID: ((USER ID))**

**Password**: **((PASSWORD))**

**United, the possibilities are endless with YOU and your workplace. Thank you for supporting YOUR United Way!**