

LETTER TO CURRENT DONORS

Sept./Oct. 2016

Dear [name],

What matters to YOU?

Thank you for being our hero by making a [\$gift] to Northfield Area United Way last year. We appreciate your trust in us and your support for your neighbors. Together, we delivered a mighty impact - \$283,000 in funding for **Education, Health** and **Financial Stability**, plus a volunteer program for food donations, a 24-hour 2-1-1 phone and web hotline to local services, Imagination Library books for 700 children, reduced prescription drug costs for the under-insured and United Way's free online tax preparation program.

As you unleash your inner hero this year, we want to be your sidekick again. Make an even greater impact by focusing on your priorities. Look at the enclosed brochure for all the ways we can work together to help families and individuals, like Nicky ...

Your gift helped him

"I kind of want to be a mechanical engineer. This upcoming year I'll take the engineering classes Northfield provides," says Nicky Vazquez, a Northfield senior.

Through local United Way-funded programs, you helped Vazquez set his sights on a career goal. As a result, he's likely to do well in school and pinpoint the right college for his continued education.

Making sure all graduates have a clear plan for their futures is one of the United Way's new impact goals, and you can make it happen. In the enclosed brochure you'll also find three other impact goals described:

- 5% increase in the number of third graders reading at grade level
- 0 people turned away from local food shelves
- 50% more low-income Northfield residents receive needed free or low-cost health care

Northfield Area United Way is setting these priorities because they are game-changers – measurable ways your giving makes a forward-moving impact on people's lives.

Give where you want

It is our hope that you'll contribute in a way that matters most to you, however. We are making that easier than ever.



- Support the greatest needs in the Northfield area by giving to the **Community Fund**.
- Select **Education, Health** or **Financial Stability** to match your strong passion. (Each impact goal is embedded in one of these categories.)
- Designate your gift to **one of 15 agencies** listed in the brochure – all doing amazing work-- or name a local nonprofit human services organization of your choice.

Books on wheels

New this year, we're also asking you to roll out local literacy efforts by funding a new book mobile. Old "Booker" is ailing. A brand new one will last 25 years and take books to Northfield neighbors who don't have easy access to transportation.

Please make your contribution today, so this letter isn't lost in your "to-do" pile. Your gift is critical to the stability of your neighbors and a stronger community.

Yours truly,

Elizabeth Child, Executive Director

Northfield Area United Way

Helene Haapala, Board Chair

Northfield Area United Way

P.S What do you know about the needs in the Northfield area? Test yourself! Visit the Northfield Area United Way channel on YouTube to watch a 5-minute video.