**CEO Endorsement**

At [BUSINESS NAME], we believe that we have a role to play in building a community where everyone can thrive. Our partnership with Heart of Arkansas United Way is an essential part of living out our organization’s mission and values.

For more than 100 years, Heart of Arkansas United Way has connected with and responded to our community’s needs. They are strategic in the way they mobilizes resources to support well-being, create opportunities for our young people, enhance families’ financial security, and foster resiliency.

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 creating the a thriving, healthy 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]