November 13, 2015

Dear Colleagues,

I hope you will join me in supporting this year’s UVM United Way campaign. We have set a university-wide goal of $175,000, which is $25,000 more than we have ever raised for our community. We set an ambitious goal because we can’t build the community we want unless we are willing to invest in that vision. Our commitment will support a healthy community environment for our families, friends and neighbors.

The United Way has high expectations for our community, which we share:

- We expect all children, youth and young adults to have the opportunity to achieve their potential.
- We expect all people to be empowered to meet their basic needs and be financially stable.
- We expect all people to have access to the supports and necessary care for optimal health and well-being.

When you make a gift to the United Way:

- You are investing in true social innovation that comes from cross-sector collaboration.
- You are an active participant in harnessing the power of non-profits, government, businesses, and thousands of individuals working together.
- You are advancing the capacity to solve our community’s biggest challenges, such as heroin and opiate addiction, human trafficking, homelessness, and food insecurity.

All of us who are able to give often make philanthropic choices to more than one cause. United Way serves multiple community agencies with a wide range of services and constituencies. I ask you to consider the cause of high expectations, and join the UVM movement by pledging your support and giving generously to the 2015 UVM Community Campaign.

Please consider this personal ask from me to you. At this time of great challenges in our community, it is important for the UVM community to support great outcomes.

Sincerely,

Tom Sullivan