

Date

Name

Address

City State Zip

Dear NAME,

I'm so glad that this letter reached you.

You might not think that receiving a piece of mail is particularly noteworthy, but the reality is that there are many people in our community who cannot get mail because they do not have a home address—or a home.

Homelessness is an all too common problem in North Central Massachusetts, as many families and individuals are unable to afford safe and secure housing. Together, we are changing this, as the following story shows:

Jon and Jane, a local couple, were doing their best to save money and pay rent but could not keep up with expenses and got evicted from their apartment. The desperate couple had no choice but to move into a tent on the streets of Fitchburg.

With little protection from the weather and no running water, electricity, or hot meals, Jane struggled to hold down her job, and Jon was unable to seek employment.

*Fortunately, a worker from Our Father's House found out about Jon and Jane and connected them to shelter. **Soon, their lives began to turn around in so many ways! Jon found a job, the couple got an apartment through government housing, and they reunited with their teenage son.***

We are so grateful for your previous gift of \$XX, which has helped create many success stories like the one above. Will you please make gift again to lend a hand to more people like Jon and Jane—and prevent problems from happening in the first place?

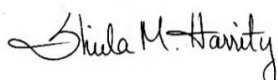
At United Way of North Central Massachusetts, we strive to build a community where no one ever has to face homelessness, hunger, poverty, and other obstacles to stable and fulfilling lives. By supporting agency partners like Our Father's House, and spearheading our own unique initiatives, we are winning this fight—**but we need you in our corner!**

When you give to United Way, you can choose how your gift will make an impact in ways that matter most to you. Through any of the initiatives below, you can be assured that you are helping make positive, lasting changes in tangible ways:

- **Community Impact Fund:** Make a difference in the region's most critical needs through effective and cost-efficient programs.
- **Supplemental Basic Needs:** Provide emergency food, fuel assistance, shelter, and more to families in crisis.
- **Combat Hunger:** Feed local children and families with food packaged by inspiring volunteers and delivered to local shelters and food pantries.
- **Early Childhood Literacy:** Ensure that young children from low-income families don't fall behind in reading and writing by giving them access to targeted resources.
- **Youth Venture:** Help local teens learn valuable leadership and work skills while addressing community issues.
- **Women United®:** Be a powerful agent of change by joining our newest initiative to help address issues facing women and girls.

Thank you again for standing up for those in need by making a gift! I am honored to work alongside you to fight for every individual in our community.

Kind Regards,



Sheila Harrity

Volunteer Campaign Chair
United Way of North Central Massachusetts

P.S. When Jon and Jane, two local community members, found themselves living in a tent on the streets of Fitchburg, our amazing network—including supporters like you—came together to change their lives, offering them warmth, shelter, and hope. Please help bring these opportunities to even more people by making a gift today. Thank you!

May 4, 2023

NAME

ADDRESS

ADDRESS 2

Give the gift of new beginnings for people in need in your community!

Dear Margaret,

When Sasha became homeless after going through a rough divorce, she desperately wanted to get back on her feet.

While sleeping on friends' couches, Sasha tried hard to find a job and take care of herself, but her lack of stable housing created many barriers.



“It was impossible to get a job without an apartment. I didn’t know where I’d be living, so I didn’t know if I could walk to a job or not. Getting food was also tough because I had nowhere to keep groceries or cook meals,” says Sasha.

Fortunately, even one act of kindness can change someone’s life — your gift makes the difference!

Thanks to your previous gift of \$100.00 to the United Way of North Central Massachusetts (UWNCM), Sasha had somewhere to turn. She reached out to a UWNCM agency partner, who helped her with short-term rental assistance to get a new apartment. With a stable place to live, Sasha found a job and began saving for a car, starting on the path to a brighter future.

“I would still be on someone’s couch without this agency’s help,” says Sasha. “Getting my own place was the foundation for getting the rest of my life in order. I’m forever grateful to United Way – they are amazing!”

Please take a moment to make another gift to UWNCM and enable more people like Sasha to overcome their struggles and move forward.

Sasha only needed a little help—one month of rental assistance and a security deposit—to turn her life around. For others, it may be access to nutritious food, heating assistance during a brutal winter, shelter in a crisis, or educational resources that allow them to flourish.

UWNCM is working hard, in collaboration with our agency partners—and generous supporters like you!—to bring people relief in ways that matter most. Join us now with your gift to provide essential opportunities to people like Sasha who need a helping hand.

When you give, you can select one of our core initiatives, all of which seek to support individual community members while strengthening the North Central Massachusetts region:

- **Community Impact:** Addresses the region’s most critical challenges through the most cost-effective and impactful programs in our area.
- **Education & Youth Opportunities:** Supports the success of young people by leveling the playing field in early childhood literacy and providing students with greater access to leadership, social responsibility and job readiness skills.
- **Pathways Out of Poverty:** Provides essential resources – including food, shelter, and utility assistance – financial coaching and credit building to promote economic self-sufficiency.

With the fresh growth of spring upon us, now is the perfect time to show your renewed commitment to our community. Please make a gift now to create new beginnings for people in need!

Thank you again for your continued compassion and dedication to building a better North Central Massachusetts for all.

Kind Regards,



Todd Jackson
Volunteer Campaign Chair



Michelle Haggstrom
Volunteer Campaign Vice-Chair

P.S. For Sasha, losing her home was just the beginning of her struggles—without housing, she was unable to find a job, access transportation, get fresh food and more. Fortunately, the UWNCM network was there to help Sasha get a new start. Please make your gift today to create more stories of success for people like Sasha!