**CEO Kickoff Speech**

Thank you for being here today with me to celebrate the great work that we did last year with our United Way campaign and to talk about how we can do even better for those in need in our community with this year’s campaign.

Last year, because of the caring spirit of the employees here at (Company Name), we raised (XX) to help make this a better community in which we all live and work. I am excited about the opportunity that we have in front of us to do even more.

United Way brings people together to create lasting change in our communities. When a child succeeds in school, when a mother can provide regular meals for her family, when an elderly man can live independently in his own home--we all benefit.

Lasting change requires new solutions and different approaches. Therefore, United Way has changed the way it works and expanded its toolbox beyond the crucial work of funding high-quality programs in community agencies to include other strategies such as redesigning service systems, coordinating multi-sector partnerships, focusing on local vision needs for children, and engaging volunteers significantly. These strategies are the foundation for United Way's work in three impact areas:

* Basic Needs
* Education
* Health

I know that when I make a contribution to United Way my money is going to stay local and directly help families permanently break the cycle of poverty in our community.

Reach out a hand to one and influence the condition of all. Be part of the change. Together, united, we can inspire hope and create opportunities for a better tomorrow. I hope I can count on you this year to LIVE UNITED.

Thank you again for giving of our time to be here today, and for your dedication to (Company Name). Please consider what you can do to Live United: Give. Advocate. Volunteer. Help United Way improve the Yuma community. You truly can make a difference.