

From: University Communication
Sent: Tuesday, October 20, 2020 12:56 PM
Subject: United Way Workplace Drive Kickoff



Dear Colleagues,

To say that 2020 has been an unusual year is an understatement. The coronavirus has completely changed our lives and the community we live in, while it continues to cast a dark cloud of uncertainties all around us. Everyday struggles in the Wabash Valley have been amplified by the pandemic and families who were already struggling to get by now find themselves in even more hardships. As employees of Indiana State University and caring residents in this community, we share a common hope for the Wabash Valley to be a thriving place where everyone has the opportunity to live a safe, stable and successful life.

United Way of the Wabash Valley's new mission and Bold Goal to move 10,000 families out of financial struggles and into stability, offers us a great way to learn about and engage in meaningful philanthropy that can truly address the issues in our community. Each year, United Way reaches out to businesses like ours to advocate on a community-wide mission and seek support. Now more than ever, our participation is needed and we must LIVE UNITED.

Like many other things during this global pandemic, our drive for United Way will be unlike any other that has come before. Under the social distancing and infection control guidelines we have moved our resource drive to be VIRTUAL! By using a virtual platform and a series of e-mails, we hope to provide our employees the opportunity to learn how United Way is using donor-resources to address real time issues in our community. In this same virtual method, you will have a chance to join their work with your donation. All employees who wish to donate or learn more about United Way and their work in the community can click this [link](#) to access their pledge form. Our workplace drive will run from Oct. 19 to Nov. 8.

Together, our support will help United Way in their work towards their Bold Goal. Our gifts will be invested in strategies designed to break the cycle of generational poverty and support struggling working families. Great things are happening and their work is advancing thanks to our past generosity. We can't stop now. Though we do not know what the coming hours, days and weeks may hold in the face of a growing pandemic, we do know that our collaborative support aids the work of United Way in our community.

There will be more emails sent throughout our drive that will allow us all to learn more about the great work United Way is doing in our community! Now more than ever, let's all continue our commitment by giving generously this year.

Sincerely,

Robin Crumrin
Dean of Library Services
Indiana State University

