

United Way's NEW HOME Campaign

- You too can build on the legacy of a caring community -



United Way
of Portage County

"I'd always end up broken down on the highway. When I stood there trying to flag someone down, nobody stopped. But when I pushed my own car, other drivers would get out and push with me. If you want help, help yourself—people like to see that." - **Chris Rock**

March 11, 2022

Dear friend of United Way,

You've been a strong supporter of United Way over the years. It is because of your trust and commitment to this work, on behalf of our most vulnerable populations, that I am writing to you today.

Nearly two years ago United Way of Portage County, after years of discussion and preparation, set out to claim its future home. With Delta Dental moving to a new location, United Way began discussions in the spring of 2020 with Inclusa, another local nonprofit looking to relocate.

Given the green light to proceed from United Way's Board of Directors in February of 2021, a "silent phase" of the NEW HOME campaign began in earnest to purchase approximately one-fifth of the Delta building on Hoover Ave. In four months, and with gifts from roughly sixty generous individual and corporate donors, the full projected amount for the purchase and renovation of the NEW HOME was completely covered. Not long after this remarkable campaign finale, things began to change.

Throughout 2021 and into this year, renovation costs have increased like never before. To take this project to completion, a goal of \$150,000 was recently set to push the project across the finish line. Today, we need a nudge from you. For those who support this project, please know that our priority remains steadfast on annual giving to provide sustainable program and initiative funding.

United Way of Portage County started back in 1945. Through the years, it is support from people like you that has made life a little more manageable for some. For others, you've transformed lives. This new space will create efficiencies and deliver the room necessary for expanded services and activities. To keep pace with the changing needs of our community, United Way needs the space to make it happen.

Today, we've been pushing hard, but we are at a crossroads. Please consider a gift by mail to United Way's NEW HOME campaign. You can also go to www.unitedwaypoco.org (scroll down to the **NEW HOME** section) to give with a credit card. For the tech savvy, simply click on the QR code (bottom right) and give using your mobile device. **We encourage each individual or family to give generously, in whatever amount you can provide.** Go to the Q&A page to learn more.

Thank you for your consideration of this request.

Sincerely,

A handwritten signature in cursive script that reads "Sue Wilcox".

Sue Wilcox
Executive Director



UWPC Corporate Cornerstone
Trustee Level Partners:



- 2-1-1
- United Way of Portage County Endowment
- Born Learning
- Learn for Life
- Volunteer Center

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