

United Way Worldwide

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Brian A. Gallagher
President and Chief Executive Officer



TO: UNITED WAY CHIEF EXECUTIVE OFFICERS

FROM: BRIAN GALLAGHER

A handwritten signature in black ink that reads "Brian" in a cursive script.

DATE: OCTOBER 2010

SUBJECT: UNITED WAY RETIREES ASSOCIATION ENDORSEMENT

As you work to advance the common good in your communities there is a resource you should not overlook; our United Way Retirees Association (UWRA). As a voluntary membership organization of over 500 members with diverse experience (both former and current UW staff); UWRA offers the United Way field unique knowledge and expertise as well as nationwide coverage.

I am writing to invite you to join me in recognizing the value of UWRA. UWRA members have in many cases given the majority of their careers to serving our field and continue to seek ways to serve the movement. UWRA represents actively engaged volunteers committed to improving the lives of United Way retirees and using their skills to help strengthen communities served by United Way. Membership in UWRA is about tenure in and commitment to the United Way movement and provides an example of system citizenship.

As you may have seen announced in the UWRA UPDATES publication, United Way Worldwide signed an updated partnership agreement in 2010 with UWRA. The goal of this agreement is to establish an even more cohesive, stronger, productive partnership relationship between UWRA, UWW and local and statewide United Way organizations. You can help further this goal:

- Consider an ongoing investment in UWRA through a gift to their annual campaign
- Help get the word out about UWRA to your staff and retirees. Mention this great resource, post a UWRA link on your internal websites - keep your retirees involved and engaged with each other and in the United Way mission.

I enthusiastically endorse your continued or new support of UWRA as the organization strives to provide programs focused on serving your staff, retirees and local community in a variety of ways. We, in turn, will continue to honor and value those who have served and continue to seek ways to serve the movement. Especially in this resource challenged environment I encourage you to take advantage of this timely resource. For more information about UWRA, please contact Patricia Smith, Executive Director by email (tricia.smith@unitedway.org) or phone (800-892-2757).