**Sample Kickoff Speech**

Thank you all for being here today to celebrate the remarkable achievements of last year’s United Way campaign and to explore how we can make an even greater impact this year.

Last year, thanks to your generosity and commitment here at (Company Name), we raised an impressive (XX) to support our community. This year, I am excited about the opportunities before us to accomplish even more.

United Way of Cumberland County brings us together to create lasting change. When a child excels in school, a mother provides regular meals for her family, or an elderly man lives independently, we all benefit.

United Way of Cumberland County understands that lasting change comes from addressing the root causes of problems. To make the greatest long-term impact and improve lives, United Way partners with local nonprofit agencies to fund programs based on a Community Needs Assessment. These pillars form the backbone of their work in three crucial areas:

* Education
* Health
* Basic Critical Needs & Financial Stability

When I contribute to United Way, I am confident that my money stays local, directly helping the people in our community.

Let's reach out, inspire hope, and create opportunities for a brighter tomorrow. Together, we can make a difference and help create a culture of care. This year, let’s LIVE UNITED.

Thank you again for your time, dedication, and commitment to (Company Name). Please consider how you can Live United: Give. Advocate. Volunteer. Together, we can improve the Cumberland County community and truly make a difference.