

August 2021

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Dear Friends of United Way,

As the 2022 United Way Campaign Chairman, I am excited about this upcoming campaign season.. As many of you already know, United Way of Colquitt County is a special organization in a very special community. After five years of living in Moultrie, I am still blown away by the servant-minded spirit of this community and how the same passion flows into our local United Way to serve so many in need. I can vividly remember when a board member called to ask if I would consider serving on the United Way Board of Directors. It was only at that time I started to truly understand the important impact United Way has on this community. When you take a caring brand, like United Way, with a caring community, like Colquitt County, big goals can be accomplished. Without a doubt, I graciously accepted the opportunity to serve as the Campaign Chairman.

What does it mean to care? Planning the 2022 Campaign, I think about our community intentionally growing in our ability to care. Being the owner of our local Chick-fil-A, I am reminded of a quote from Chick-fil-A's Founder, Truett Cathy; ***"Nearly every moment of every day we have the opportunity to give something to someone else – our time, our love, our resources. I have always found more joy in giving when I did not expect anything in return."*** I think most would agree this is what it means to truly care, and our community does that through our annual United Way Campaign.

We are coming out of one of the most difficult years our country and community has ever seen. This is a special year that requires a new level of care to be shown. I think this is a year we ask they question *"what does it mean to grow in our ability to care"*? We all care, but what does it mean to make an intentional decision to grow in our ability to care more. This is a question we all must answer. However, my ask is simple, that we would all take time and ask how we can do more in a season that requires a new level of care. When we intentionally decide to grow in our ability to care we have intentionally decided to do more!

This year our fundraising goal for the 2022 year is \$575,000 to help support more than 40 different programs through over 20 partner agencies. This is \$20,000 above last year's goal, but we have established this new goal based on the needs of our community and the addition of several new programs, including a new partner agency. I can assure you that the money is being spent right here in Colquitt County and is being regulated by a local governing board of directors. This is extremely vital to me as well as most of our givers. The 20+ agencies that are served by your donations are listed on the back of our enclosed brochures. You can see that we cover a lot of life necessities that are essential to a productive and respectable quality of life. Each agency has guidelines which include providing financial and operational reports to the United Way office which ensures that the services our donors are supporting are being done efficiently and accurately.

We are very thankful for your generous support in the past and hope you will give again this year, to continue the support of our efforts to show care through this great community. We will grow in are ability to care by engaging with more community partners and by providing support that allows our partners to execute their mission at a higher level than we have ever seen. We invite you to join us in our efforts to ***"Care More, Do More – 2022"***.

Sincerely,



Wesley Rogers
2022 Campaign Chair

