

CHANGE
5,50 OR
500 + LIVES
THIS YEAR



When you live
United to the
Power of 5,
you'll multiply
the impact
you can have.
Join us.



Dear United Way Supporter,

This year, the Watertown Area United Way proudly marks **55 years of impact**—and we invite you to be part of the next chapter in our story of community care, compassion, and commitment.

With the powerful theme of “**Living UNITED to the Power of 5**,” we celebrate the strength that arises when we come together across neighborhoods, industries, generations, and causes. The “Power of 5” serves as a reminder that one individual can create change—and when we multiply that effort by five, or fifty, or five hundred, our impact magnifies significantly.

For **55 years**, your generosity has been the driving force behind lasting change. This year, your support will help us reach our **campaign goal of \$655,000**, empowering **34 partner agencies and programs** that directly serve children, families, seniors, and individuals in our community. These are local solutions, crafted by local individuals—just like you.

During this campaign, we encourage you to:

- **Give**—Every donation, regardless of size, contributes to our cause.
- **Advocate**—Share our mission and lend your voice to support your community.
- **Volunteer**—Your time and skills are invaluable to those in need.

You'll discover tools to help you get started—including pledge forms, talking points, social media graphics, and workplace materials—in our **Campaign Toolkit** watertownunitedway.org. Whether you are an individual donor, business, or organization, these resources are designed to assist you in this collective effort.

Because **where there's a need, there's United Way**. And where there's **YOU**, there's hope, help, and a brighter tomorrow.

Let's make this 55th year one to remember—let's **Live UNITED to the Power of 5**.

With gratitude,

Laura Heathcote

Executive Director

Watertown Area United Way

Watertown Area United Way | 605-886-5815 | 818 S Broadway Suite 100 Watertown, SD 57201

www.watertownunitedway.org