

Dear Community Leader,

It's an honor for me to share United Way of Tampa Bay messages with you and explain how you can get involved in advancing the common good in our community.

Every day, businesses like yours make a difference. You affect jobs, offer products and services, and impact the lives of your customers and employees.

Every day, United Way of Tampa Bay makes a difference in our community, too. Partners like you help us advance our agenda:

1. Financial stability of families
2. Education for children and youth
3. Safety net for those with basic needs

Helping families on the road to financial stability provides a sense of accomplishment and makes it easier for them to be self-supporting. Focusing on childhood education ensures that children grow up to be productive and contributing members of our community. And supporting those who have basic needs is just the right thing to do.

Smart business people realize that a strong, caring community is one way to help our area sustain and grow its economy.

As leaders, we can help those who need it most get through today's tough economic climate. As the 2009 United Way Campaign Chair, I ask you to join me and make United Way of Tampa Bay a priority in your company this year.

Sincerely,



William N. Cantrell

President

TECO/People's Gas