

Be Someone's Hero.



A letter from our Campaign Co-Chairs Ann & Michael Shoup.



Dear Friends:

Our family's roots run deep in Pierre-Fort Pierre. Michael grew up here, and Ann has lived here for the past 19 years. We have raised our children, Seth and Nathan, here.

We love this area for what it offers – a small town feel, the Missouri River, blue skies, recreational opportunities, a strong educational system and the chance to own our own business.

Most of all, we are here because of the people. It is the smiles of our friends, the kindness of strangers and the attitude that we are all in this together which makes this such a caring community.

Nowhere is that spirit of helping those in need more evident than in the yearly Capital Area United Way fundraising campaign. This year, we are honored to be the 2017-18 campaign co-chairs.

It is easy for us as a family, like many of you, to say that we know what the campaign does – it funds 20 important community partner agencies. We have seen its good works first hand.

Ann was a member of the Capital Area United Way Board of Directors for six years and still volunteers on the

United Way Allocations Committee, as an Employee Campaign Coordinator and a coach for Girls on the Run, a program funded by the United Way. Michael is a proud member of the Capital Area United Way Heart Club and works with community youth. Our children have benefited from United Way-funded programs like The Imagination Library and the Boys and Girls Club.

But you cannot realize the impact of this campaign until you see the people who receive its help. Every day, the people assisted by the 20 partner agencies deal with hardships that most of us are fortunate to never experience.

Your donations ensure that a senior citizen receives a warm meal, a child has a place to go after school and that a family can leave an abusive situation. With your financial assistance, our partner agencies can continue to do their worthy work in all corners of our two communities. The money raised here stays here.

The Capital Area United Way campaign is about us helping each other. The people who are helped by the partner agencies are no strangers; they are our friends and neighbors. By helping them rise up, we are helping to raise up our entire communities. As citizens, isn't that what we are supposed to do?

This year's campaign theme is again "Be Someone's Hero." Deep down, we all want to be a hero to someone; to be someone who makes a difference. By being a United Way donor for another year or for the first time, you can make a difference in ways you didn't realize were possible.

Once again, we are called to be there for our communities and their people. Please join us in making this year's Capital Area United Way campaign a successful one.

Let us all "Be Someone's Hero."

Sincerely,

The Shoup Family