



October 17, 2022

\$500,000 matching donation to support Charlotte County workforce

Dear Charlotte County Employer:

I have worked for or with manufacturers in the healthcare industry for over 50 years. In one of my stints as CEO of a 3,000-person company, we won a spot in Fortunes' 100 Best Companies to work for. So, you can believe me when I say, I know how important our enabled and motivated employees were to the productivity, customer retention, and profitability of our businesses.

As my wife and I reflected on how to assist people in our region decimated by Hurricane Ian, we were influenced by news of local businesses finding that a substantial number of their associates – at all levels – were either homeless or living in homes which were heavily damaged and nearly uninhabitable. We believe each of you are now considering how to help members of your team who have come to you with urgent needs and/or simply can't return to work.

We have decided to make a substantial challenge contribution to a fund, administered by a trusted community partner, that would be further increased by contributions from Charlotte County employers of all sizes who are searching for ways to help their colleagues in need. After interviewing several agencies, we have selected United Way of Charlotte County (UWCC) as our implementing partner for this fund. With them, we have devised a compelling Ian disaster response plan.

We urge you to join us in creating a +\$1 million pool to help working individuals and families who work for Charlotte County employers (but may live in adjacent counties) to get immediate relief and a head start in rebuilding their lives.

By joining us, you will receive special recognition, and more importantly, the knowledge that you will be collaborating with other local employers to ensure that the Charlotte County workforce gets back on track.

Details and relevant material are provided in this package.

YOU are the key to refueling the economic engine that needs to roar back from Ian. Please join us to help get Charlotte County and our region back on its feet.

While I would welcome your calls should you wish to discuss this opportunity further, perhaps your most valuable call would first be to our partner in this effort, Angie Matthiessen, Executive Director of UWCC, or her staff, who can best answer your questions.

Yours in Hope and in Action,

Peter H. Soderberg
President, Elsa and Peter Soderberg Foundation
Boca Grande, FL 33921