

**Ms. Connie Wimer & Mr. Chris Conetzkey
The Des Moines Business Record
100 4th Street
Des Moines, 50309**

Dear Ms. Wimer and Mr. Conetzkey:

I am writing this letter in support of Ellen Willadsen's nomination for the CFO of the Year award.

United Way of Central Iowa's mission is to, "unite the caring power of our community." Ellen has supported this work for 14 years as a member of Women United, serving on the Women United Investment Committee for eight years and as a member of the Women United Campaign Committee for two years. She truly reflects United Way's emphasis to Give. Advocate. Volunteer.

As a Woman of Tocqueville and a member of the Women United Campaign Committee, Ellen has led by example through her giving. When she shares the "why" behind her giving, she invites others to be part of the change we see in our community.

As a member of the Women United Investment Committee, Ellen volunteers her time reviewing program investments and outcomes. She serves as a diligent steward of \$1.6 million dollars annually to support this work. Ellen's passion and commitment for this work is evident in her advocacy. She brings awareness and support to the work by speaking up for the most vulnerable children and their families.

Ellen serves as a leader both within her company and the community. She has proven to be a vital part of the success that we have had so far, as well as the continued impact moving forward. I encourage you to select her for the CFO of the Year award.

Respectfully,

**Ka'Meka Lowery
Women United Director
United Way**