

Step up to Leadership Giving with one of United Way's Match Programs

Thanks to the generosity of community leaders Robert E. Cawthorn and John C. Haas, new and current Leadership and Tocqueville members have the opportunity to leverage more dollars for the community.



- **The Cawthorn Match** helps you immediately reach the \$5,000 Standard Bearer giving level in Year One.

Year One

– Donate \$2,500 – Cawthorn Match adds \$2,500

Year Two

– Donate \$3,500 – Cawthorn Match adds \$1,500

Year Three

– Donate \$5,000 – Full Standard Bearer Level

- **The Haas Match** helps you reach the \$10,000 Tocqueville giving level and enter the Tocqueville Society in Year One.

Year One

– Donate \$5,000 – Haas Match adds \$5,000

Year Two

– Donate \$7,500 – Haas Match adds \$2,500

Year Three

– Donate \$10,000 – Full Tocqueville Level

For more information about these programs, please visit: www.LIVEUNITEDsepa.org/leadershipmatch or call 215.665.2448.

We invite you to be part of the change. Together, united, we can inspire hope and create opportunities for a better tomorrow. That's what it means to **LIVE UNITED**.

Planned Giving

Guarantee the future of United Way of Southeastern Pennsylvania and its ability to advance the common good. A planned gift creates an enduring legacy for our community and United Way's commitment to creating lasting change. To learn more, please contact Ned Montgomery at 215.665.2642 or ned@uwsepa.org.

Donating Securities

If you have appreciated securities (stocks, bonds and/or mutual funds) that you have owned for at least one year, you may want to consider donating them to United Way. Giving a gift of securities may help you bypass capital gains taxes, reduce your federal income tax and increase the impact of your donation to United Way. To initiate a securities gift, please contact United Way's securities coordinator at 215.665.2564.

To learn more or to GIVE, ADVOCATE, VOLUNTEER, visit: www.LIVEUNITEDsepa.org/leadership.

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LIVE UNITED 

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LIVE UNITED

Be a Leader, Make a Difference



GIVE. ADVOCATE. VOLUNTEER.
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www.LIVEUNITEDsepa.org

Advancing the Common Good: Creating Opportunities for a Better Life for All

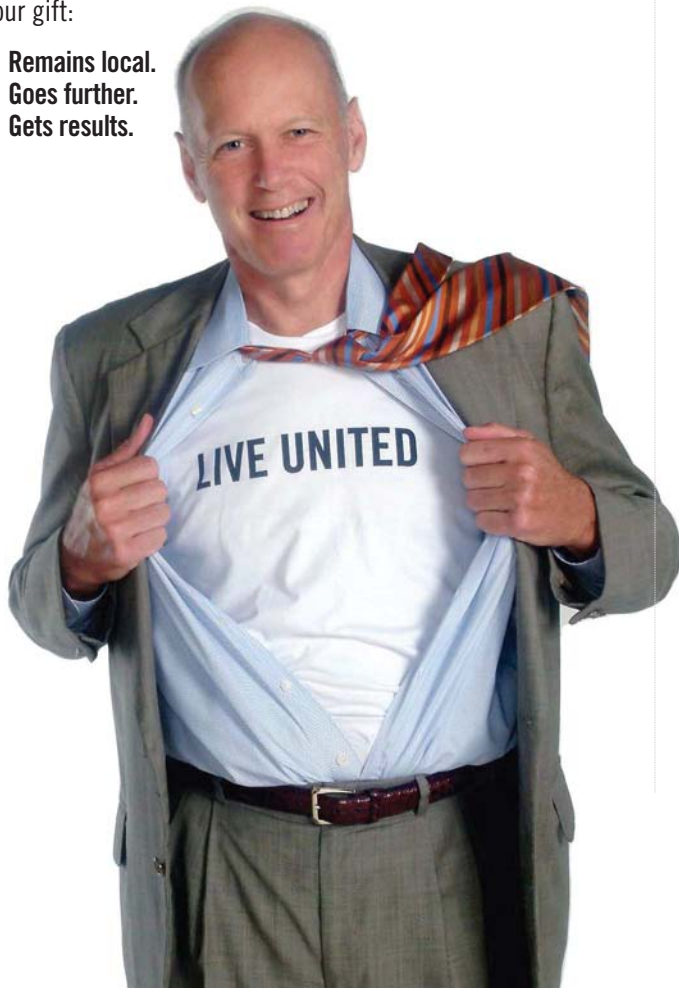
Everyone deserves opportunities to have a good life: a quality education that leads to a stable job, enough income to support a family through retirement and good health.

That's why United Way's work is focused on the **building blocks for a good life**: education for children, income for families and health for seniors.

Investing in United Way's Community Impact Fund is a highly effective way to effect change for the most people. United Way invests your dollars in real solutions to our region's problems. Your investment, together with those of more than 6,000 Leadership donors, will be put to work in ways that make a difference far greater than what any one person could make on their own.

When you give to United Way's Community Impact fund, your gift:

- Remains local.
- Goes further.
- Gets results.



United Way's Bold Vision for Making an Impact in Greater Philadelphia

Did you know that in Greater Philadelphia, 35% of children live in poverty, and by the age of 4, children who live below the poverty line are 18 months behind — not ready for school.

Preparing Children and Youth to Succeed in School and in Life

Your United Way **Leadership contribution** is an investment in children starting school ready to learn and staying on track towards high school graduation.

Did you know that in the five-county Greater Philadelphia region, there are roughly 73,000 young people between the ages of 16 and 24 who are not in school and not working.

Building Financial Stability and Independence for Families

Your United Way **Leadership contribution** is an investment in working-age adults gaining the resources they need to support themselves and their families.

Did you know that Pennsylvania ranks fourth in the nation in the proportion of its households with at least one member aged 65 or over, and that 134,000 older adults live alone.

Keeping Seniors Healthy and Safe at Home

Your United Way **Leadership contribution** is an investment in seniors remaining safe and healthy in their own homes and communities as long as possible.

Learn more: www.LIVEUNITEDsepa.org/CI

For Those Who Choose to Lead

Become a Leadership Donor

- When you join the ranks of United Way Leadership donors, it is not about simply giving a certain amount of money. It is about thinking of yourself as a leader in the community, a philanthropist, a volunteer, an advocate for United Way. It's about Living United. Your generosity can lead to extraordinary change.
- Leadership donations are powerful, making up over half of all individual giving to United Way. Leadership Givers are essential in United Way's efforts to provide a better life for all.
- Leadership gifts of \$1,000 or more put you at the forefront of a legion of donors committed to advancing the common good by bringing positive, lasting change to our region.

Leadership Levels	Gift Amount
Cornerstone	\$1,000 - \$2,499
Keystone	\$2,500 - \$4,999
Standard Bearers	\$5,000 - \$9,999
Tocqueville Society	\$10,000 and above

Be Part of the Leadership Movement

Leadership has benefits.

- Leadership donors are invited to participate in exclusive United Way events, networking, volunteer programs and advocacy opportunities.

Be recognized as a Leader.

- You will be recognized in United Way's annual *Leading the Way*, distributed to more than 10,000 people at hundreds of organizations across Greater Philadelphia. Others will be inspired by the example you set when they see your name among the dedicated, caring and influential Leadership givers from across the region.

Make a real and lasting difference.

- Your Leadership gift will support the most effective programs that address the most critical needs across our region — Education for Children, Income for Families and Health for Seniors, and United Way will update you regularly on the results your investment is making.