

MULTIPLY YOUR IMPACT – TAKE THE LEADERSHIP CHALLENGE

The Leadership Matching Challenge creates the potential for you to increase the impact of your donations in the community when:

- You become a Leadership donor. Any first time Leadership gifts of \$1200 or more will be matched dollar-for-dollar. Your community impact is \$2400!
- You increase your Leadership gift over last year. Any increased Leadership donation will be matched dollar-for-dollar. If you donated \$1200 last year and \$1600 this year, \$400 will be matched. Your community Impact is = \$2000.

MAKING THE CHALLENGE POSSIBLE

The opportunity for Leadership donors to increase their impact is made possible by a dedicated group of Matching Challenge sponsors who have pledged a total of \$44,500 in matching funds for 2017. New and increased Leadership gifts will be matched until the fund is exhausted.

2018 Leadership Matching Challenge Sponsors

MNP

Canadian Tire

WarrenSinclair LLP

Jack & Joan Donald

Bunch

WILL YOU ACCEPT THE CHALLENGE?

Leaders are committed to improving lives locally in Central Alberta and their example inspires others to do the same.

Leaders – individually or as a family – contribute \$1200 or more per year to United Way community fundraising campaign. This elite group of 303 donors is extremely important for the creation of healthy communities in Central Alberta. Collectively, they contributed over 30% of total funds raised in 2017